

Career Capital 2014 Global Research



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International
Women's Day
2014

Our Research

- Accenture conducts annual global research for release on International Women's Day
- This year's focus: "Career Capital"
- The goal: 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

Methodology

- We conducted the online survey with 4,100 business executives from medium to large organizations in 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

Research Highlights

“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 (**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

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