

Accenture Finds Three Key Accelerators to Build Career Path for Women in The Digital Era

INDONESIA, 10 March 2017 – The research from Accenture finds that women graduating from university in developing markets in 2020 could be the first generation to implement the three key accelerators to support their career path in the future. This insight is presented by Accenture in a report titled, “Closing the Gap 2017: Leading in the NEW”.

Accenture reveals the three key accelerators to help women in building their career path:

- **Digital fluency** – the extent of how people are using digital technologies to connect, learn and work
- **Career strategy** – the need for women to aim high, make important choices, and manage their careers proactively
- **Tech immersion** – the opportunity to acquire greater technology and stronger digital skills to advance as quickly as men

By applying these career accelerators, combined with support from business, government and academia, Accenture predicts that women globally could increase their income up to 35 percent or equal to \$3.9 trillion by 2030.

Neneng Goenadi, Country Managing Director, Accenture Indonesia, says, “Female employees are having the ability to grab important opportunities to advance their career in digital era. Moreover, female employees are more capable to use digital technology to do multiple tasks, such as arranging itinerary and managing tasks outside the office. Female employees usually have mentors, compared to male employees. However, women are not as ambitious as men in achieving senior level. Women shows more dependency toward digital technology that they are using to accomodate personal needs and enhancing their career path.”

The research also identifies important factors that affect women’s capability to achieve equal acknowledgement with men in the professional world. Female graduates in Indonesia are having less opportunity than their male counterparts in choosing area of studies that they believe could offer high earning potential (49 percent vs. 52 percent), opportunity to have mentors (61 percent vs. 67 percent) or aspire to be placed in a senior leadership positions (61 percent vs. 71 percent). Additionally, young women are lagging behind in adopting new technologies quickly (64 percent vs. 74 percent) and in taking coding and computing courses (77 percent vs. 85 percent).

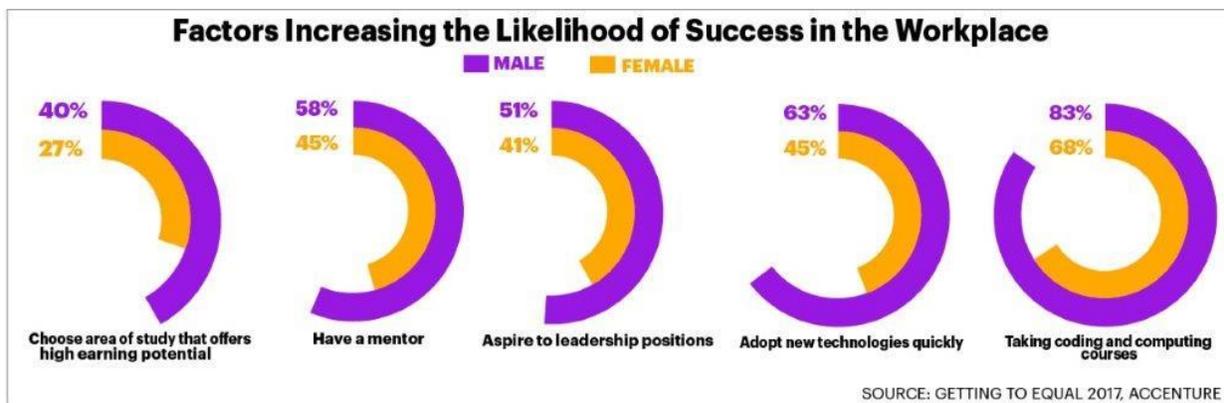


Diagram 1. Factor Increasing the Likelihood of Success in the Workplace (global data)

However, 80% of Indonesian women are able to record achievements by being an entrepreneur or freelancer. 73% of Indonesian women are no longer use conventional way to work and have been utilizing digital technology. The unique thing is, 68% of Indonesian women prefer to lead philanthropic and non-

profit organizations, and support more women to follow their way. Additionally, 93% of Indonesian women believe that nowadays they have more opportunities to advance their career path than 20 years ago.

“Gender equality is an essential element in workplace, and this extends to the ability to pay,” said Pierre Nanterme, Accenture’s chairman and CEO. “Business, government and academia are playing an important role to close those gaps. Collaboration among these organizations is the key to provide more opportunities, conducive working environments and role models to lead the way for change.”

Besides, in utilizing digital technology, 71% of Indonesian women use technology to seek important information to advance their career or finding new job opportunity. Moreover, 46% of Indonesian women are also using digital tools to collaborate with colleagues at work and increase efficiency. And 47% of Indonesian women utilize digital technology to promote their career path with the aim to get better job.

Methodology

Accenture surveyed more than 28,000 women and men, including undergraduates, in 29 countries. The sample included equal representation of men and women, representing three generations (Millennials, Gen X and Baby Boomers) across all workforce levels at companies of varying size. The margin of error for the total sample was approximately +/- 0.6 percent.

Survey data was analyzed using econometric modelling to identify drivers of pay equality and career advancement and then combined with published data on education, employment, leadership and research from the World Bank, the OECD, World Economic Forum and the UN to then explore the potential impact of measures to improve equality. The pay gap calculations are based on Accenture’s economic model, which takes into account the lower percentage of women than men in paid work.

Countries included in the full study were Argentina, Australia, Austria, Brazil, Canada, Denmark, Finland, France, Germany, Greater China (includes Hong Kong and Taiwan), India, Ireland, Italy, Japan, Mexico, Netherlands, Norway, Singapore, South Africa, Spain, Sweden, Switzerland, United Kingdom and United States. Indonesia, Malaysia, Philippines, Saudi Arabia, and United Arab Emirates also participated in the survey.

About Accenture

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