

MAKING WOMEN HAPPY { IN THE WORKPLACE }

It's changing with the latest generation of women

New Accenture research for International Women's Day finds shifting definitions for "what it means to have it all" for the majority of today's professional women.

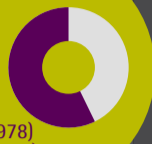
**TODAY'S WOMAN IS MORE INTERESTED
IN FLEXIBILITY THAN MONEY.**

Today's
Workforce¹



Majority of women
in the workforce are
Gen X and Gen Y

57%
are Gen X (born 1965-1978)
and Gen Y (born 1979-1994)



The single most
important factor in
work-life balance:
**flexibility
in the
workplace.**

By a substantial
majority,
women prefer
a better work-life
balance to a bigger
paycheck.

#1 58%
work-life balance

#2 45%
money

#3 43%
recognition

#4 30%
advancement

#5 29%
making a difference

More than
80%

of women say having a
FLEXIBLE
work schedule is either
VERY IMPORTANT
or
**EXTREMELY
IMPORTANT**

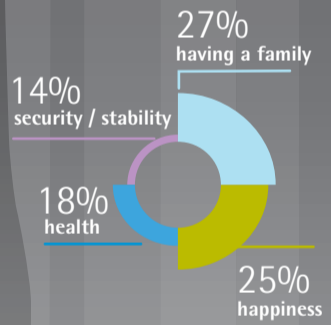
85%

say flexible work
hours would
reduce their stress²

More than
5 times as
many women
claim **happiness** is
a more important
contributor to
personal success
than money,
which ranked 6th.

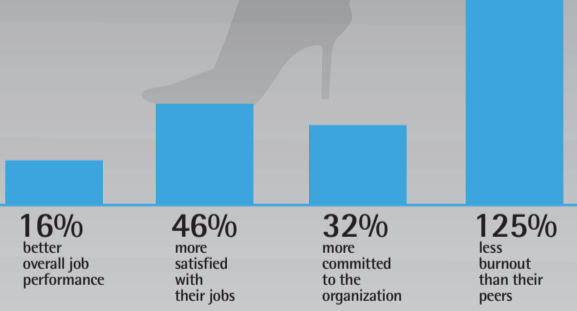
11% of
women are more
satisfied in the
workplace than
last year.

Women define success in
their personal lives by...



THE IMPACT OF HAPPINESS

Thriving (happy) employees³



77% of
women think their
career has been a
SUCCESS⁴

Flexible work environments create happier workforces.

To remain competitive in attracting and retaining the best and brightest talent, leading companies will find innovative ways to help them develop, grow and thrive. The top three qualities women want are:

1 Work-life balance

2 Positive workplace relationships

3 Job stability

A full report on the research, "Defining Success," is available at www.accenture.com/IWD

¹Male/female stats - Bureau of Labor Statistics, Current Population Survey, "Table 3: Employment Status of the Civilian Noninstitutional Population by Age, Sex, and Race," Annual Averages 2011 (2012). Generational stats - Bureau of Labor Statistics, "Household Data, Not Seasonally Adjusted: Table A-13: Employment Status of the Civilian Noninstitutional Population by Age, Sex, and Race" (2012).

²<http://www.flexjobs.com/blog/post/work-flexibility-improves-romance-and-relationships/>

³<http://hbr.org/2012/01/creating-sustainable-performance/ar/1>

⁴LinkedIn's "What Women Want @ Work" study, February 2013