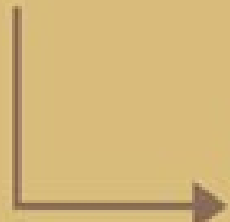


The Aspire Women in Leadership Survey

'Life, Work, World' 2012

work hard.



have fun.



make a difference.

aspire

leadership for the future

Research Methodology and Background

- Number of respondents = 1,140 women
- Most popular age group = 40 – 49 (40.8%)
Second most popular = 30 – 39 (30.5%)
- 89.8% from UK
- 49.7% = No children
50.3% = 1 – 3 children
- Conducted in September 2011



Research Methodology and Background

- Most popular Industries represented :
 - Manufacturing
 - Banking / Financial Services
 - Public sector / Government
 - HR / Recruitment
 - Education / Training
- 64.2 % CEOs, Directors, Senior Managers

What's Most Important in Women's Lives?

1. Family/friends
2. Relationship/Significant Other
3. Work/Career
4. Health
5. Personal Growth
6. Financial Security
7. Giving back/Making a Difference
8. Home/Community

Based on Average Rating responses of 1140 women

What Most Motivates Women at Work?

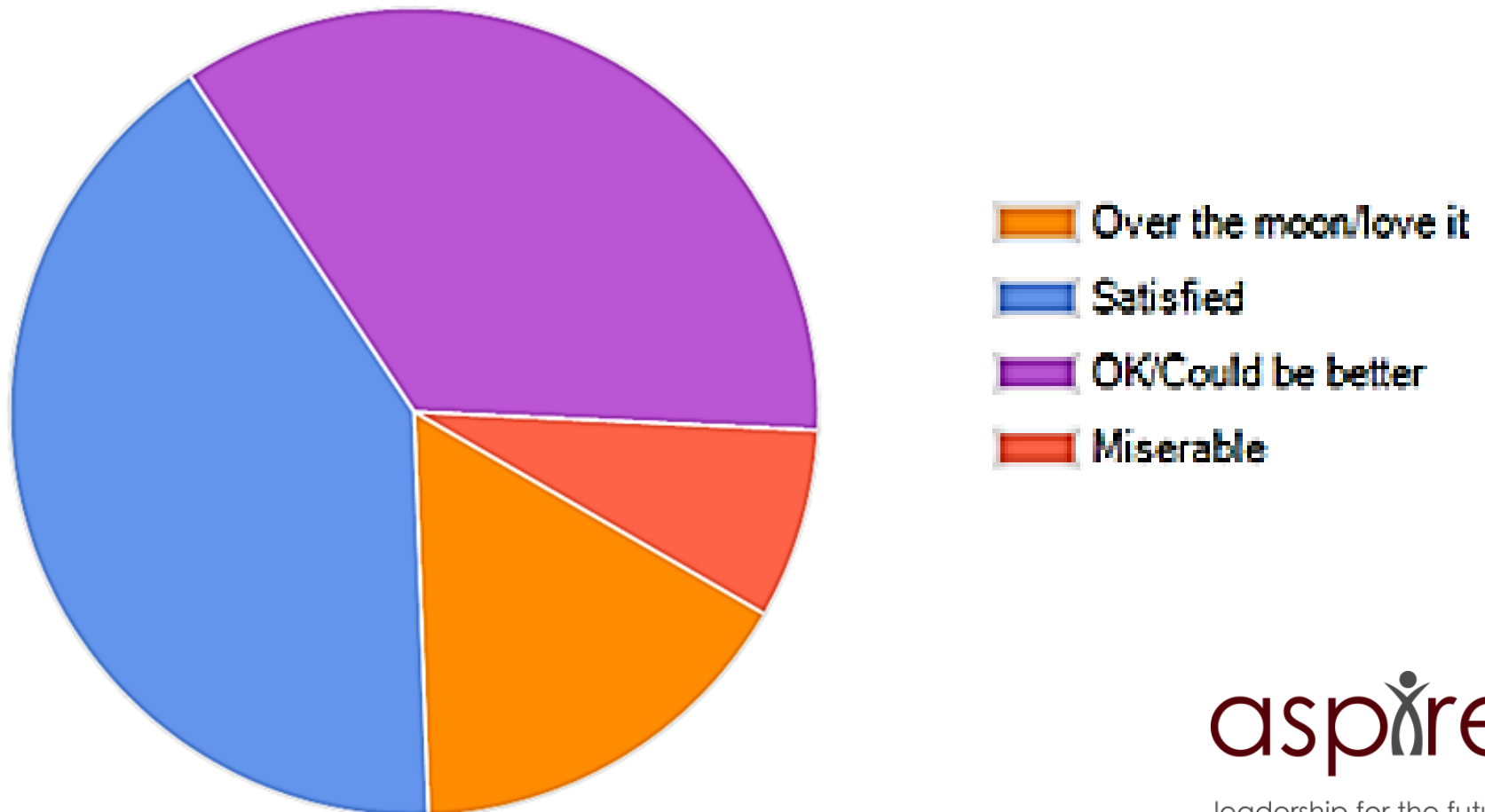
1. Challenging Work
2. Making a Difference to Others
3. Belief in Company's Direction

2010 responses:

1. Making a difference
2. Belief in my company's direction
3. Challenging Work

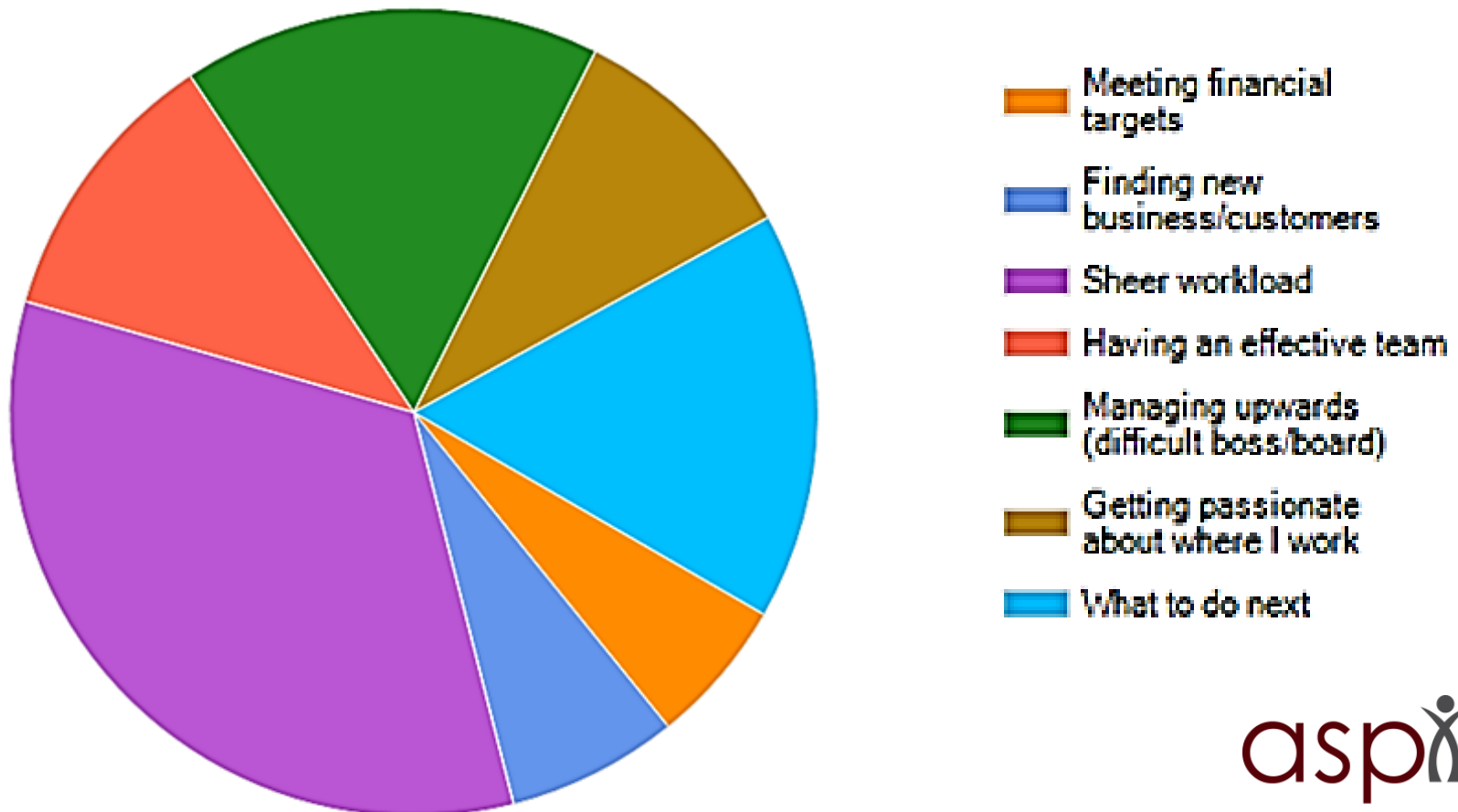
Only 16% of Women LOVE their Job

How satisfied are you at present within your current work?



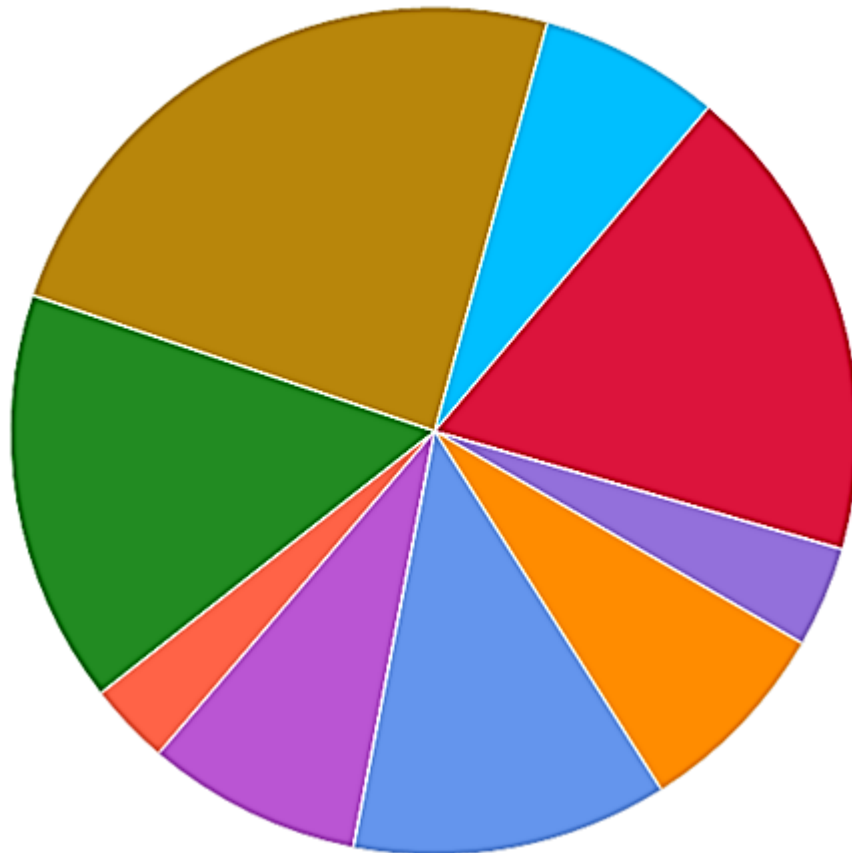
Workload is Women's BIGGEST Work Challenge

What are your current biggest work challenges?



Who says Women Don't Take Their Careers Seriously?

Of the following career scenarios, which is the most appealing for you within the next 3 - 5 years?



- To stay in my existing role
- To create a new niche role within an organization
- To work in a different company
- To work in a different industry
- To be my own boss, or part of an entrepreneurial network of small bus...
- To be at a more senior level position
- To be at a board level position
- To do something that makes more of a difference and gives back
- To no longer be working

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leadership for the future

Women want their organisations to give back



87% of women believe it is important or very important that their organisation in some way gives back to the community and the wider world

Which global issues are most important to women?

1. Education
2. Health
3. Poverty
4. Human rights
5. The Economy
6. Global warming/
Environment
7. Equal Pay & Benefits
8. Violence against
women
9. Alternative Energy
10. Terrorism
11. Disability Rights
12. Lesbian & Gay rights

Women want Ethical Leaders



81% of women believe it is very important that senior business and political leaders work in ethical ways

Women want organisational values to (really) reflect their own



I
BELIEVE

71% of women believe it is very important that they have an organisational values set they believe in.

Nearly half of women donate some of their time



45% of women
volunteer or do
pro-bono work

“I think it's important that our future generation and the society itself work together cohesively in a team to gain common goals and leave the world a better place than they found it. In essence, volunteering gives me a different perspective in how I view things and from that, on how I make my decisions”

And even more would like to in future



74% of women
who don't do
pro-bono work
now would
consider doing so



Give or Get? Don't Choose. Do Both

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