

The **3** (r)evolutions

that are rewriting
the Corporate
rules



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In all of her work, Muriel de Saint Sauveur has made her point to assert gender parity as a priority.

As **Mazars' Diversity Director**, she has been travelling a lot to meet influential women and ask them what they would change in the world if they had the power, which led her to write a book « **A women's world, a better world?** ».

By conducting **various international surveys** among the new generation arriving in the workplace, she has shown real concern to understand **how gender equality matters to the Y Generation**.

Her analysis led her to stress the **coexistence of 3 contemporary revolutions** that are irremediably changing the face of the corporate world. Let us see how!

REVOLUTION #1

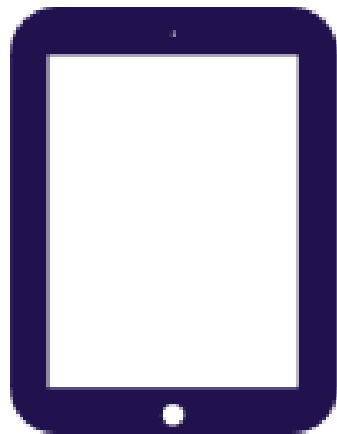
WOMEN



- They are more visible: **56 %** of women work
- They have **entered the workforce** with their **private concerns**
- They are **looking for a good work/life balance**
- They care about **individuals**
- They ask for more **gender equality**

REVOLUTION #2

CONNECTIVITY



- Connectivity have changed our **way of living, our way of working**
- Interactions with **individuals** and **virtual exchange** is the key feature of connectivity
- Connectivity allows **flexibility**
- Connectivity **erases gender differences**

REVOLUTION #3

GENERATION Y



- The millenium, a revolution in itself
- Personal aspirations at the heart of life objectives
- They feel that companies are offering challenges (55%) but they are unhappy with the work-life balance policy
- They link professional success to human qualities (57%)
- Gender equality is an obvious issue (44%)

3 simultaneous revolutions bringing change in the corporate culture:



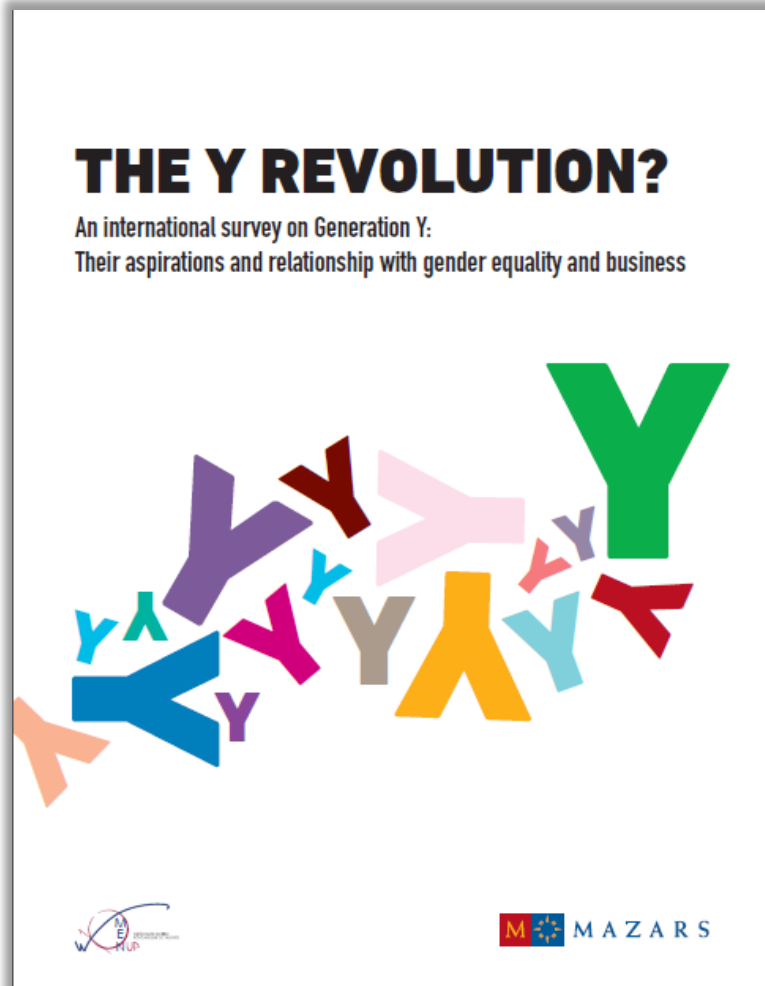
Because **women** and **young people** entering the workplace now have the **same expectations** and the same vision of a fulfilling company, and because **new technologies** allow **more flexibility**...



... companies have to change their corporate culture to provide women a **better access to leadership positions** and a **better work-life balance** to all employees.

THE Y REVOLUTION?

MAZARS' INTERNATIONAL SURVEY



- Asks **1011 millennials** from **64 countries** what are their aspirations and relationship with gender equality and business
- Generation Y vision and expectations at work:
 - 70%** consider **gender equality** as a **relevant topic**;
 - 77%** think there are **persistent inequalities** in the workplace;
 - 28%** want to have a **good work-life balance**;
 - 80%** are **dissatisfied** or somewhat satisfied with the current **work-life balance** in the corporate world.

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