



2 in 1: building of a modern corporate culture & being part of a social innovation

Balance Institute 2021/1.





BALANCE PROGRAMME - „The First”

Balance Programme was the first Work-Life programme in Hungary - founded by an NGO. The Program helps both: employers and employees in the area of work-life and child – and family-friendliness.

We built a supportive professional environment, a community, where new initiatives and best practices are born and spread. With a colourful portfolio we support companies in developing a humane corporate culture.

„The Family-friendly Company of the Year” AWARD & GALA:

High prestige award among companies.

Year by year, 150-180 business leaders take part in the awards gala and become sensitive to the topic.

Balance COMMUNITY:

Regular best practice sharing meetings and joint actions

There are about 500 interested companies joining the community. Through them, we make the lives of about 40,000 workers and their families easier.

RESEARCHES:

Part-time research 2017, Work and Family! Re-integration to Labour Market research 2019, Home & Office research 2020

CALL to ACTION :

WORKING PARENTS Day
#MUTIHOLDOLGOZOL (show me where you work – mam and dad) – playful co-working day with children



What BALANCE ROGRAMME offers?

Balance COMMUNITY

Professional network of about 500 companies

What we do?: building supportive network for companies

How we do it?:

- Meetups and workshops
- Family-friendly Compny Mentor Organisations
- Family-friendly Booklet

OUR GOALS:

Widespread dissemination of a family-friendly and humane corporate approach and presentation of best practices.

Balance INSTITUTE

Social Enterprise

What we do?: building companies' culture

So they will be well prepared to challenges and resistant to crisis of labour market now and in the future

How we do it?:

- Workshops, Lectures, Trainings, Coaching, Special corporate Program organisation
- Labour market researches
- Work-Life page (coming soon)

OUR GOALS:

Providing a financial contribution to the Balance Program and the projects of the Three Princes and Three Princes Movement.



Why you need BALANCE? – Issues we encountered in recent years...

- How to make my company **more resistant of crises** coming from outside?
- What makes **corporate life more predictable** from a human perspective?
- Where are my **human-resources reserves**? How can I creat a pool?
- How can I **reduce the number of sick days** in the organisation?
- **Stress relief, mental health**? How?
- How can I **increase the efficiency** of my organisation?
- What keeps colleagues **motivated** ?
- Why can't our colleagues understand each other?
How can **generations work together**?
- How can we work more **flexible**?
- How do I **defins** myself in the job market? How will I become an **attractive employer brand** today and tomorrow?
- How can I **address young workers**?
- What makes us a lovable job? **Community building**? Why and how?
- How can I keep my people and reduce fluctuation?
How do I ensure that **corporate knowledge is not taken away**?
- How do I use **digitization** in my organization?
- **Work-Life balance**? Why do so many business leaders deal with it?



Why you need BALANCE? – Our answers to the asked questions...

| | | | |
|--|---|---|--|
| Employee Needs Assessment | Flexy-Work programme | Leadership-, individual- and team sensibility improving programmes | „Family-friendliness and humane” company culture, creative community programmes |
| Organizational status surveys Family-friendliness and Flexibility | „Our common, predictable future” maternity /paternity programme* | „Burnout-safe” organisation programmes | „Company-Juniors” programmes for children and youth |

* In Hungary mother’s and father’s, even grandparents have the opportunity to stay home for a long „maternity /paternity” leave up the children’s 3 years old age.



Why to choose the BALANCE Programme?

1. EXPERIENCE

In Hungary the Balance Programme **was the first** professional initiative established by an NGO and focusing on work-life challenges by helping both employers and employees.

2. WE SEE THE FUTURE, this is where our innovations come from.

With the help of our foundation, our researches, our volunteers, our professional network and the experiences of our corporate network we have **pre-trend solutions**.

3. Right ON THE TOP.

Cooperating with Balance „think tank”, companies can **eliminate „childhood diseases”** of family-friendly and work-life programmes.



Business Benefits

QUALITY & TRUST & MISSION

- We have been working with our partners for years. We only work with the best. We work with people for whom our cause is truly a matter of the heart.

MANY ANSWERS FROM ONE HAND

- We can support our partners with a wide portfolio while keeping in touch with a single channel.

RESULT & VISIBILITY

- We are not only implementing corporate programs, but we know how to make results visible and work for a stronger employee engagement.

BENCHMARK

- Our programs generally are suitable for becoming an international benchmark and group can succeed them in other countries as well.

PERFORMANCE MEASUREMENT

- We measure and give feedback on the effectiveness of our programs.



Why BALANCE? – Recommend us:

The cooperation between the Three Princes Three Princesses Movement and the K&H Group has been continuous since 2015. K&H Bank as a Family-Friendly Company Mentor Organization took an active part in the development of the services of the Balance Institute by sharing our best-practices and participating in the events organized by them. Both the Movement and the Balance Institute have greatly contributed to the launch and dissemination of family-friendly corporate culture and people-centered management approach.



The Balance Institute, as a knowledge center, helps companies by providing good practices in the various service and production sectors and a wide range of theoretical knowledge from professionals.

As a customer, we have enriched ourselves several times by incorporating their various programs into our training plan.

These have contributed to the development of the thinking and worldview of our middle and senior managers.

(Bálint Révész - K&H Bank, Head of HR Department)

The professional relationship between BT ROC Kft. and the Three Princes, Three Princesses Movement dates back many years. Family-friendly approach has long been part of our culture and they help us to deepen and implement this.

The Movement and Balance Programme is a professional and expert partner. Our partnership contributes greatly to BT's good reputation in the job-market, to our successful recruitment and to retain our employees.

(Dóra Kalocsa - BT, Corporate Affairs and Communications Manager)





Why BALANCE? – Recommend us:

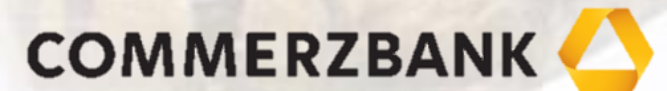


„I am glad we have sessions like this. Thank You for the opportunity!
Thank you for supporting us mentally by these events during this period we are definitely not prepared for.”

„The presenter was extraordinarily good in doing it, very up-to-date and resourceful.”

„Thank you very much for this session. I valued the most about this course: messages were simple clear, was ,realistic', was focusing on the existing challenges, was not hiding or underestimating this extreme situation, and the "tricks" were really useful! Thank you again.” (BP - participant feedback)

„ I am very grateful to have been able to attend this online presentation. For me, the performance was a joyful outlook from the current, covid-stricken everyday life. Unfortunately, these important topics are being pushed into the background these days. The topic of emotional intelligence is inexhaustible, I received many, many explanations, useful knowledge and practice during this one hour.“
(Commerzbank - participant feedback)



„Working with the Three Princes Three Princesses Movement and Balance Program, we were able to provide useful knowledge and advice to our working parents on exciting topics that preoccupy families on a day-to-day basis.

At the Working Parents Day event, one of our highlights and areas of great interest was school bullying. On the topic, we learned what are the hallmarks of that our child is a victim of bullying or perpetrator and what we can do as a parent in such a situation.” (BB - Petra Batléri member of Working Parents Group)



The Background of Balance Programme: THREE PRINCES, THREE PRINCESSES MOVEMENT – „The ONLY”

Balance Program is the corporate and labour-market professional programme of **Three Princes, Three Princesses Movement**.

The movement was established by Professor Maria Kopp in 2009. The aim of the Foundation is to support young adults in accomplishing their dreams of having children.

The organisation pays special attention to changing attitudes, to community building, to professional and scientific activities and to supporting decision makers.

According to a 2019 representative survey, it is one of the best-known family organizations in Hungary and every 5th adult can pinpoint its goal exactly.

It is the **only Hungarian non-governmental organization** that has managed to establish wide support for its activities **with a signed Five-party Declaration**.



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Balance Institute 2021

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