International Women’s Day 2013

Defining Success
2013 Global Research Results

Source: IWD 2013 Survey
Copyright © 2013 Accenture All rights reserved.
Research objectives

• Accenture conducted its global research study, “Defining Success” for release on International Women’s Day to gain insight into behaviors and attitudes regarding women’s careers

• The research:
  – Seeks to better understand how professionals define success – in their careers and personal lives
  – Explores career satisfaction, work-life balance and workplace priorities
  – Examines how technology influences work-life balance
Methodology

• Accenture fielded an online survey of 4,100 business executives from medium to large organizations across 33 countries
  – Argentina, Australia, Austria, Belgium, Brazil, Canada, China, Denmark, Finland, France, Germany, India, Indonesia, Ireland, Italy, Japan, Malaysia, Mexico, Netherlands, Norway, Philippines, Poland, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Thailand, United Arab Emirates, United Kingdom and 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 2012; the margin of error is +/-2 percent
Respondents’ profile

Gender

- Male: 50 percent
- Female: 50 percent

Generation

- Generation Y (1979-1994): 33.7 percent
- Generation X (1965-1978): 33.2 percent
- Baby Boomers (1946-1964): 33.1 percent

Source: IWD 2013 Survey
Copyright © 2013 Accenture All rights reserved.
Executive Summary
Most professionals believe they can “have it all”

More than two-thirds of female professionals around the world – and the same number of male respondents – say they can “have it all”
Desire to balance a successful career with a full life outside work influences job choice, tops money in defining success

- **70 percent** of both women and men believe they can have a successful career as well as a full life outside work
- **50 percent** also said they cannot “have it all at the same time”

- More than half (**52 percent**) say they have turned down a job due to concerns about its impact on work-life balance
- Work-life balance tops respondents’ definitions of career success, ahead of money, recognition and autonomy (cited by **56 percent**, **46 percent**, **42 percent** and **42 percent**, respectively)

Source: IWD 2013 Survey
Copyright © 2013 Accenture All rights reserved.
Technology plays a role in achieving work-life balance, yet also brings work into personal lives

- More than three-quarters (78 percent) agree technology enables them to be more flexible with their schedules.
- 80 percent report that having flexibility in their work schedule is extremely or very important to work-life balance.

- Yet 70 percent say technology brings work into their personal lives.

Source: iWD 2013 Survey
53 percent of women and 50 percent of men say they are satisfied with their jobs and not looking for new opportunities, compared to 43 percent of women and 41 percent of men, who expressed satisfaction in Accenture's 2012 research.

When asked what words describe a good work environment, rewarding (cited by 59 percent) tops respondents' lists. Honest, flexible and interesting follow (54 percent, 50 percent and 49 percent, respectively).

Two-thirds of women (66 percent) and three-quarters of men (75 percent) have been with their current employer for more than four years.
Defining success in today’s workplace (continued)

- The majority of respondents (58 percent of women; 64 percent of men) say they have asked for or negotiated a pay raise.

- These findings continue a steady upward trend: 49 percent of women and 57 percent of men in our 2012 research asked for or negotiated a pay raise, while 44 percent of women and 48 percent of men in the 2011 survey did the same.

---

Vacation and work

- Three-quarters (75 percent) of respondents report they work frequently or occasionally during paid time off, generally checking email, catching up on work, working with no distractions and participating in conference calls (cited by 71 percent, 44 percent, 35 percent and 30 percent, respectively).

- At the same time, 40 percent consider themselves workaholics.
Top reasons for leaving a job include responsibilities that don’t match a job description (38 percent), pay (38 percent) and uninteresting work (34 percent).

When asked to name three things they would do to start a job search, respondents cited looking on job boards for open positions, contacting friends and others in their networks, and updating online profiles and information (cited by 30 percent, 24 percent and 21 percent, respectively).
More than two-thirds of female professionals around the world – and the same number of male respondents – say they can “have it all”

Please indicate your agreement with each of the following statements: You can “have it all” in terms of successful career and family.
70 percent of both women and men believe they can have a successful career as well as a full life outside work

Please indicate your agreement with each of the following statements: You can “have it all” in terms of successful career and family.
50 percent also said they cannot “have it all at the same time”

Please indicate your agreement with each of the following statements:
You can “have it all” just not at the same time.

Source: IWD 2013 Survey
Copyright © 2013 Accenture  All rights reserved.
More than half of respondents say they turned down a job due to concerns about its impact on work-life balance.

Have you ever turned down or did not pursue a job because you were concerned about its impact on your work-life balance?

52% Yes

48% No
Work-life balance tops respondents’ definitions of career success, followed by money, recognition and autonomy

How do you define success in your career today? Multiple responses.
More than three-quarters agree technology enables them to be more flexible with their schedules

With which of the following statements do you agree?
Technology enables me to be more flexible with my schedule.

- Strongly Agree: 29%
- Agree: 49%
- Neither Agree nor Disagree: 16%
- Disagree: 5%
- Strongly Disagree: 1%

Source: IWD 2013 Survey
Copyright © 2013 Accenture All rights reserved.
80 percent report that having flexibility in their work schedule is extremely or very important to work-life balance…

How important are the following factors with regard to work-life balance? Flexibility in work schedule to manage personal responsibilities.
Yet, 70 percent say technology brings work into their personal lives

With which of the following statements do you agree? Technology allows my work to move into my personal life.
Defining Success in Today’s Workplace
Both men and women are more satisfied with their jobs than last year

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

- Satisfied - not looking for new opportunities
- Dissatisfied, but not seeking new opportunities
- Looking for another opportunity inside company
- Looking for another opportunity outside company
- Planning to start my own business

Source: IWD 2013 Survey
Respondents cited a good work environment as rewarding, honest, flexible and interesting

What words would you use to describe a good work environment? Multiple responses.
Two-thirds of women and three-quarters of men have been with their current employer for more than four years

How long have you been at your current employer?
The majority of respondents say they have asked for or negotiated a pay raise, continuing a steady upward trend from 2011

Have you ever asked for or negotiated a pay raise?
Three-quarters of respondents report they work frequently or occasionally during paid time off

Do you work on your vacation days (Paid Time Off)?

- 20% Yes, frequently
- 55% Yes, occasionally
- 25% Never

Source: iWD 2013 Survey
Copyright © 2013 Accenture  All rights reserved.
Among those who work during PTO, they generally check email, catch up on work, work with no distractions and participate in conference calls.

When you work while on vacation, which of the following do you do? Multiple responses.
At the same time, 40 percent consider themselves workaholics

Do you consider yourself a “workaholic”? 

Yes: 40% 
No: 60%

Source: IWD 2013 Survey
Top reasons for leaving a job include responsibilities that don’t match a job description, pay and uninteresting work

Which of the following would be reasons for you to leave your current job? Multiple responses.
If looking for a job today, most respondents would start with looking on job boards for open positions

If you were to start looking for a job today, what are the first three things you would do?

- Look on job boards for open positions (30%)
- Contact friends and others in my network (24%)
- Update my profile/information online (21%)
- Contact recruiters (18%)
- None of the above (7%)

Source: IWD 2013 Survey

Copyright © 2013 Accenture All rights reserved.
Additional Findings
Over past three years, job satisfaction is on the rise

Which of the following statements best describes your current job situation?
Nearly all respondents agree technology enables them to work smarter and get more done in less time

With which of the following statements do you agree? Technology enables me to work smarter and get more done in less time.
The majority of respondents use a desktop, laptop or smart phone for work

What types of technology do you use for work? Multiple responses.

- Desktop computer: 65%
- Laptop computer: 65%
- Smart phone: 56%
- Cell phone: 36%
- Tablet computer: 25%
- None of the above: 2%

Source: iWD 2013 Survey
Copyright © 2013 Accenture All rights reserved.
Similar percentages of men and women agree that technology allows work to move into their personal life.

With which of the following statements do you agree? Technology allows my work to move into my personal life.
44 percent disagree that technology is a burden on free time

With which of the following statements do you agree?
Technology is a burden on my time outside of the office.
Similar percentages of men and women agree that technology enables them to be more flexible with their schedule.

With which of the following statements do you agree?
Technology enables me to be more flexible with my schedule.
Similar percentages of men and women have turned down or did not pursue a job because they were concerned about its impact on work-life balance.

Have you ever turned down or did not pursue a job because you were concerned about its impact on your work-life balance?
Time that is disconnected from work is very important to work-life balance

How important are the following factors with regard to work-life balance? Having sufficient time to disconnect from work.

- Extremely Important: 31%
- Very Important: 44%
- Somewhat Important: 22%
- Not at All Important: 3%

Source: IWD 2013 Survey
Copyright © 2013 Accenture All rights reserved.
Four out of five respondents who negotiated a pay raise received one.

What was the outcome?
Almost half of respondents asked for a promotion

Have you ever asked for a promotion?

Source: IWD 2013 Survey
Copyright © 2013 Accenture All rights reserved.
And a similar percentage of men and women received a promotion

What was the outcome?

- Received a new role and it was better than expected: 41% female, 42% male
- Received a new role and it was as expected: 13% female, 16% male
- Received a new role but it was not the role expected: 14% female, 15% male
- Another employee received the new role: 6% female, 6% male
- Did not receive a new role but received additional responsibilities: 16% female, 15% male
- Did not receive a new role or any additional responsibilities: 9% female, 7% male

Source: IWD 2013 Survey
Copyright © 2013 Accenture All rights reserved.
Missing a flight for vacation is worse than any other event listed

Which of the following is worse for you?

- Missing a flight for vacation: 26%
- Losing your smart phone: 19%
- Forgetting your keys/being locked out of your home: 19%
- Catching a cold: 16%
- Missing a flight for a work trip: 14%
- Getting parking/traffic ticket: 6%
Over half of respondents have a spouse/significant other with a full-time job

Does your spouse or significant other have a full-time job?

- Yes: 58%
- No: 22%
- N/A, I don't have a significant other: 20%