

# Career Capital 2014 Global Research Results



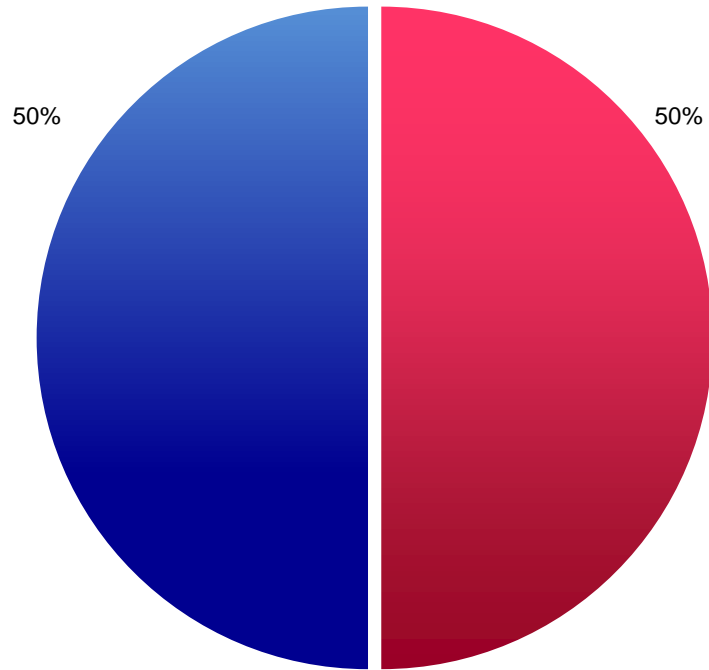
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International Women's  
Day 2014

# Research Objectives

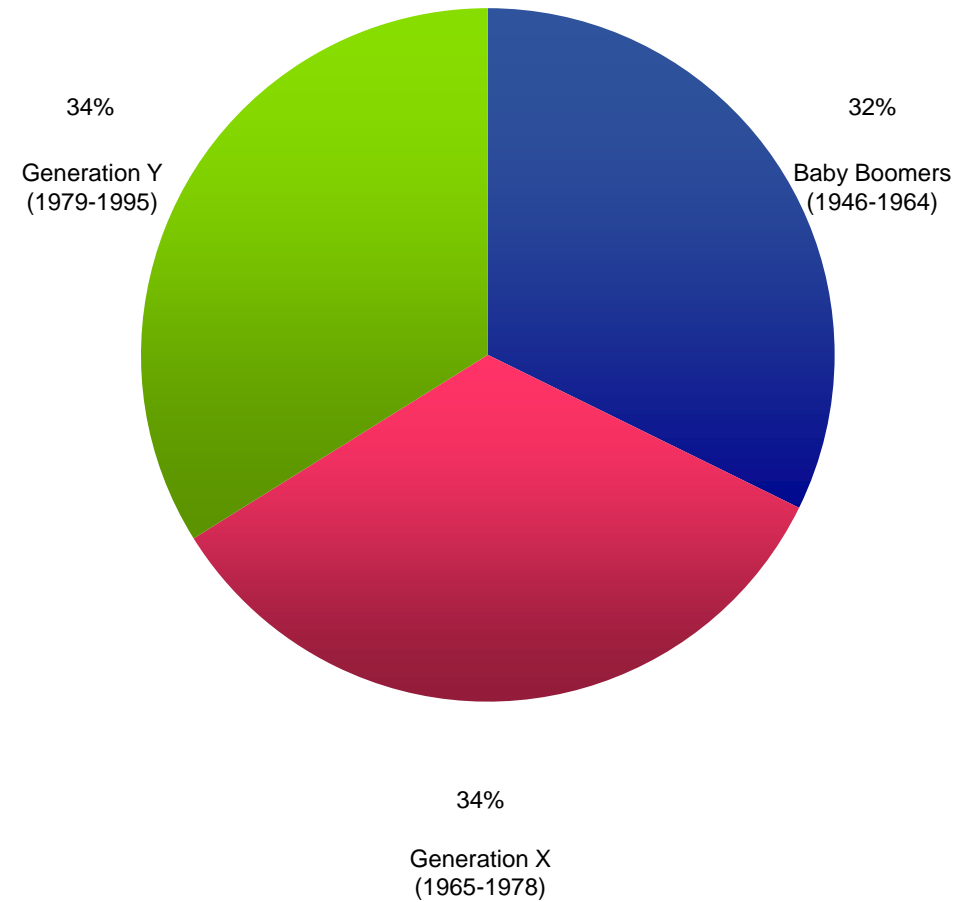
- Accenture conducted its global research study, “Career Capital” for release on International Women’s Day to gain insight into behaviors and attitudes regarding women’s careers and what it takes to succeed in the workplace.
  - The research:
    - Seeks to better understand career capital – what are the contributing factors, how do professionals define and work to increase it.
    - Predicts workplace attributes and the role of women in leadership in the future.
    - Explores career satisfaction and the value of experience and education in the workplace.

# Respondents' Profiles



Male

Female



# Methodology

- Accenture fielded an online survey of 4,100 business executives from medium to large organizations across 32 countries.
  - Argentina, Australia, Austria, Belgium, Brazil, Canada, China, France, Germany, India, Indonesia, Ireland, Italy, Japan, Malaysia, Mexico, Netherlands, Philippines, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Switzerland, Thailand, United Arab Emirates, United Kingdom, United States
  - A minimum of 100 respondents participated from each country, excluding Denmark, Finland, Norway and Sweden where the combined number totaled 200.
- The survey was conducted in November 2013; the margin of error is +/-2 percent.

# Executive Summary

## “Career capital” is key to success in the workplace

More than **89 percent** of female professionals around the globe and a **similar number** of male **respondents** believe **building their “career capital”** – those differentiated skills that define and advance their careers – **is key to success** in the workplace.

## Working to increase career capital

**Eighty-four percent** of both women and men say they are working to increase their career capital.

Two out of three (**67 percent**) respondents believe knowledge or competency in a particular area contributes most to career capital.

For respondents, career capital means having opportunities for growth (**57 percent**), influencing decisions at work (**56 percent**), having credibility with peers (**53 percent**) and reaching goals (**51 percent**).

## Change in the workplace

The vast majority of professionals surveyed (**91 percent**) agree that the most successful employees will be those who can adapt to the changing workplace.

**89 percent** report that they thrive on or don't mind change.

Three out of four (**75 percent**) agree they are equipped to succeed in the future.



## Predictions – women in the workplace

### Women on Boards

Nearly three-quarters (**71 percent**) of all respondents think the number of women on boards will increase by 2020.

### Women at the Top

**70 percent** think the number of women CEOs will increase by 2020; a portion of these respondents (**15 percent**) believe the increase will be significant.

### Women in Senior Management

Nearly half (**44 percent**) of respondents say their companies are preparing more women for senior management roles than in the past year.

## Work-related topics – further insights

### Raises and Promotions

More than half (**57 percent**) of all respondents have asked for or negotiated a pay raise, and three out of four (**77 percent**) who have done so have received one.

Slightly less than half (**44 percent**) have asked for a promotion, and more than two-thirds (**68 percent**) who have done so received one.

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### Working Parents

More than four out of ten working parents (**44 percent**, men; **42 percent**, women) would prefer to work, rather than stay at home, even if finances were not an issue.

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### Value of Experience

Nearly three out of four (**72 percent**) respondents report that experience is more important than education in their current jobs.

## Work-related topics – further insights

### Current Skills

The top three contributions that respondents believe they bring to their jobs are efficiency in completing tasks, a strong work ethic and the ability to learn new things (**56 percent**, **50 percent** and **44 percent**, respectively).

### Future Skills

The most marketable skills in 2020 are believed to be the ability to multi-task, speak more than one language, be a team player and navigate most computer applications (**57 percent**, **54 percent**, **54 percent** and **53 percent**, respectively).

### Job Satisfaction

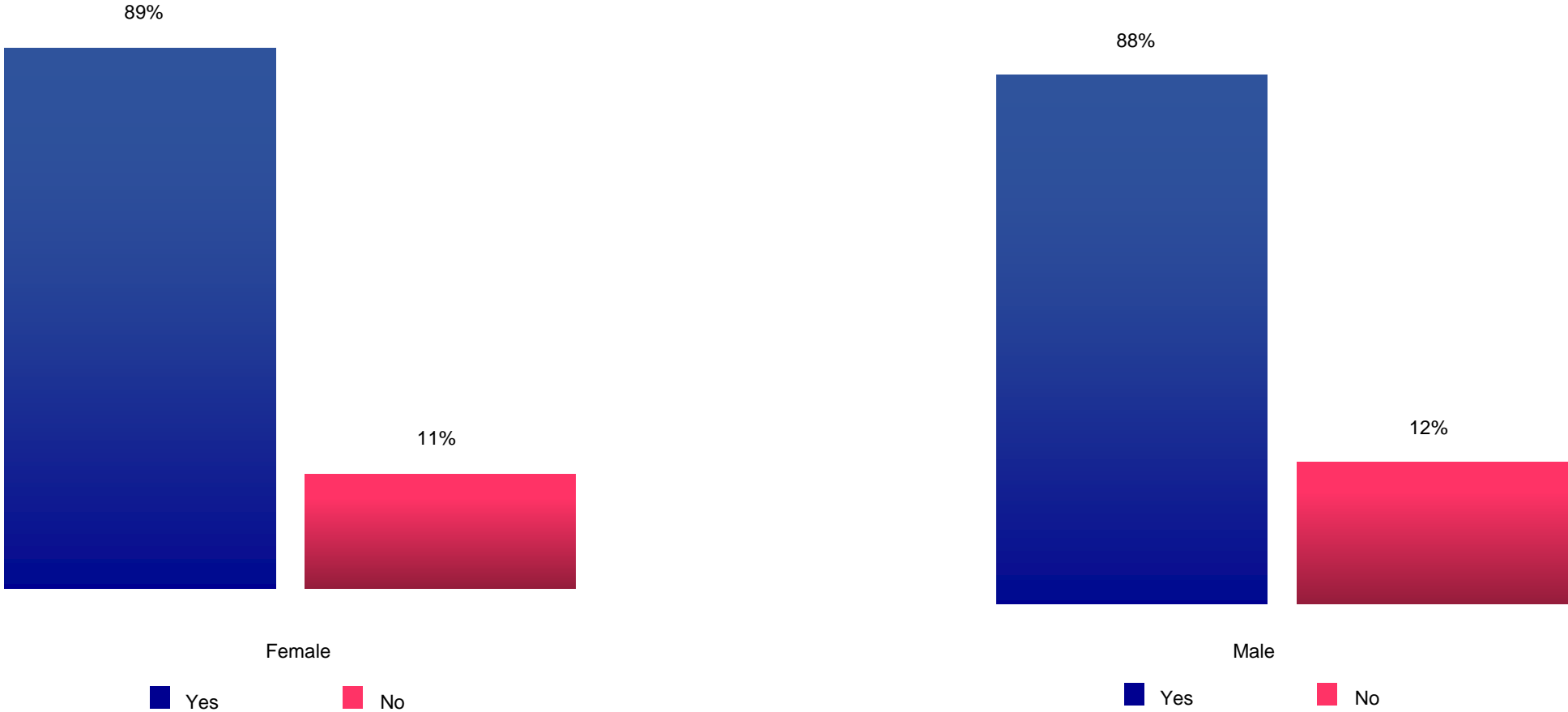
Approximately half (**48 percent**) of respondents report they are satisfied in their current jobs.

Of those not satisfied, feeling underpaid was the primary reason for dissatisfaction (**37 percent**), followed by lack of opportunity for advancement (**25 percent**).

Career Capital

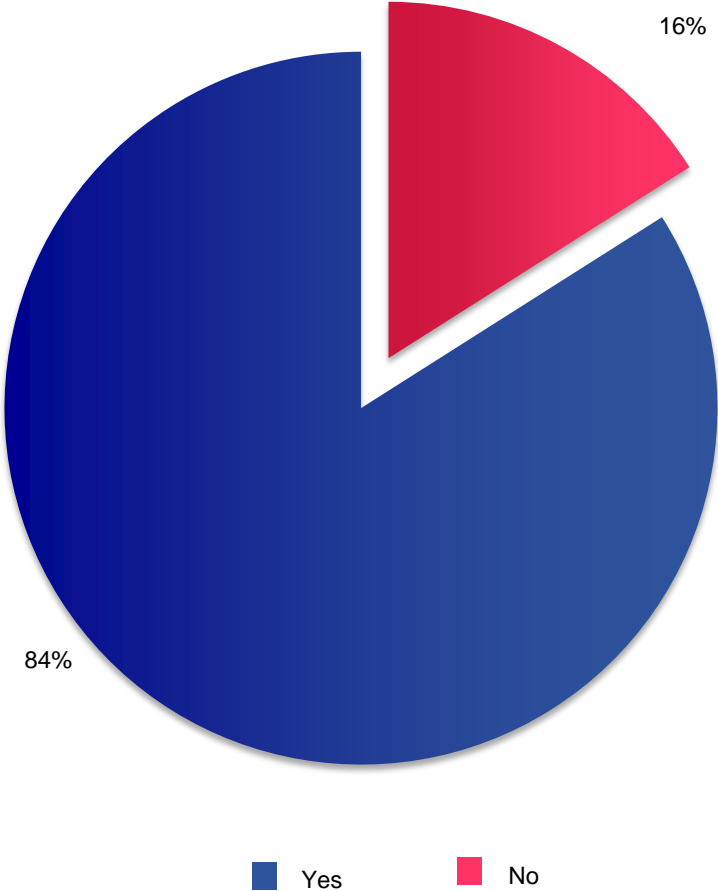
# 89 percent of female respondents and a similar number of males believe building their “career capital” is key to success in the workplace

Do you believe you need career capital to be successful?



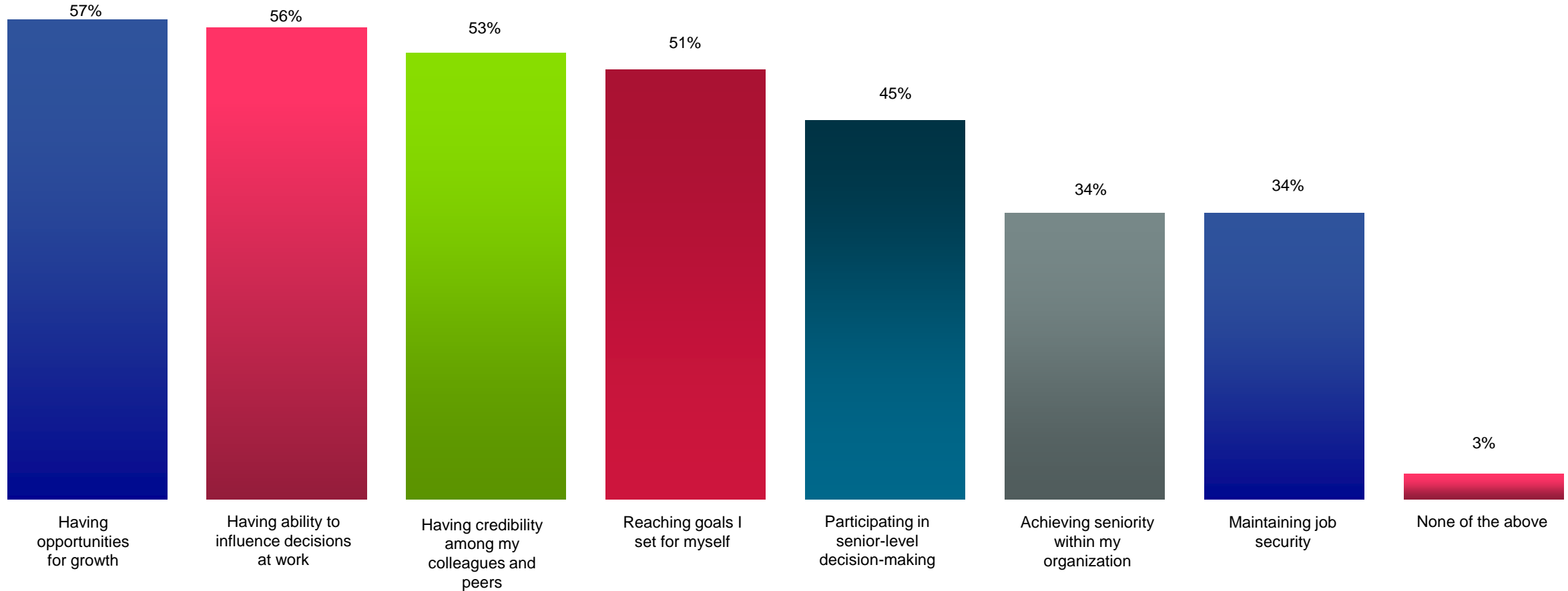
# 84 percent of all respondents are working to increase their career capital...

Are you working to increase your career capital?



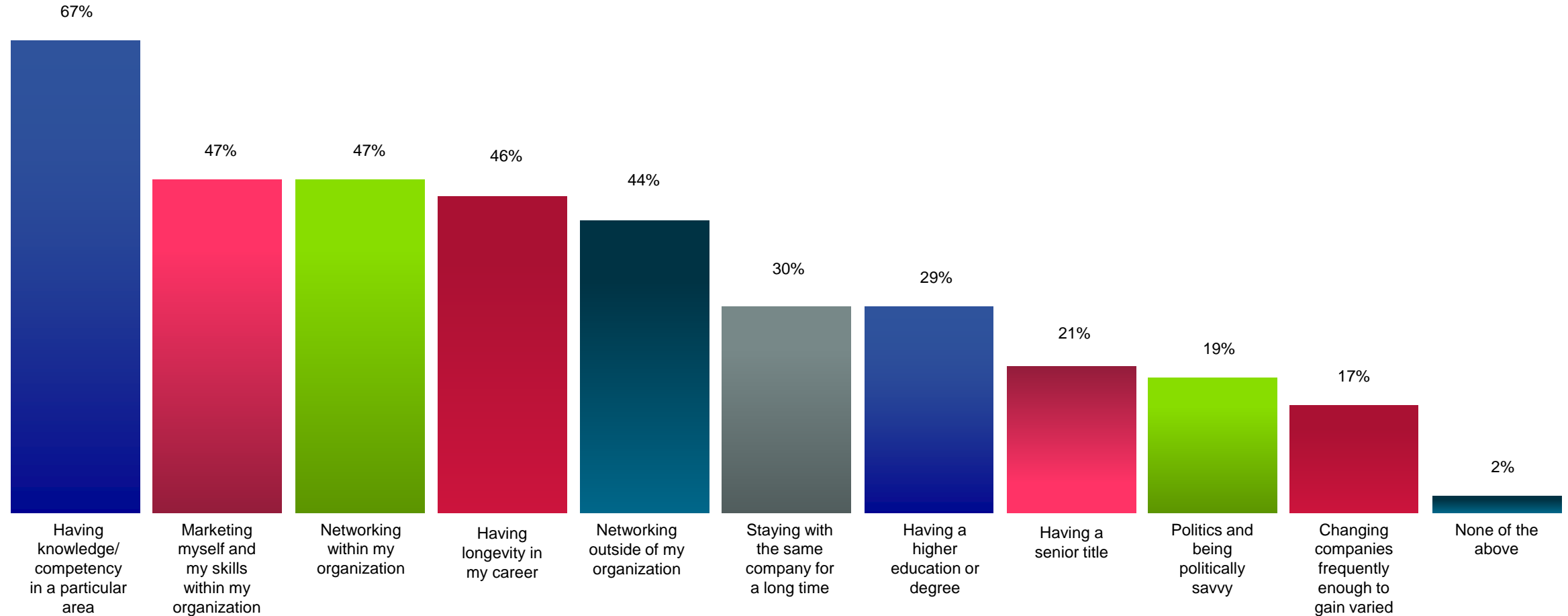
# ...in an effort to enjoy greater opportunities for growth, influence decisions at work, have credibility among peers and reach their goals

What does 'career capital' mean to you? Multiple responses.



# Two out of three respondents believe knowledge or competency in a particular area contributes most to career capital

What do you think contributes most to your career capital? Multiple responses.

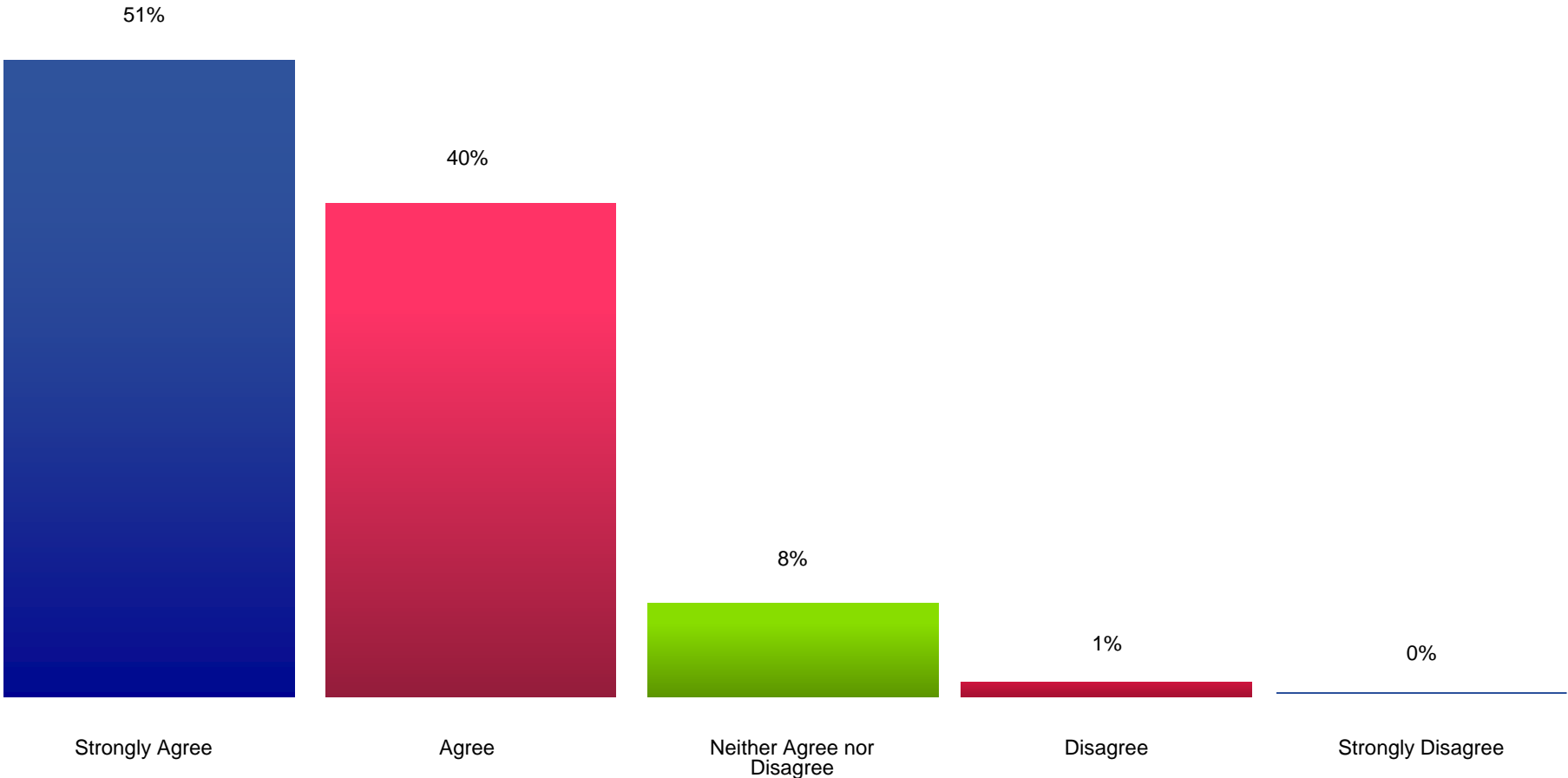




Change in the Workplace

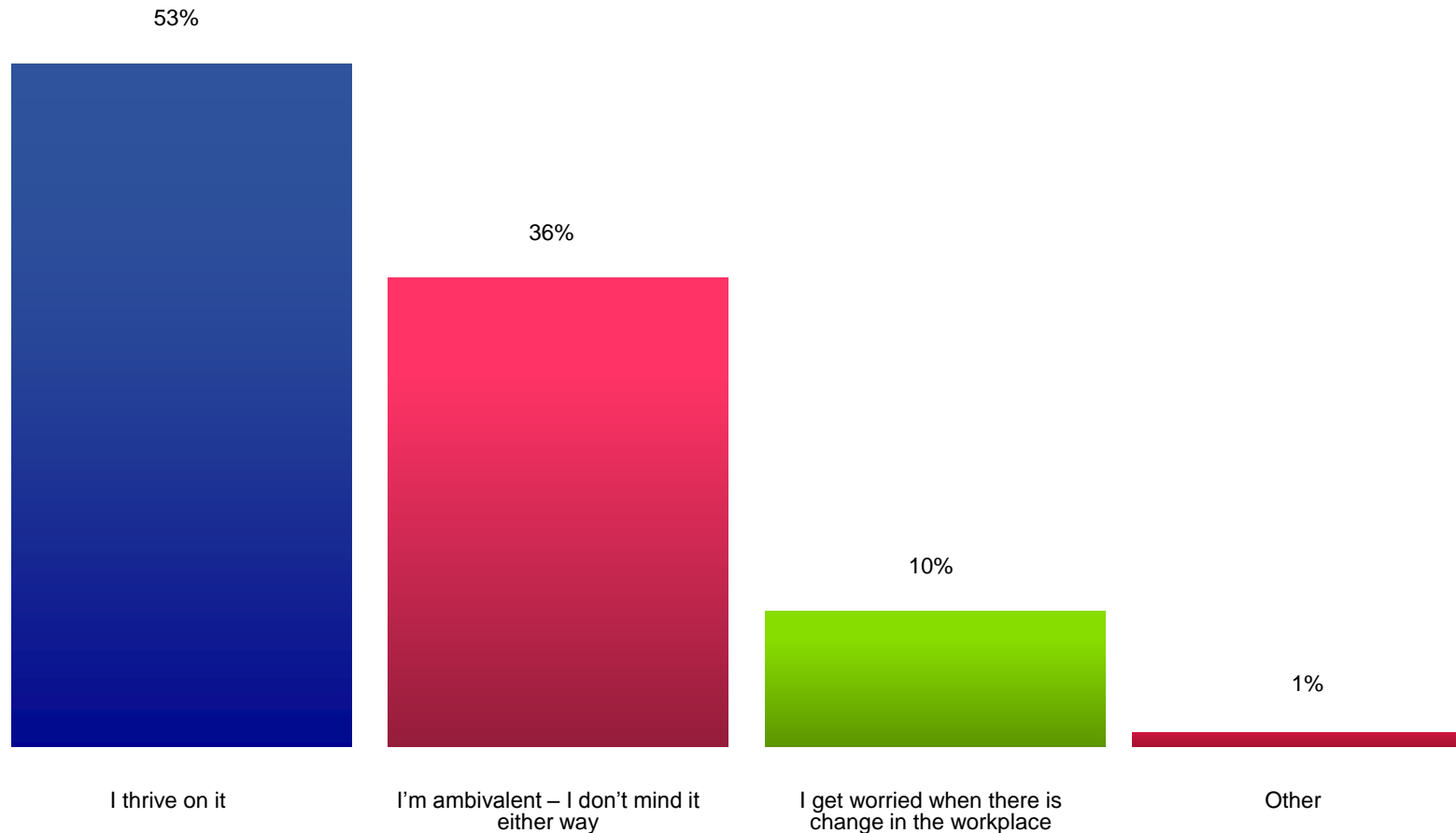
# 91 percent of respondents agree that the most successful employees are those that can adapt and learn in a changing workplace

Please indicate your agreement with each of the following statements: The most successful employees will be those who can adapt and learn in a changing workplace.



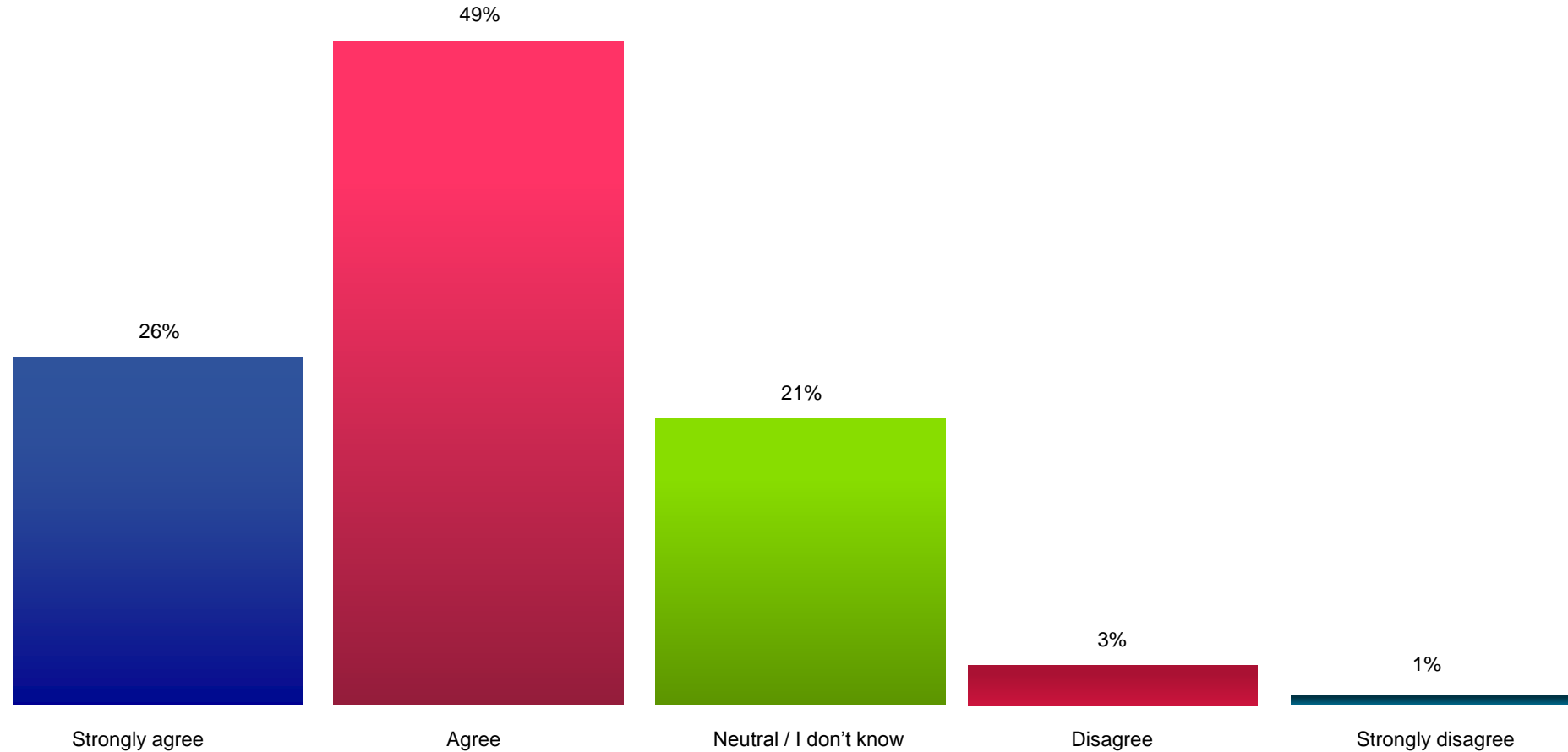
# In fact, 89 percent of respondents say they thrive on or don't mind change

Which of the following statements best describes your attitude toward change in the workplace?



# 75 percent of respondents report that they feel that they are equipped to succeed in the future

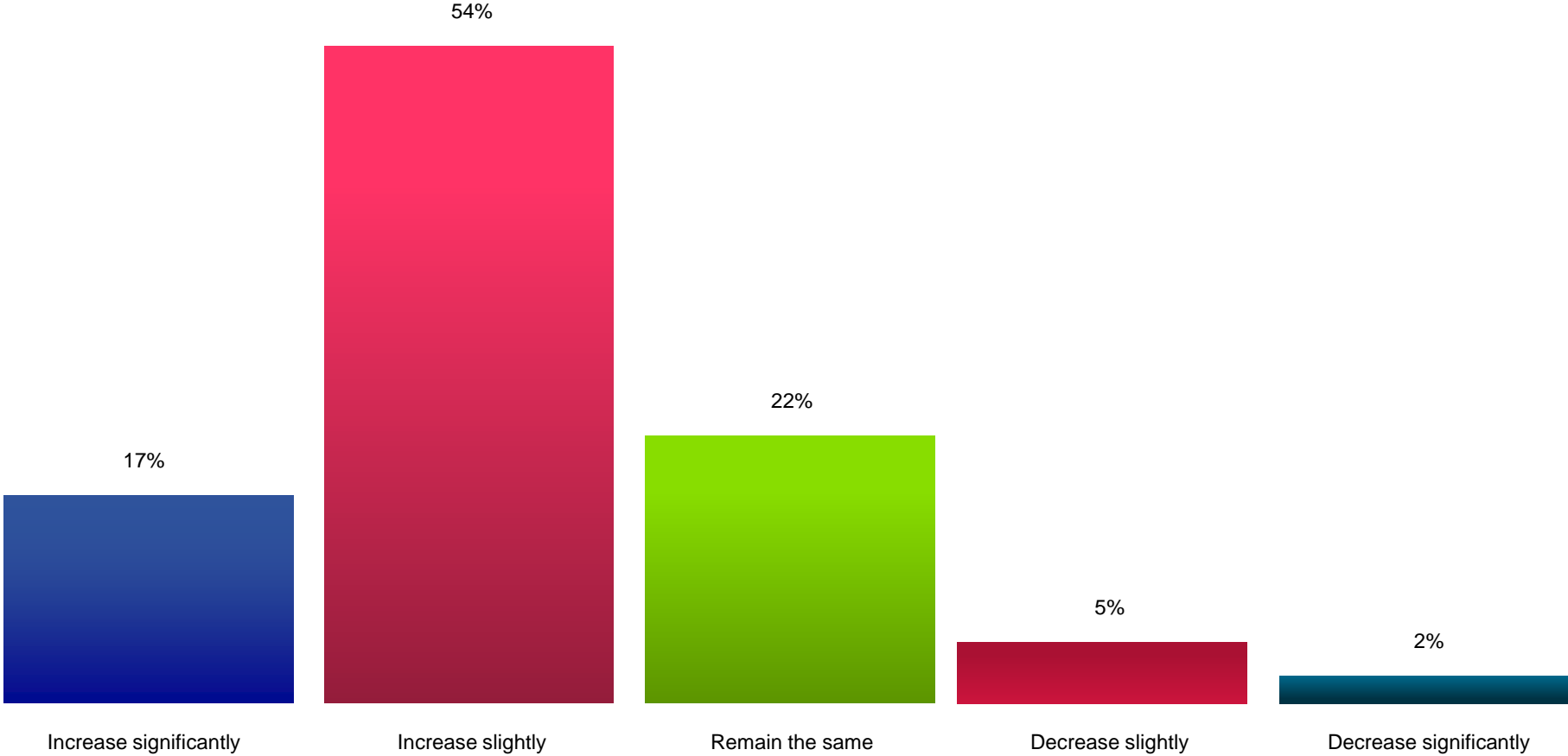
Please indicate your agreement with the following statement: I am equipped to succeed in the global world of the future.



Women in Leadership

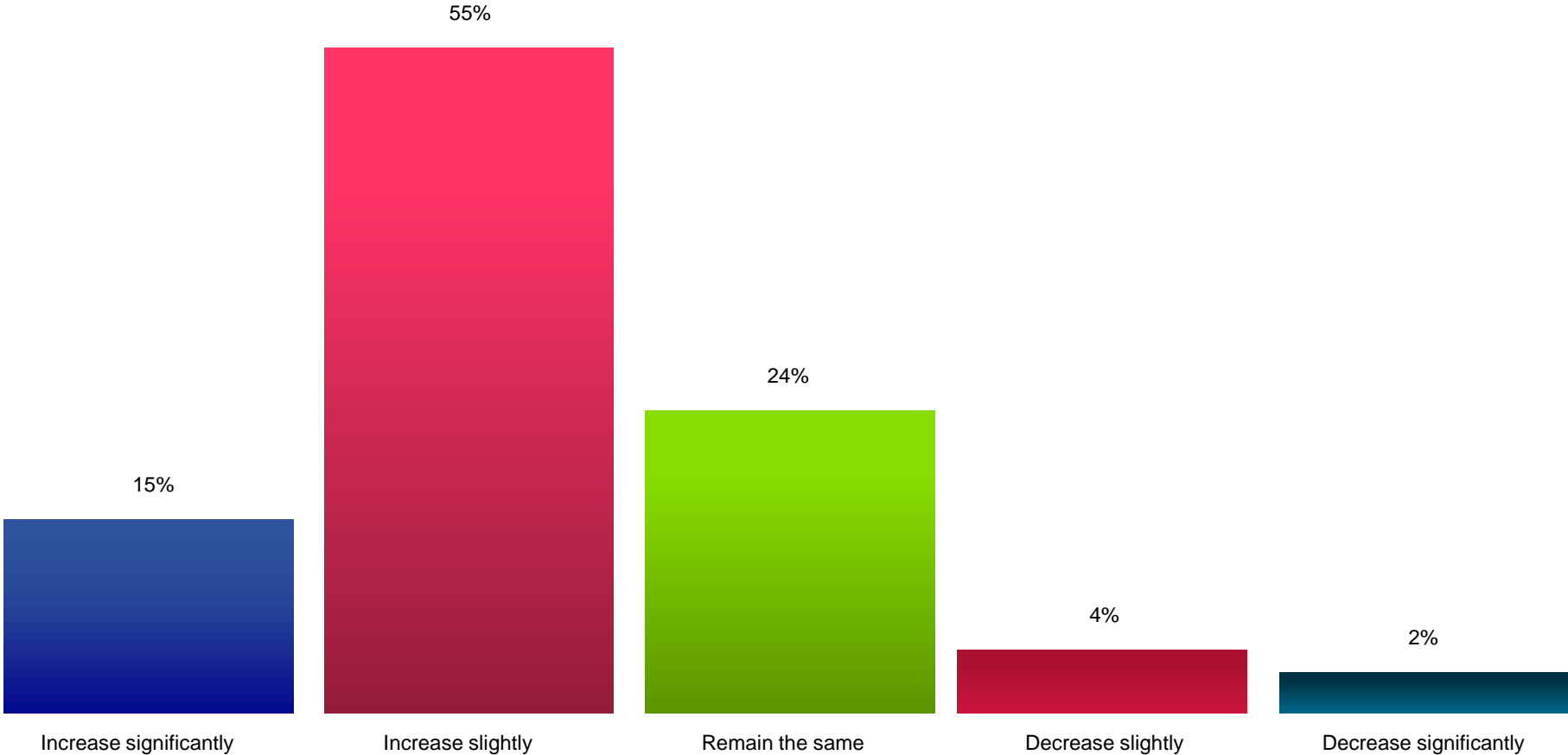
# 71 percent of respondents say that the number of women who hold seats on Boards of Directors will increase by the year 2020

By the year 2020, the percentage of women who hold seats on the Board of Directors at companies will:



# 70 percent of respondents also say that the number of women CEOs will increase by 2020

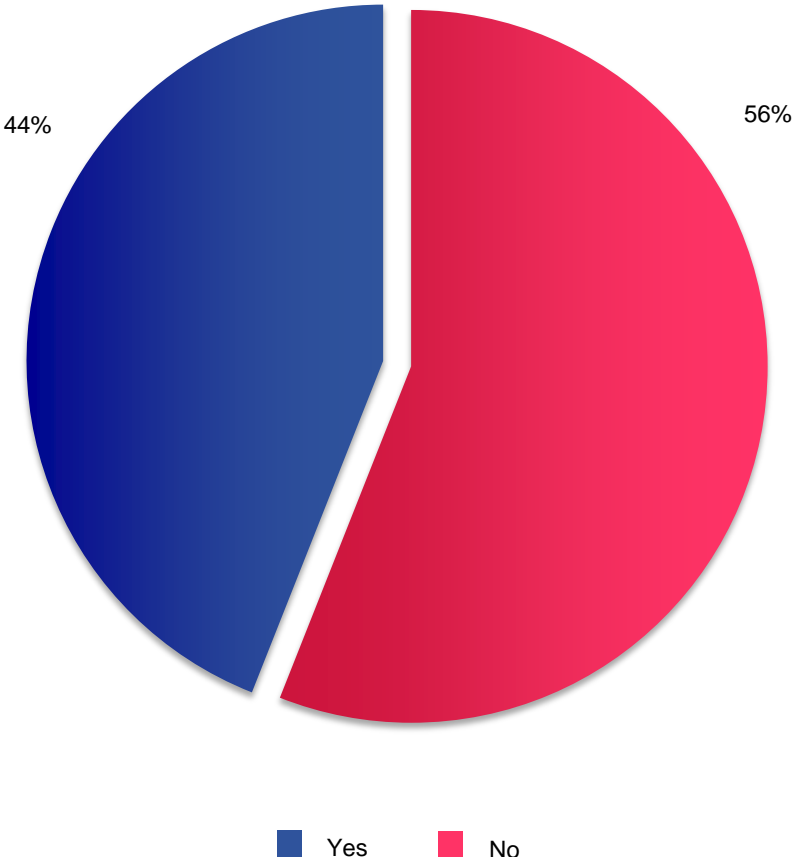
By the year 2020, the percentage of women who hold CEO positions will:



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# 44 percent of respondents say their companies are preparing more women for senior management roles than in the past year

Is your company currently preparing more women for senior management roles than in the last year?

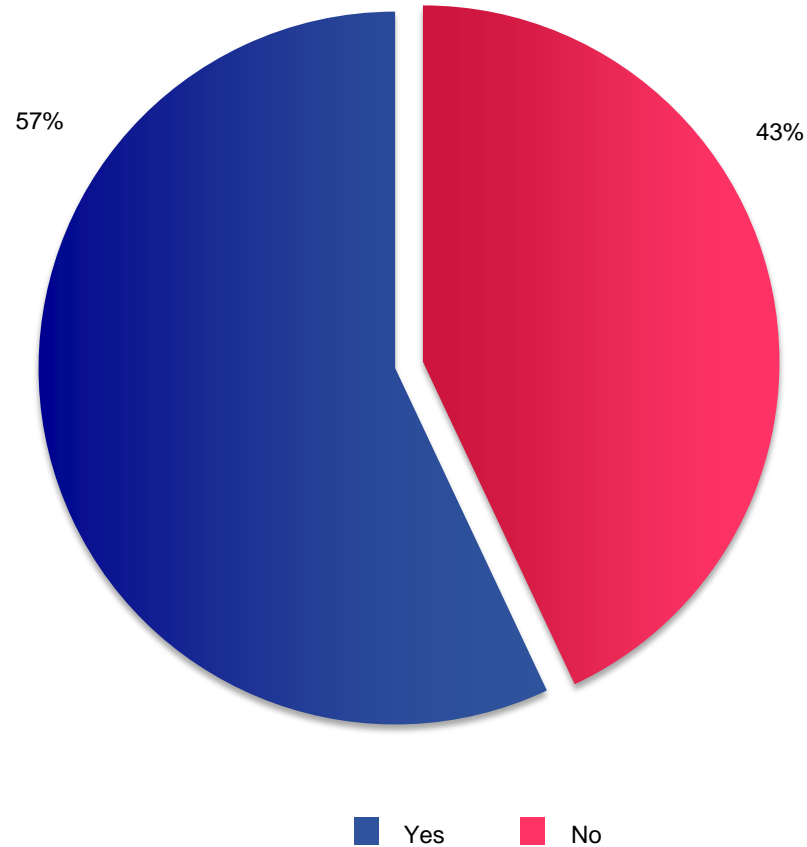




Further Insights

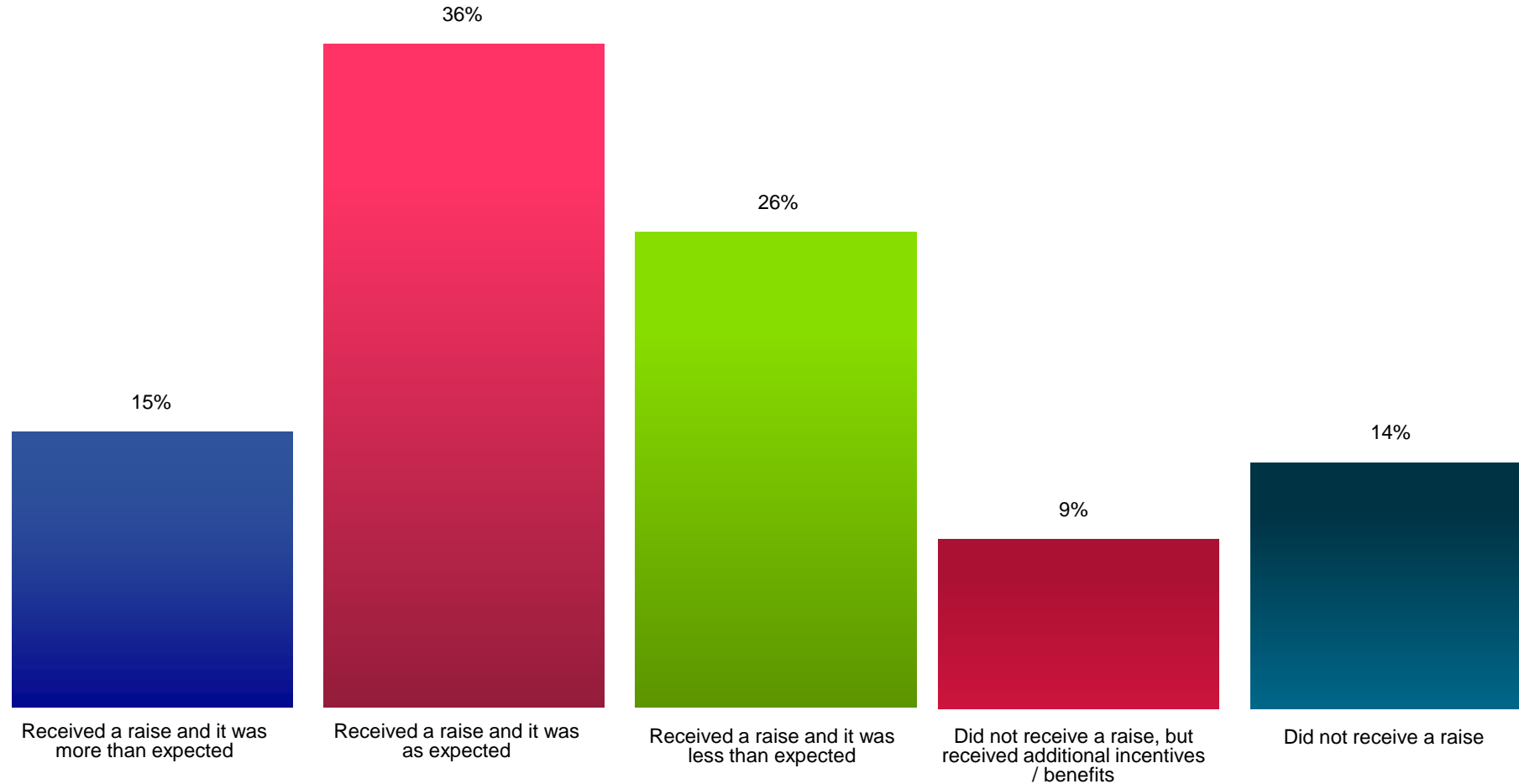
# More than half of all respondents have asked for or negotiated a pay raise

Have you ever asked for or negotiated a pay raise?



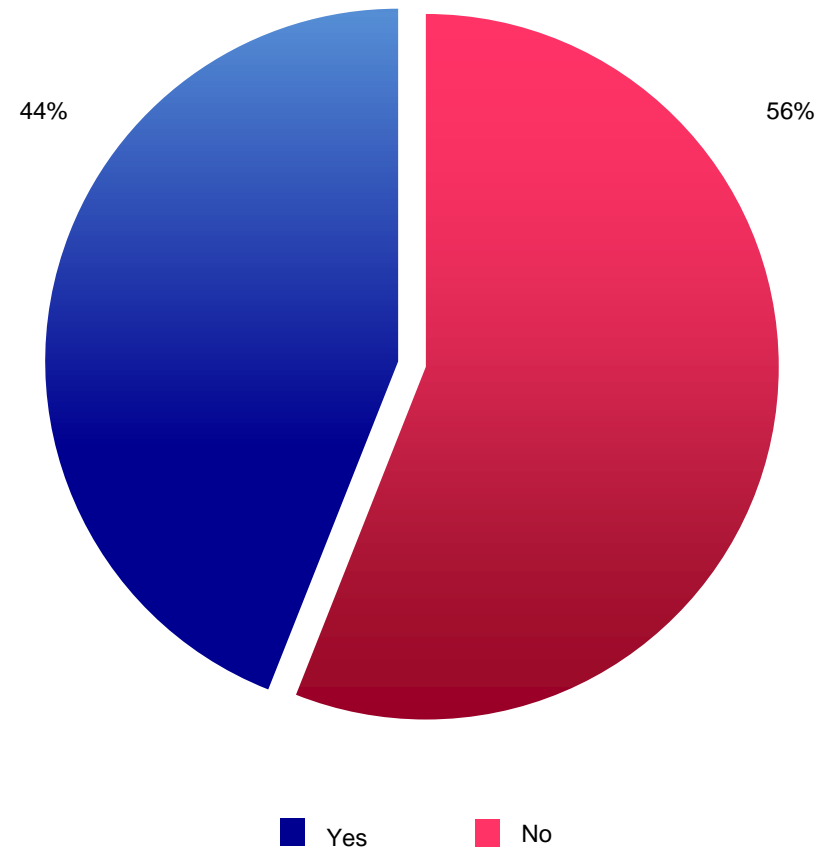
# ...And more than three out of four (77 percent) who have done so, received one

What was the outcome?



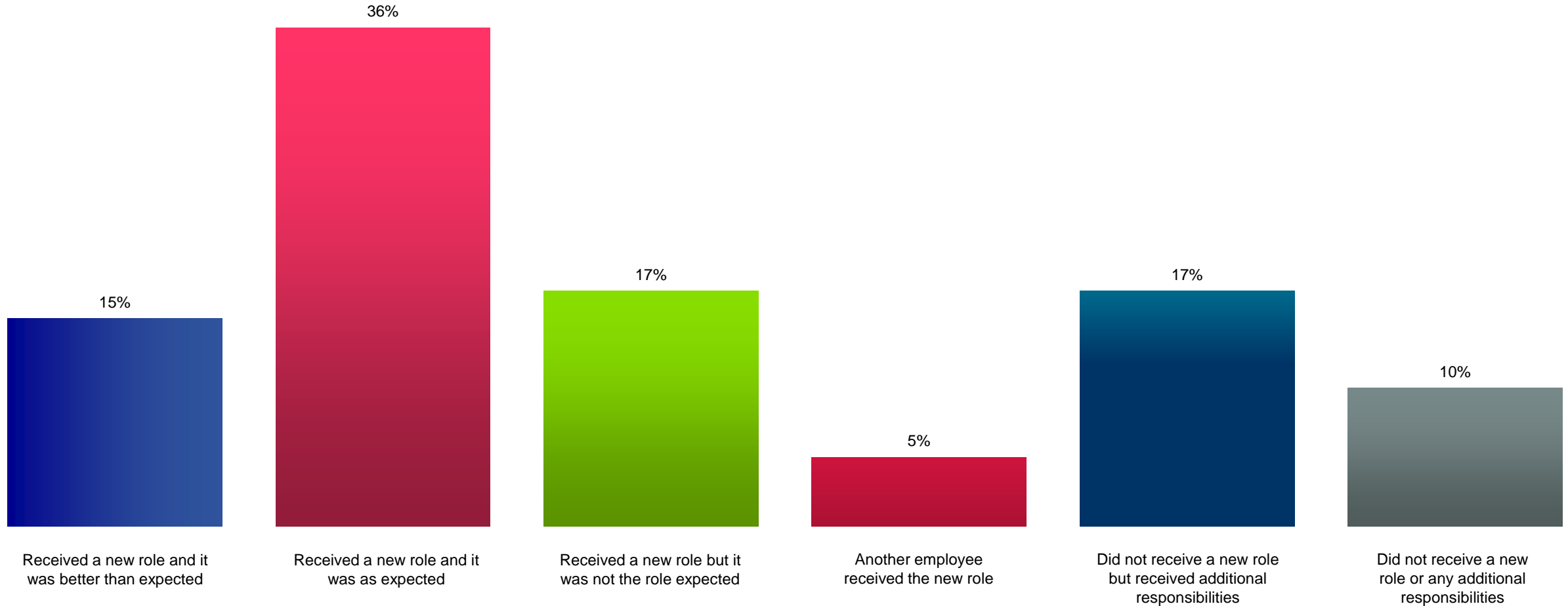
# Slightly less than half of all respondents have asked for a promotion

Have you ever asked for a promotion?



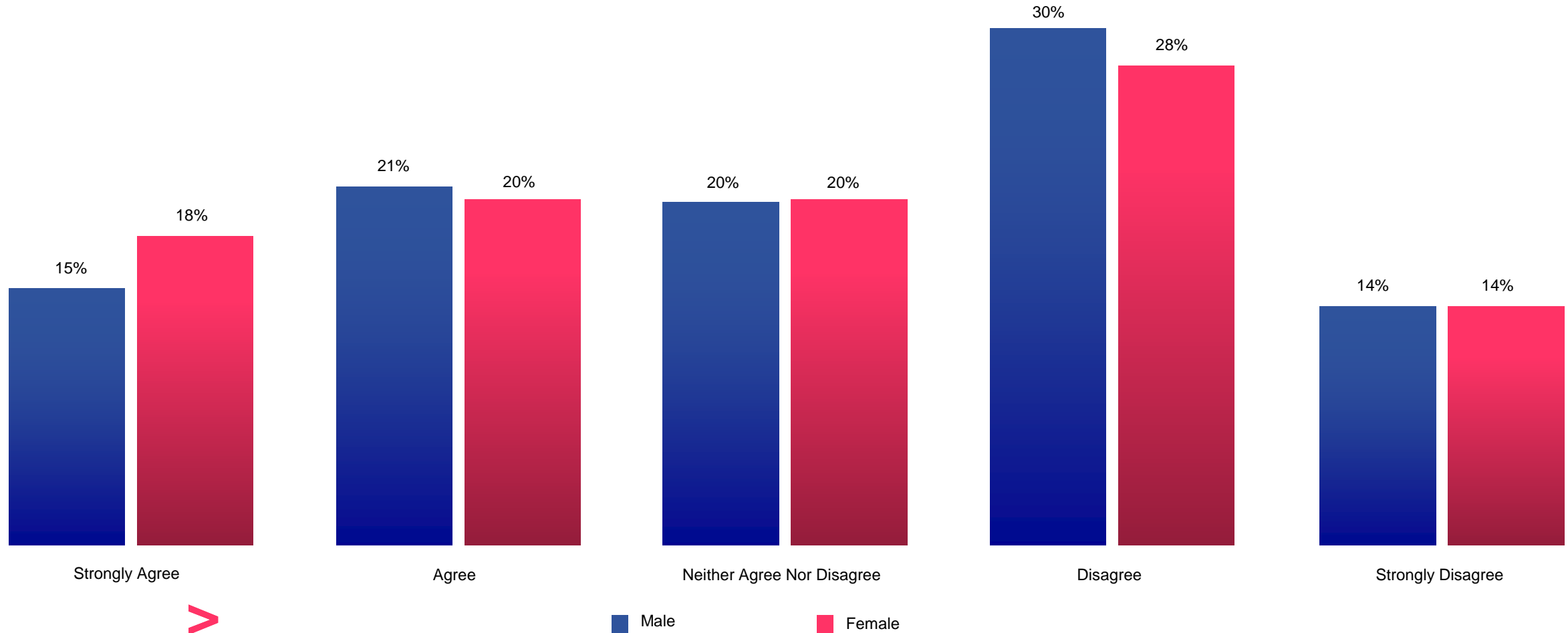
# ... And more than two-thirds (68 percent) who have done so, received one

What was the outcome?



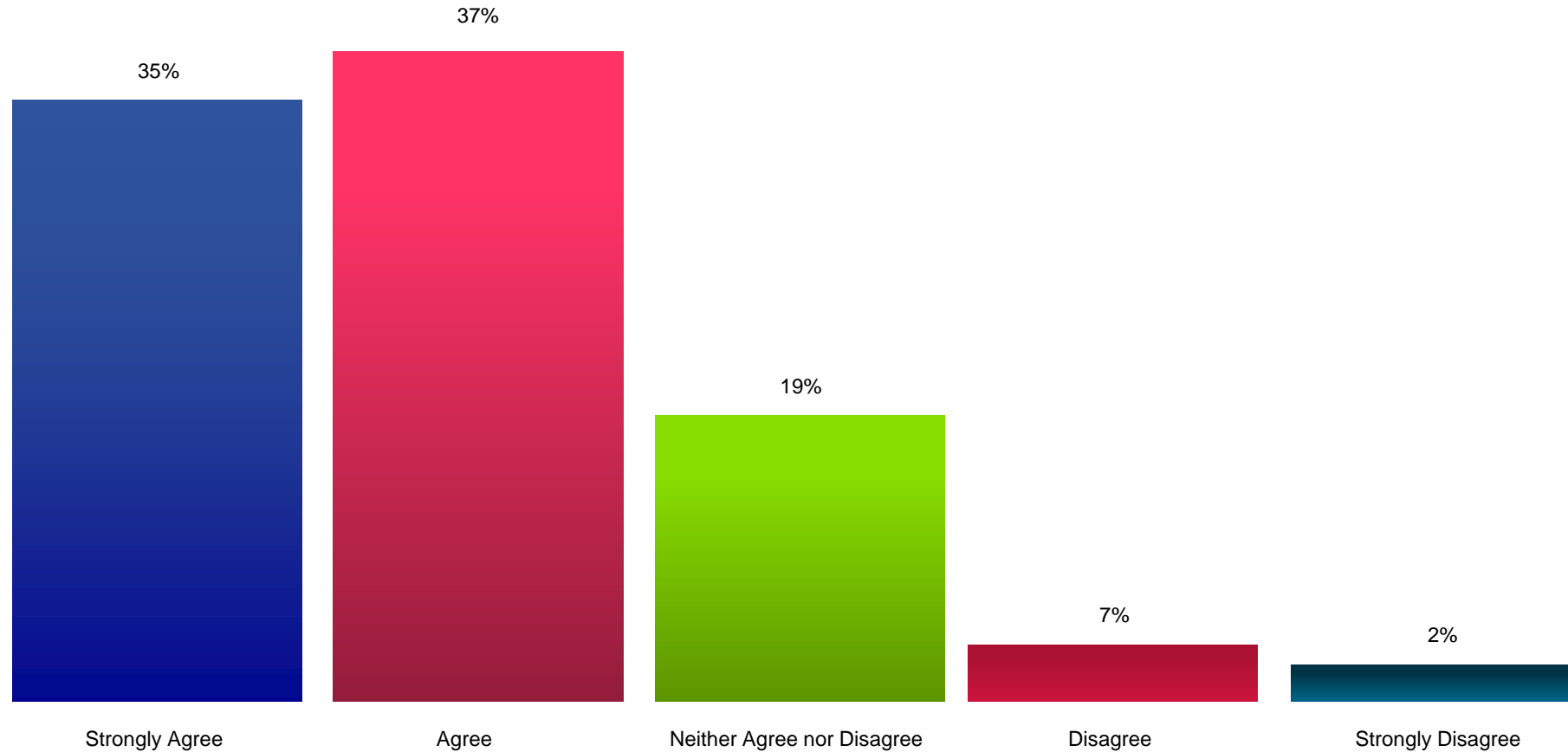
# More than four in ten working parents would prefer to work, rather than stay at home, even if finances were not an issue

Please indicate your agreement with the following: If I could afford to financially, I would prefer to quit my job and be a stay at home parent.



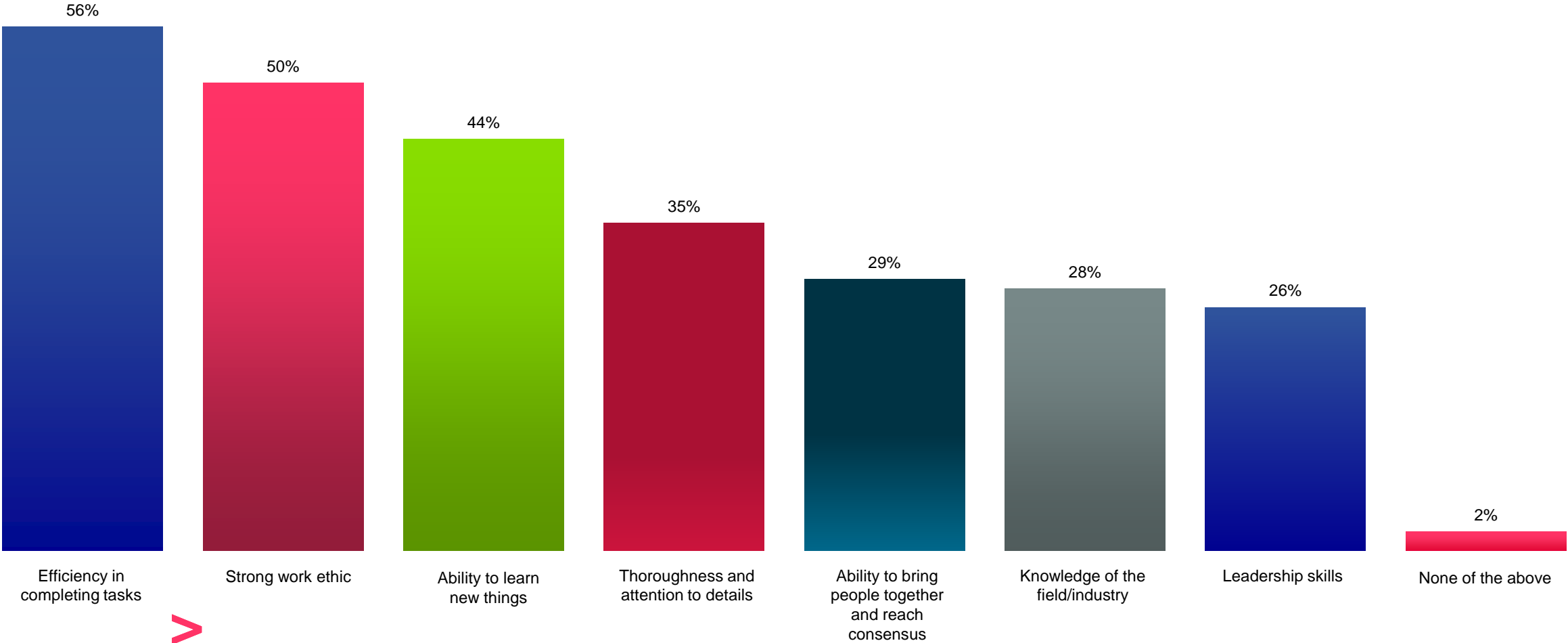
# Nearly three out of four (72 percent) respondents report that experience is more important than education in their current jobs

Please indicate your agreement with each of the following statements: Job experience is more important than education in my job.



# Efficiency, work ethic and the ability to learn new things are the top three contributions respondents bring to their jobs and teams

In your opinion, what are the top three things you bring to your job and team? Select three.

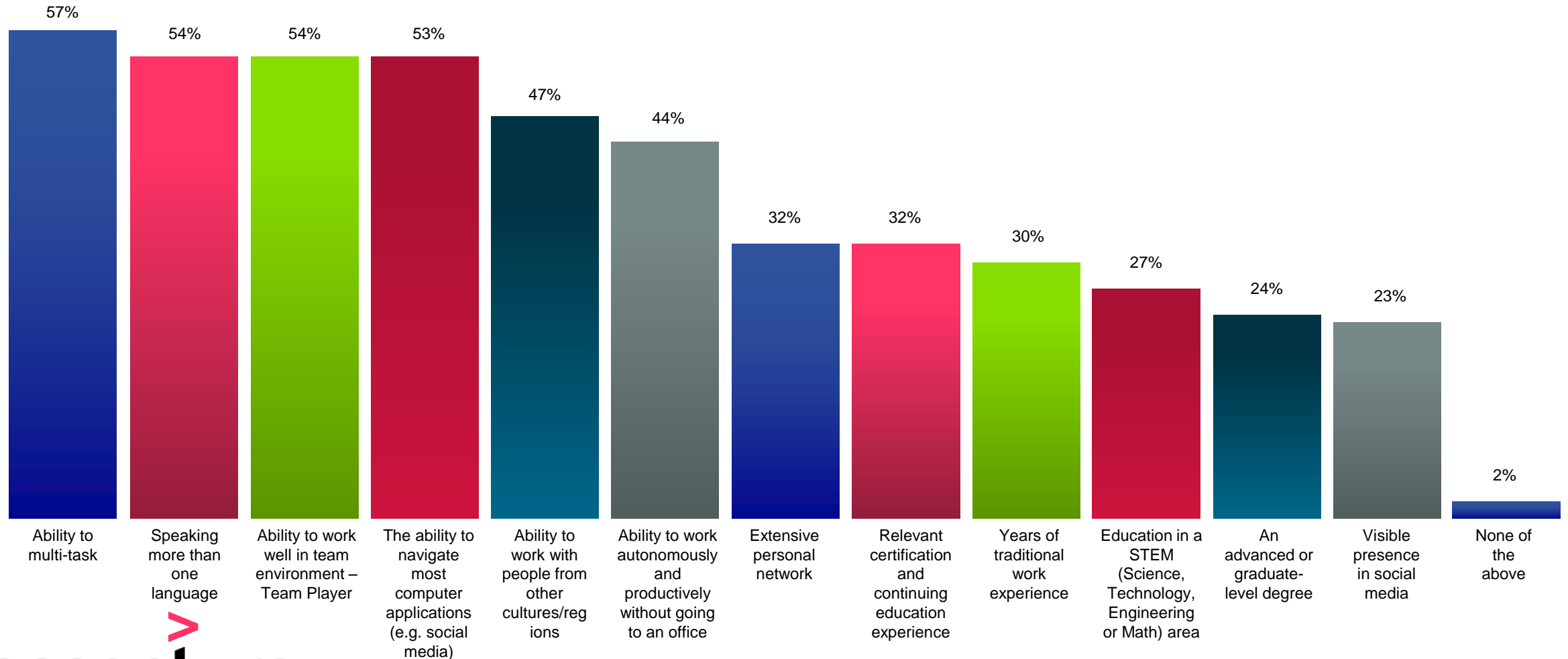


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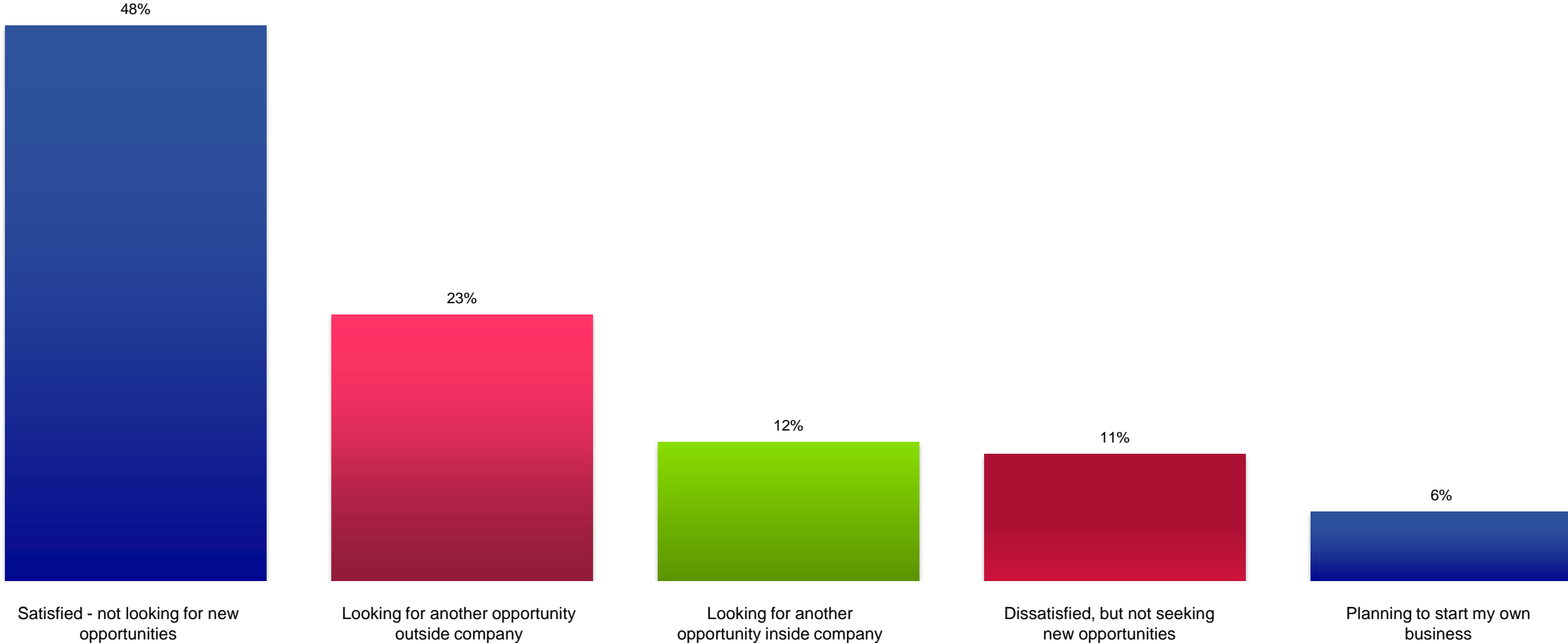
# Most marketable skills in the future believed to be the ability to multi-task, speak more than one language, be a team player and navigate most computer applications

What critical skills and qualifications do you believe will be most marketable in 2020? Multiple responses.



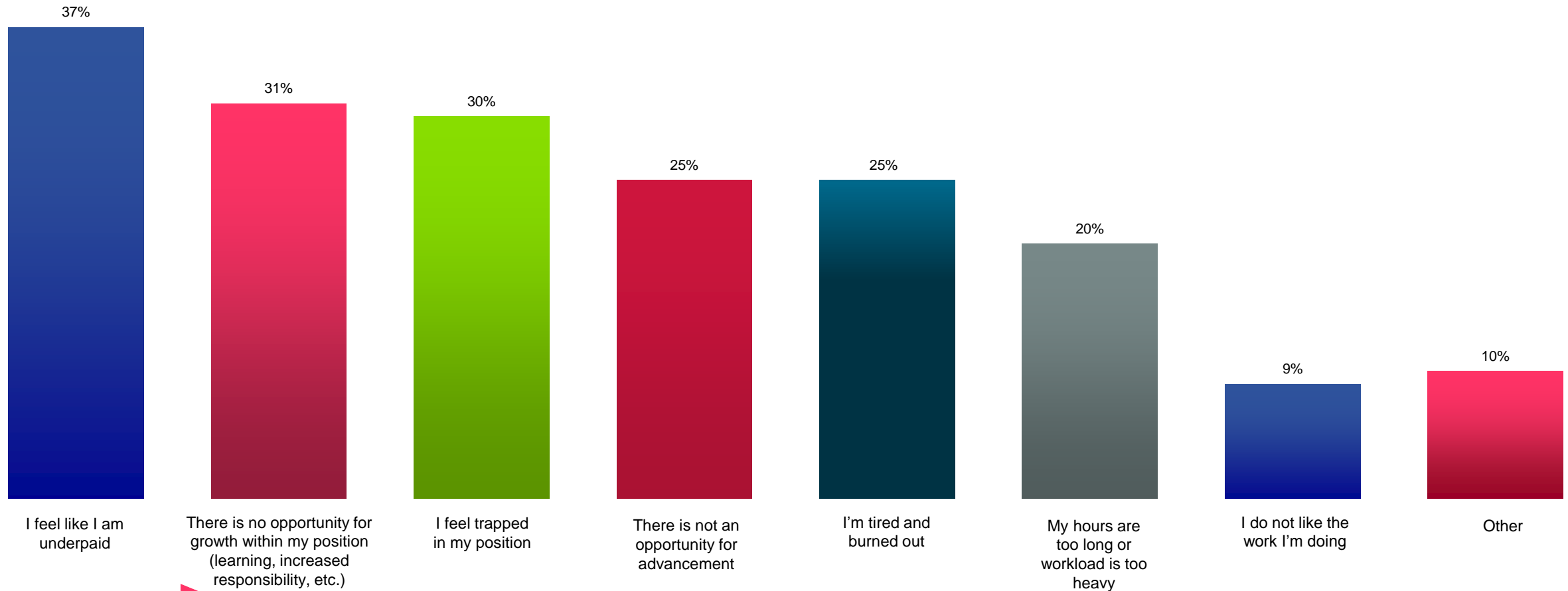
# Almost half of all respondents report they are satisfied in their current jobs

Which of the following statements best describes your current job situation?



# Feeling underpaid is the main cause for job dissatisfaction

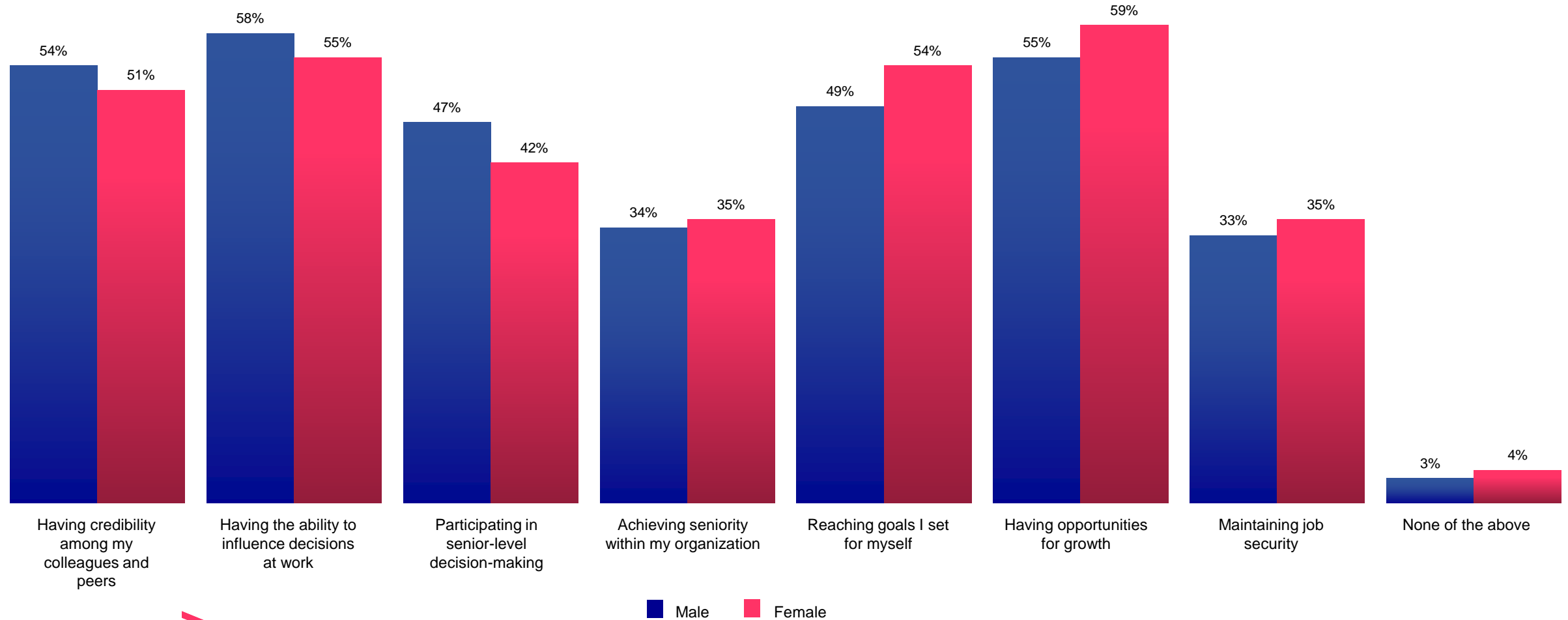
Please select the response(s) that best explain why you are not satisfied with your current job situation. Multiple responses.



Additional Findings

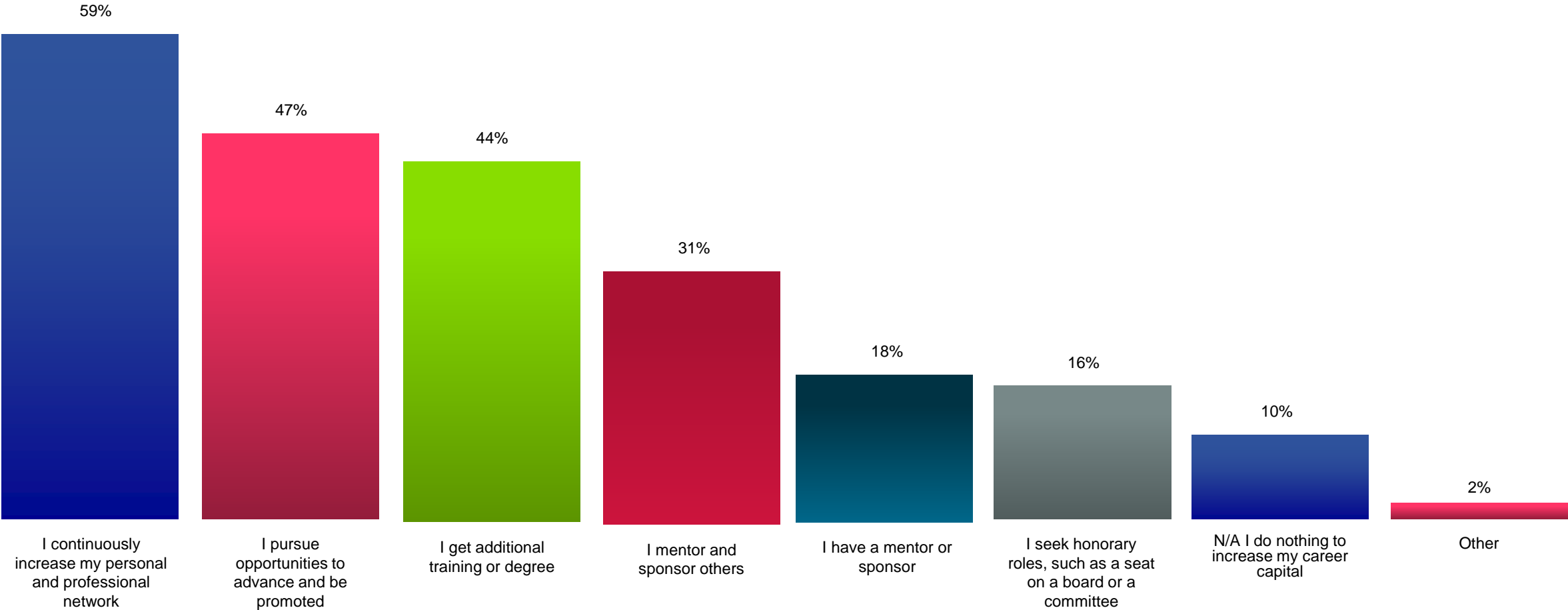
# Men and women agree on the meaning of career capital

What does 'career capital' mean to you? Multiple responses.



# Above all else, respondents continuously expand their personal and professionals networks to increase career capital

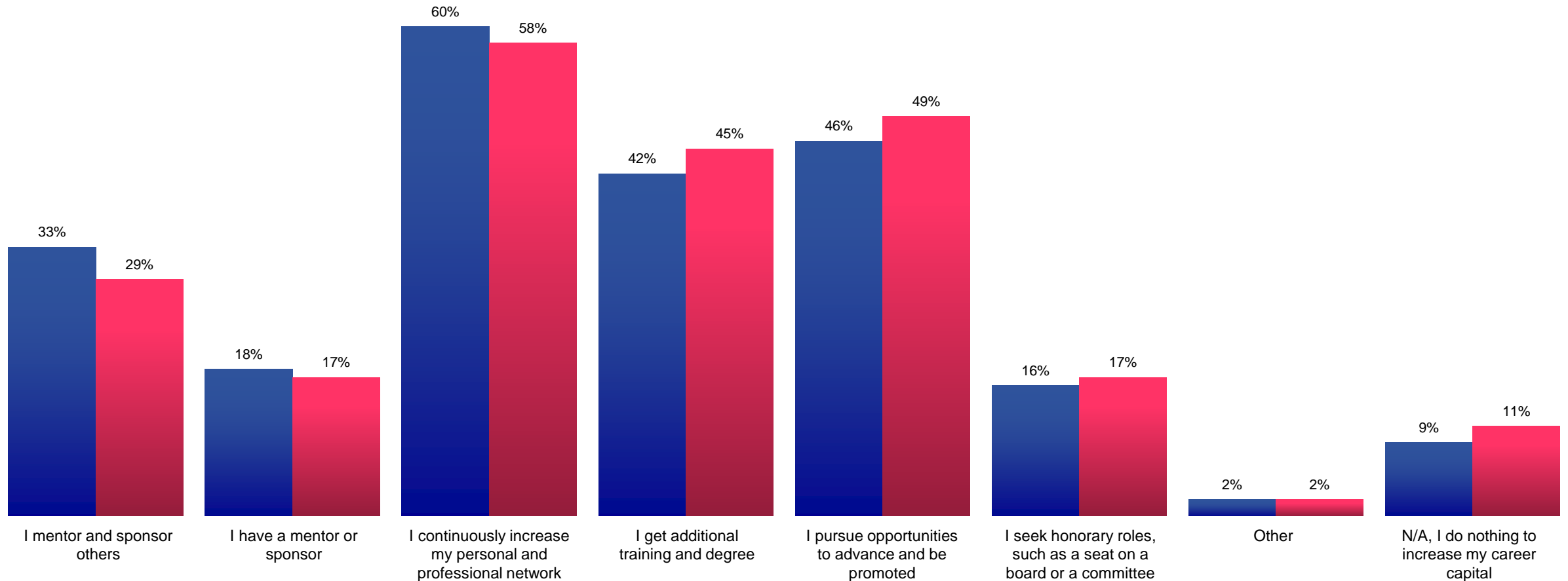
What are you doing to increase your career capital? Multiple responses.



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# Men and women work to increase their career capital in similar ways...

What are you doing to increase your career capital? Multiple responses.

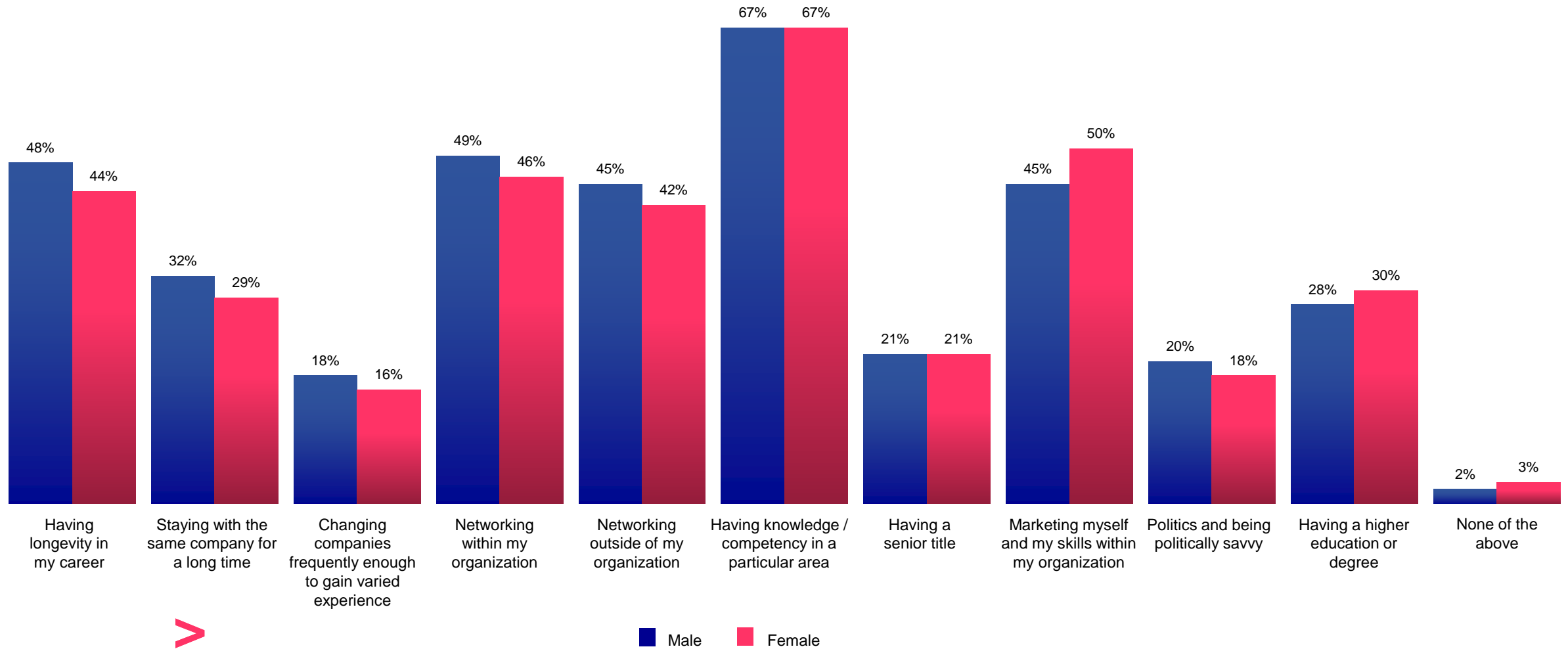


■ Male ■ Female

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# ...And also agree on what contributes to career capital

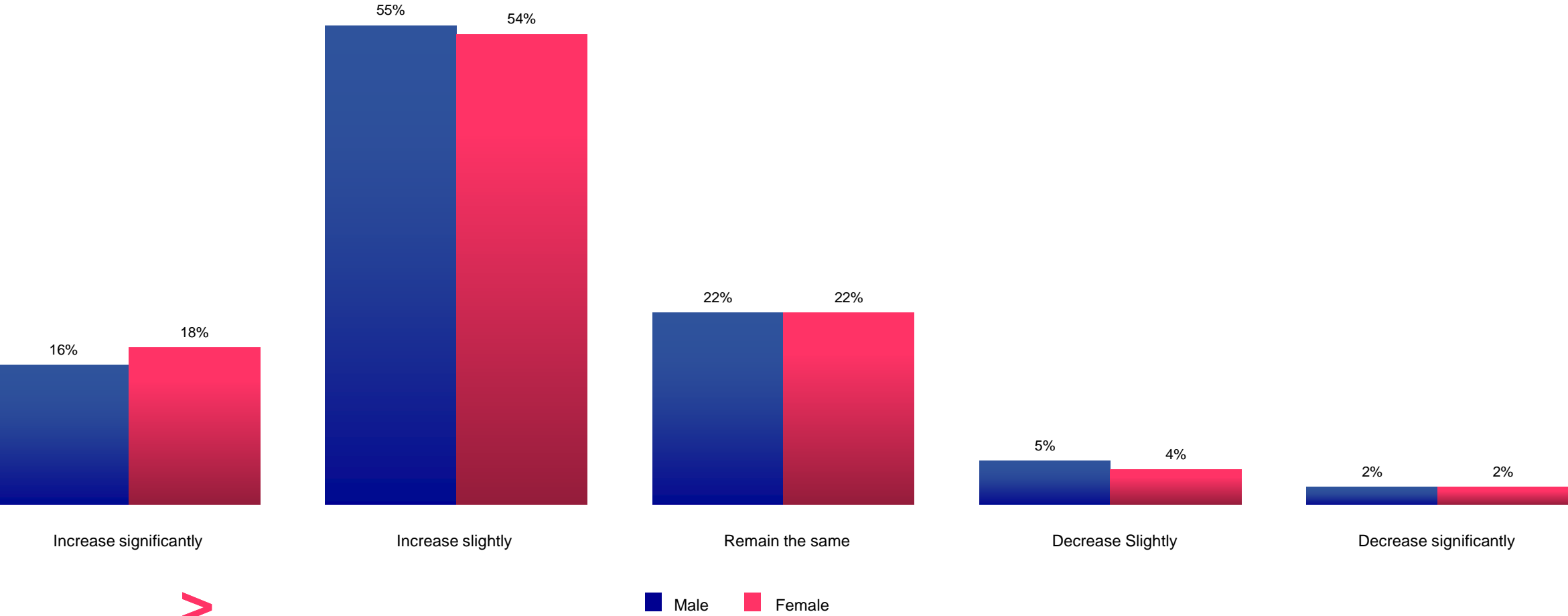
What do you think contributes most to your career capital? Multiple responses.





# Men and women agree that the number of women holding seats on companies' Boards of Directors will increase by the year 2020

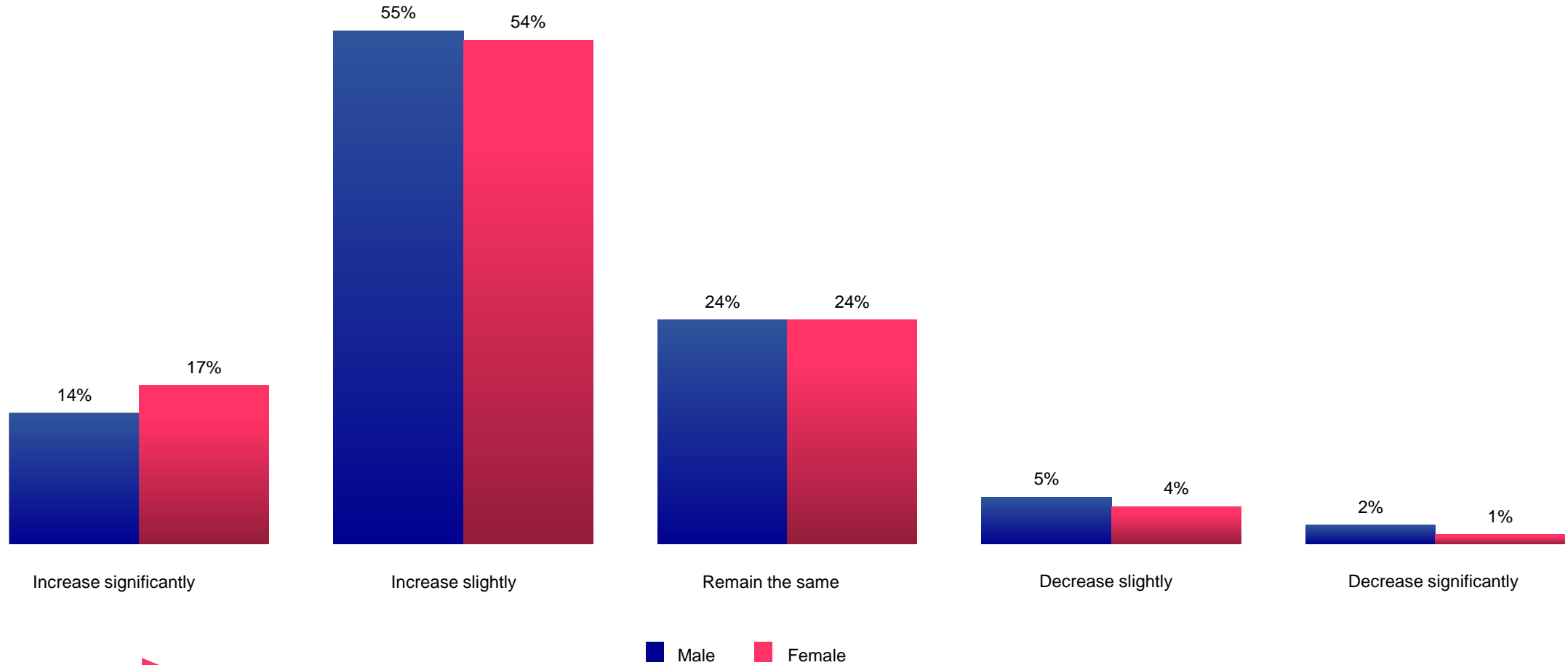
By the year 2020, the percentage of women who hold seats on the Board of Directors at companies will:



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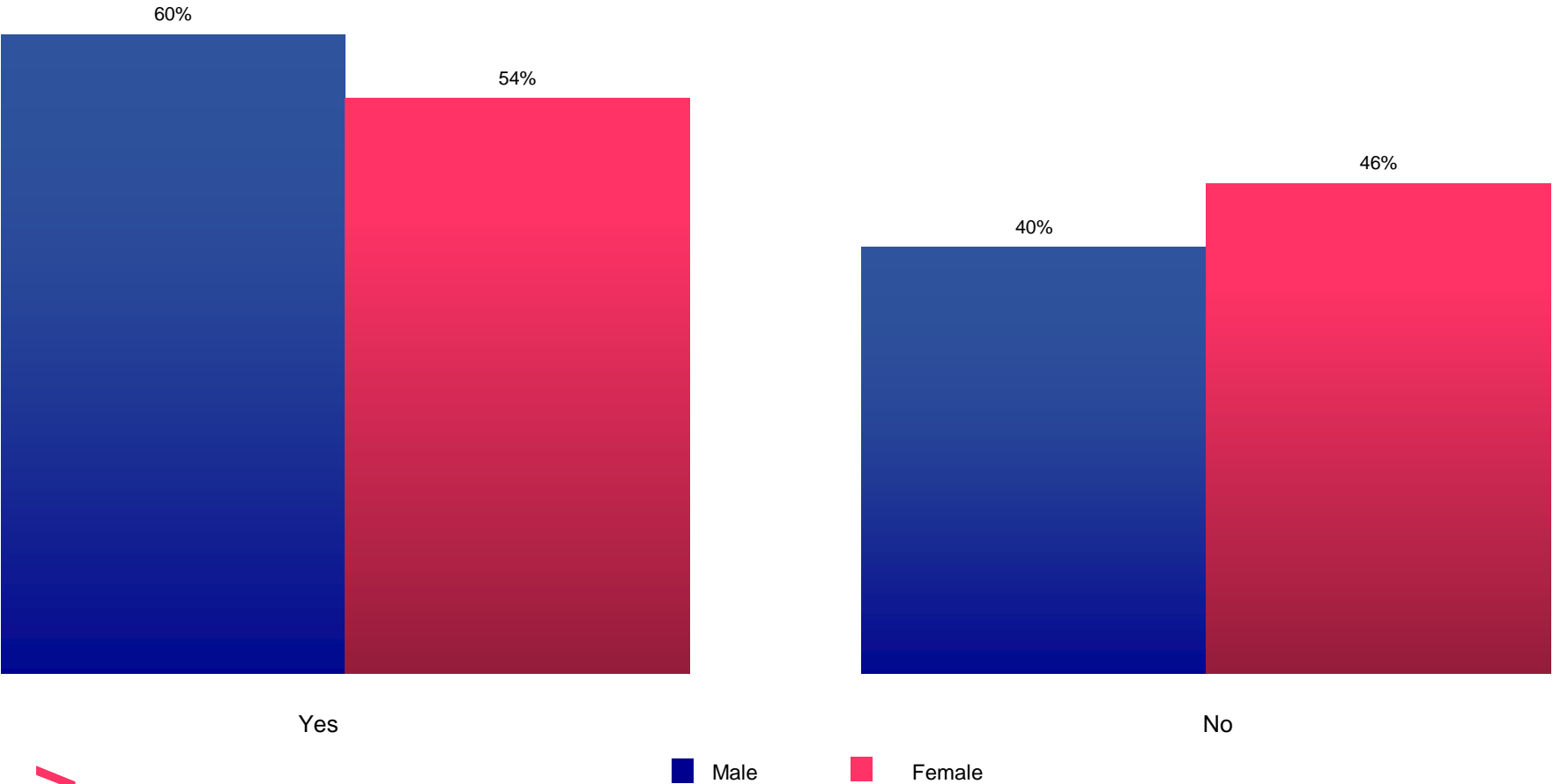
# ... And also shared similar predictions for women holding CEO positions

By the year 2020, the percentage of women who hold CEO positions will:



# More men than women have asked for pay raises

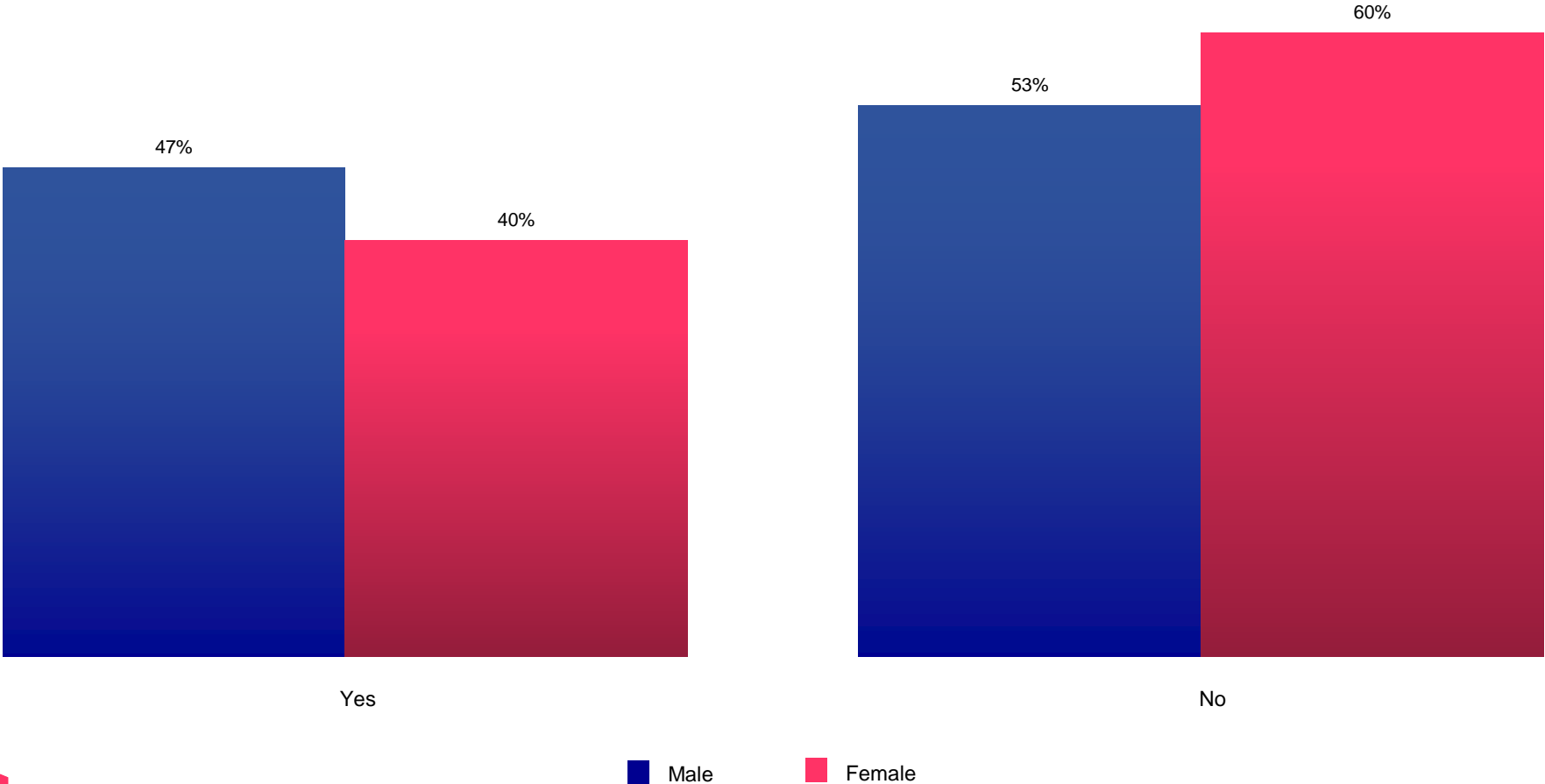
Have you ever asked for or negotiated a pay raise?



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# More men than women have asked for promotions

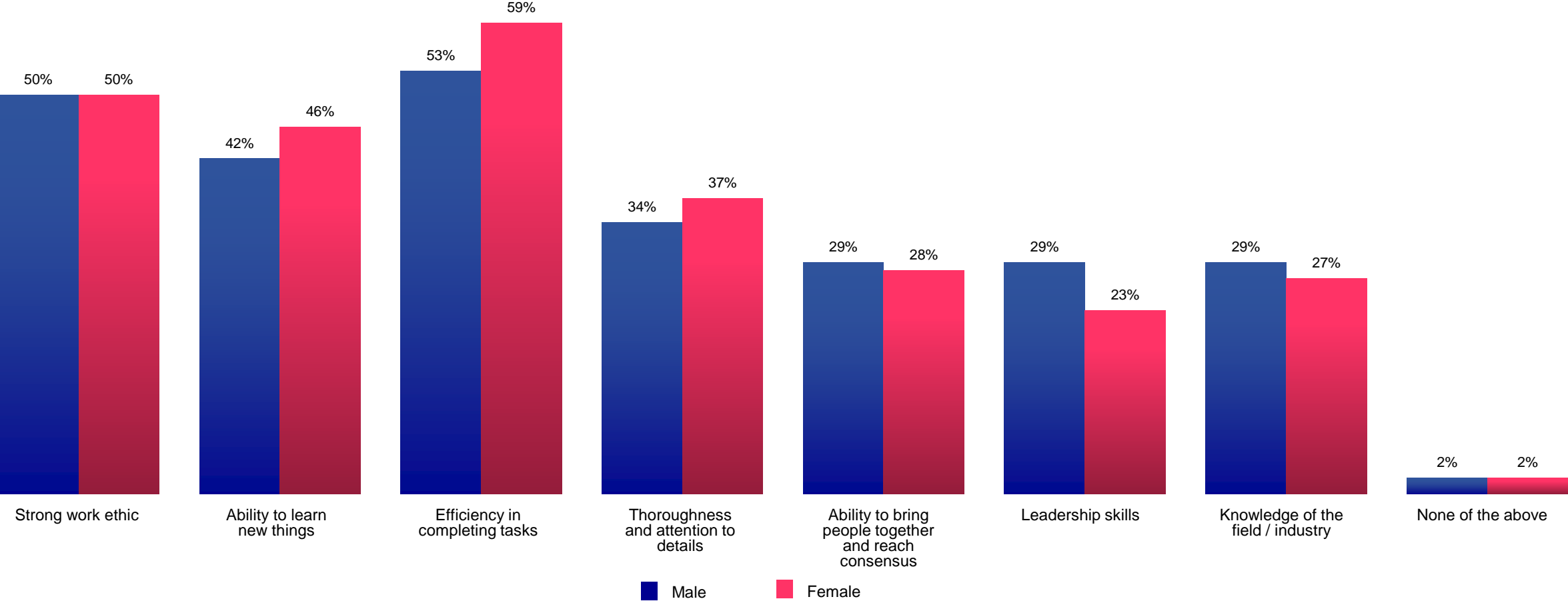
Have you ever asked for a promotion?



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# Women report bringing “efficiency in completing tasks” as the number one skill they bring to their jobs

In your opinion, what are the top three things you bring to your job and team? Select three.



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