



How Pillsbury Retains Parents & Caregivers with Keep Company

A CASE STUDY

The Challenge

Pillsbury has long been recognized for its forward-thinking, people-first approach to wellbeing. Firm leadership saw an opportunity to strengthen “team care” across the firm, creating deeper connection among employees in every season of career and care. With up to 73% of employees who are also parents or caregivers, they started with this clear area of need in their talent strategy.

The cost of losing a single attorney is estimated at more than \$650,000, so leadership sought a scalable, sustainable way to invest in connection at every level of the firm.

The Solution

Pillsbury partnered with Keep Company to launch a program for Parents & Caregivers, offering expert-led peer coaching groups that addressed caregiver loneliness, and supported wellbeing. The impact was immediate and measurable: stronger connection, measurable resilience, more productivity, and lower attrition.



Meet Pillsbury

1,400
EMPLOYEES

21
OFFICES

Pillsbury Winthrop Shaw Pittman LLP ("Pillsbury") is an international law firm with approximately 1,400 employees -- 825 are attorneys, spread across 21 offices worldwide.

73%

Up to 73% of employees
are caregivers

22%

Utilization
Rate

2X

Lower attrition than
industry average

“Work and family life can make us feel alone or like our experiences are isolated, when many of our friends and peers are feeling the same way. Talking about these feelings and gaining insights from others has been extremely helpful.”

PAUL CASAS, PARTNER, PILLSBURY

On the strength of the pilot's success, Pillsbury expanded Keep Company programs across the employee lifecycle:

- Offering a group learning program for incoming associates (Ready to Launch)
- Supporting hundreds of attorneys and business professionals across 15 offices and 30+ departments

Powered by one platform, Pillsbury unlocked measurable, scalable infrastructure for meaningful connection at every career stage.

The Results

Scaling Keep Company firmwide was a key strategy to dramatically reduce attrition (compared to the industry average)—saving millions in potential turnover costs.

Participation came from the very top: with nearly two-thirds of attorney program members being partners or counsel at the firm, signaling that wellbeing and connection are core to firm culture.

The programs also reached deeply into Pillsbury's diverse talent pipeline. Half of participants identified as people of color and nearly two-thirds as women. Pillsbury was also the first firm to make the program available to business professionals across the organization.

Across cohorts, employees reported stronger resilience and engagement.



"Keep Company is an innovative, one-of-its-kind solution in the market right now, supporting employees in a way that I've not seen any other benefits vendor come close to matching."

JONATHAN LEWIS-GILL, DIRECTOR OF WELLBEING

95%

Of members feel more connection & belonging

85%

Of members took better care of themselves

63%

Percentage of lawyer participants who are senior attorneys

49%

Of members identify as people of color

From parents and caregivers to new associates and senior leaders, the Keep Company platform gives Pillsbury a **scalable way to make human connection** a driver of performance and a cornerstone of retention.