



A WORKING PARENTS GUIDE TO

# Bringing Your *Work to Kids*

**josie\***

# Bringing Your *Work* to *Kids*

ANSWERING BIG  
QUESTIONS WITH  
A *LITTLE* HEART  
AND A *LOT* OF  
HONESTY



Kids are naturally curious - and when it comes to work, it's one of the biggest mysteries, but they're paying attention. Whether it's asking why you're on your phone or wondering if your job is more important than they are, these questions offer a chance to bring your world closer to theirs. These conversations help kids make sense of what we do, why we do it, and how work fits into family life.

Here's a guide to the most common themes that come up and how you can respond with clarity, care, and age-appropriate honesty.



# What Is Work, Really?

## TAKEAWAY :

Kids don't just want to know what you do—they want to know why you do it. Talk about work as a way to help, grow, and contribute—not just earn money. Start with purpose.



*Grown-ups don't just work to earn money. They also work because they care about what they do. It makes them feel proud and happy to be helpful.*

CLAUDE SILVER  
CHIEF HEART OFFICER, VAYNERX

## TRY THIS :

Frame work as a way we help others, solve problems, and make the world better. Use simple language and real-world examples: Explain that people build things, care for others, teach, create, and solve problems... It's not just about money - it's about meaning. Describe your job in kid-friendly terms, and include how your work helps your family, too (yes, work even helps pay for snacks and toys!)



# Time & Priorities: Why You're Not Always There

## TAKEAWAY :

Children often equate time with love. When you miss pickup or do work at bedtime, it matters to them.

*I travel to see my teammates and clients so we can put our ideas together, like snapping LEGO bricks into place. When we're together, things go faster, and we build better stuff.*

ALICIA PITTMAN  
GLOBAL HEAD OF PEOPLE, BCG



## TRY THIS :

Acknowledge their feelings, explain your schedule clearly, and make time feel special when you can. Even one planned pickup a month with a special name (“Mommy Special Time!”) can go a long way. Reassure them: nothing is more important than they are.



# Helping Them Understand *How You Work*



*Finishing a big project at work feels like finishing a really tricky puzzle. Sometimes you try to fit pieces together that don't work, and you have to turn them around or look at them in a new way.*

LILY WALLA  
FOUNDER + CEO, AUGGIE



## TAKEAWAY :

Kids don't always understand what work looks like - especially if you work from home or on a phone and laptop.

## TRY THIS :

Compare tools like phones and laptops to their toys or learning tools. A presentation? That's like show and tell. Business travel? It's like working together to build a LEGO set with friends in different places. Your phone? A toolbox for ideas. Make the abstract concrete with analogies that make work feel real and relatable.



# Grown-Ups Keep Learning, Too



## TAKEAWAY :

Kids think grown-ups know everything - until they see us trying (and sometimes failing) to figure it out.

## TRY THIS :

Model a growth mindset. Show them that learning never stops, even for adults. Talk about what you're learning right now and why it matters. Share what challenges you. Mistakes? They're part of it. Model how you move through them with curiosity - and what you learn to build resilience.

*As you grow, you get curious about new stuff you didn't even know you liked before. Learning helps you stay interested and excited about life - no matter how old you are!*

JESS GALICA  
AUTHOR + EXECUTIVE COACH



# Work Can Be Fun (And *Still* Be Work)



## TAKEAWAY :

Work and fun don't have to be opposites. Let them see the joy in purpose.



*Sometimes work is tricky or takes a long time, but that doesn't mean it can't be fun too. In fact, I do my best work when I'm having fun while doing it!*

COLETTE PERI  
PHOTOGRAPHER + STOP MOTION ARTIST

## TRY THIS :

Explain how your work lets you be creative, playful, or curious - just like their school or hobbies. If you love your job, tell them why. Explain how exploration, collaboration, or solving problems brings you joy. Help them understand that having fun at work doesn't make it less serious. Work can be challenging and exciting - and sometimes, that's the magic.



# Purpose, People & Passions

*My job helps make the world a better place by making sure that all the work parents do at home - like cooking, cleaning, and helping with homework - is shared more fairly and recognized as important by our society.*

EVE RODSKY  
AUTHOR, FAIR PLAY

## TAKEAWAY :

Kids want to know why your work matters and how it connects to the world - and to them.

## TRY THIS :

Talk about the impact of your work on others, whether it's families, businesses, or communities. Share how your job helps others or makes things more fair, kind, or creative. If your job involves advocacy or caregiving, connect the dots. Let them know that your values at home are reflected in your work, and that your passion for your work is also rooted in your love for your family.



# The Whole Family Contributes

## TAKEAWAY :

Kids want to be included. Helping with “work” at home gives them agency and a sense of belonging.

## TRY THIS :

Give age-appropriate responsibilities and explain how their contributions matter, like organizing things or contributing in small ways. Frame these as important contributions. It builds their confidence, teaches responsibility, and reinforces that everyone’s effort matters. When kids understand that home is a team effort, they feel more connected - and respected.



*The key is understanding that being part of a family means participating in the work it takes to make a home function.*

PAIGE CONNELL  
ADVOCATE + CREATOR



# Feelings Come First

## TAKEAWAY :

Behind every question is often a feeling - confusion, sadness, curiosity, or a need for connection.

*Nothing is more important to me than you. Being your mom is my most important role. My work means a lot to me because I believe in making a positive difference in the world, especially for you. You inspire me every day.*

ERIN GRAU  
COO & CO-FOUNDER, CHARTER

## TRY THIS :

Listen first. Then answer. Kids don't always need a perfect explanation - they need to feel seen. Validate their feelings. Sometimes "Why do you have to work so much?" really means "I miss you." Whether they're asking why you're always on your phone or if your job is more important than they are, center the emotion before the answer.





Work doesn't have to be a mystery. Bringing your work into small, everyday conversations with your kids isn't about over-explaining or proving your worth - it's about showing them that work is part of life, and life includes love, learning, purpose, and play. It shows them how you live, what you value, and how care, creativity, and purpose can show up in any job. When they understand why you do what you do, they'll also see who you're doing it for.

By bringing your work to your kids, you're not just teaching them about your world - you're inviting them into it. And that's work worth doing.

*Thank you*

JEANETTE DONNARUMMA  
DAISY AUGER-DOMINGUEZ

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