

# The Next Generation of the Working Woman

Gen Y women are making a powerful impact in the workforce today, an impact that will grow even stronger as these professionals move up the ladder. The question is... what is the path forward?

## Gen Y a.k.a. Millennials

Describes the demographic cohort following Generation X

Date of Birth: Late 1970s - early 1990s

Increased use and familiarity with:  
Communications | Media | Digital Technologies



Average of **16** coworkers as Facebook friends

Usage of social media:  
more personal less professional

## Positive Outlook

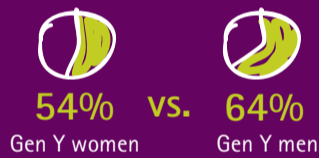
Compared with other generations, Gen Y women have the **most positive outlook** for women in the workplace



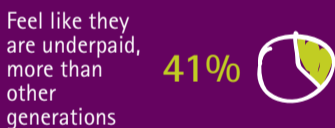
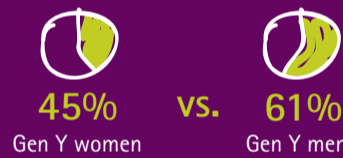
## Less likely to speak up

Yet when it comes to their own careers, Gen Y women are **less likely to speak up than their male counterparts**

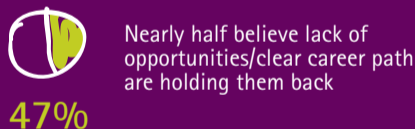
Proactively manage their career



Asked for a raise



## Feel they are not progressing

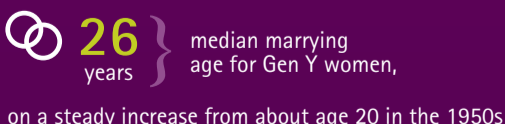


## Career Opportunities

Gen Y women want the same things as Gen X and Baby Boomers



## \*\*\* Marriage & Kids



Many employees – even those who are dissatisfied – say they are not changing jobs right now. Smart companies will see this as an opportunity. By listening to employees and better meeting their needs, companies can transform their workforce from dissatisfied to satisfied and retain greater talent. Working women today say they value flexibility, work/life balance and clear career paths. Employers that offer these benefits stand to gain the most from the growing power of the Gen Y woman.