

Making Work, Work for Women

What professional women in Canada are saying about **workplace flexibility** and their leadership ambitions.

tellent

ambitious. flexible. talented.

"We are doing what we have always done and expecting different results. We have an opportunity to better leverage the skills, experience and perspectives of women in Canada to innovate more, produce more and contribute more to the national and global economy."

- Jennifer Hargreaves
Founder



Survey Demographics

Education



Work across a variety of industries and functions.

Experience



Organizational Size



Times have changed.

Company structures and attitudes towards gender roles **have not.**

69% of dual-income families have at least one child - *Statistics Canada 2016*

58% of working mothers surveyed are the primary care-giver resulting in a "double-shift" of paid and unpaid work

58% Primary Caregiver
37% Equal
2% Partner is Primary Caregiver
2% Single Parent

Flexibility - Why?

The need for flexibility goes **beyond** care giving.

"...having children didn't lower my professional expectations; they raised the bar higher. If I'm going to share my time and energy with an organization, I need to feel inspired, valued, and in control of my time."

- Survey Respondent

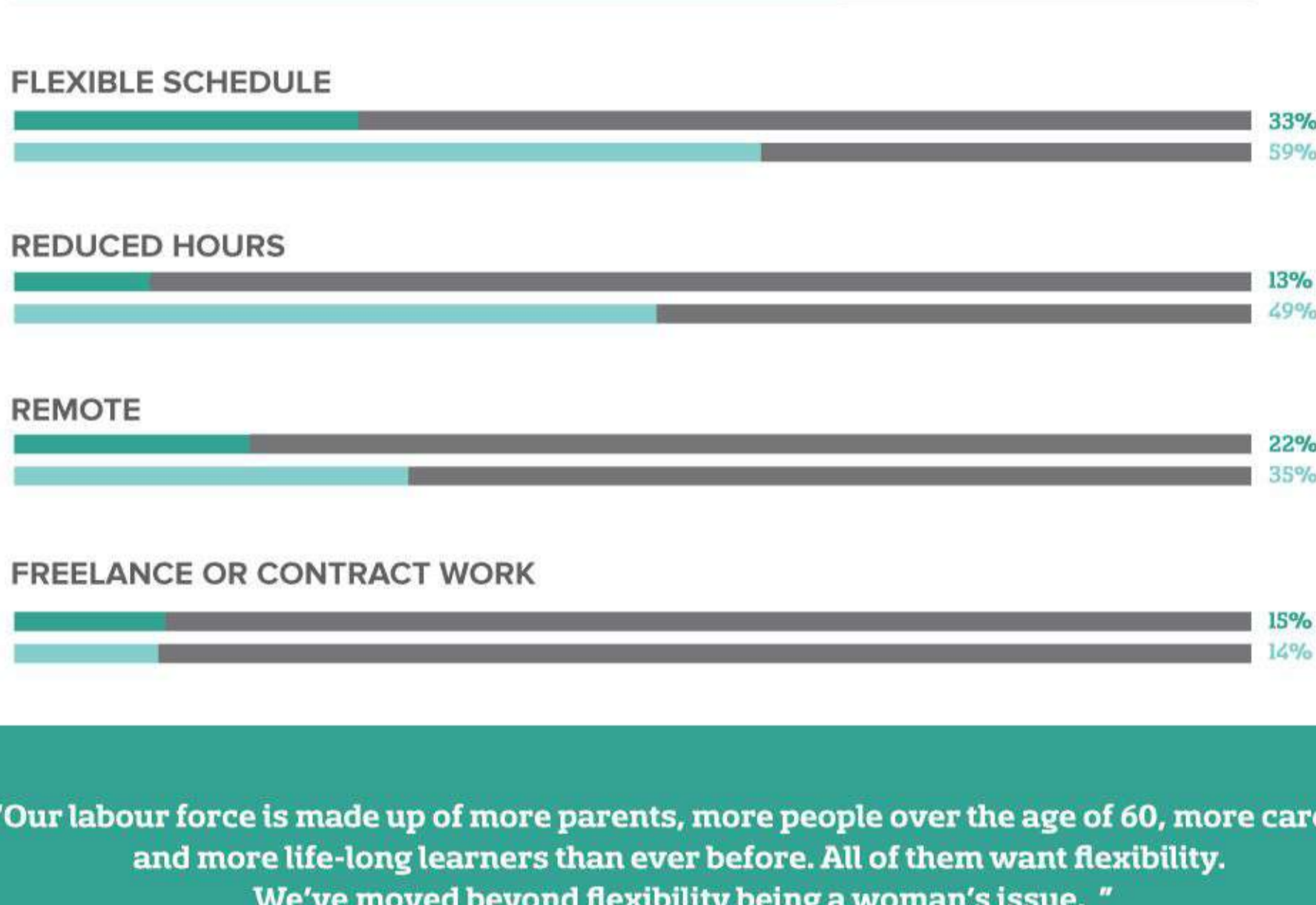


Flexibility - Current State

Use

Want

There is a significant gap in the flexibility women currently have access to and what they need and want.



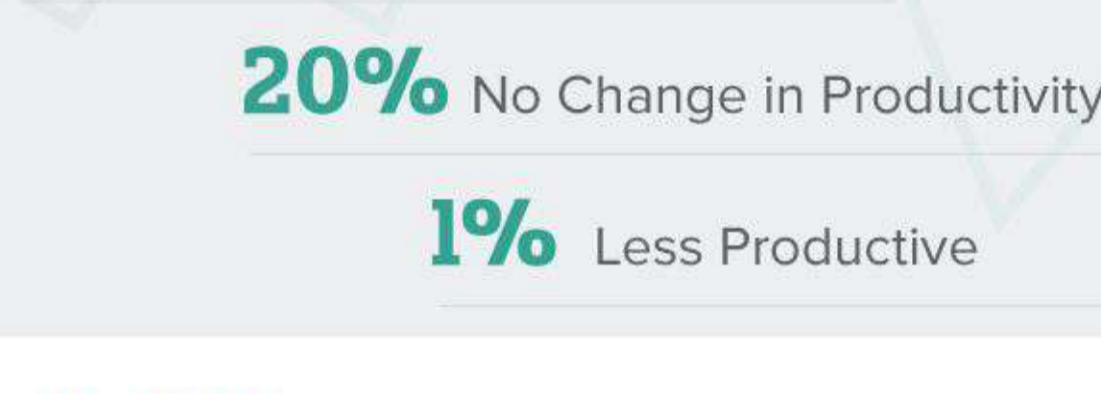
"Our labour force is made up of more parents, more people over the age of 60, more carers, and more life-long learners than ever before. All of them want flexibility. We've moved beyond flexibility being a woman's issue."

Women working full-time while bringing up two kids, are 40% more stressed than full-time female workers with no kids.*

"We are seeing the need for flexibility at work to move beyond individual accommodation to instilling a culture of trust in order for employees and organizations to benefit."

64% of working mothers who stayed in the workforce adjusted their career goals and aspirations. These adjustment resulted from increased responsibilities of managing a household (**53%**), a shift in values (**47%**) and a lack of access to the flexible work programs that were needed (**37%**).

Having flexibility in my job would make me...



Flexibility

How does your organization stack up?

	Own Business	SME	Large Org
Remote	57%	11%	4%
Freelance or Contract Work	48%	3%	1%
Flexible Schedule	38%	28%	34%
Reduced Hours	28%	11.5%	5%
Flexible Location	23%	33%	46%
Job Does Not Offer Flexibility Options	1%	3%	24%

The TOP THREE things experienced women look for when evaluating a potential employer in order of importance are:

Flexibility and Work-life Balance

Salary and Compensation

Opportunity for Career Growth

Key Insights

37% of women leave the traditional workforce to start their own venture for...



11% of women with full-time jobs have a side hustle.

Flexibility is essential to attracting and retaining talent.

GET STARTED NOW

If you would like to discuss the survey results in detail and inspire the women in your organization to lead please contact us at Jennifer@wearetellent.com or call 416-802-9747