Today's Workforce

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

53.4% Female
57% Male

46.6% are Gen X (born 1965-1978)
30% are 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.

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

More than 80% of women say having a FLEXIBLE work schedule is either VERY IMPORTANT or EXTREMELY IMPORTANT

More than 80% of women say flexible work hours would reduce their stress.

The impact of happiness

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

Women define success in their personal lives by...

77% of women think their career has been a SUCCESS.

Nearly 85% of women say having a flexible work schedule is either very important or extremely important.

85% say flexible work hours would reduce their stress.

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.

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

Thriving (happy) employees

16% better overall job performance
46% more likely to recruit new hires
32% more engaged in their organization
125% more likely to recommend their company as a place to work

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