

A FRESH PERSPECTIVE ON WOMEN & SUCCESS



WELCOME

Do I feel successful? Yes, I do.

For me, success is how I feel about who I am, my place in the world, the contribution I make and the people in my life. It's about aligning the things that I do in my life to the bigger picture of who I am becoming.

We launched the Women & Success survey because we identified a need for up-to-date information about how Australian women feel about success.

We wanted to know how Australian women define themselves through success.

Of course, our understanding of success evolved over time as we progressed.

The key findings of the Women & Success survey create a new opportunity for you personally and for your organisation. I invite you to take a fresh look at yourself and your relationship with success.

At Perspectives Coaching we are passionate about helping women achieve the success they desire. Promoting success in women is very different to promoting success in men.

The traditional organisation is based on the conventional stimulus for male success.

Expanding the corporate environment in which success can continue to evolve for women will also have a positive impact on men who don't feel successful in traditional based organisations. This will transform the organisation as a whole.

Please take the time to feel inspired by the women represented on the following pages.

They each set a personal, unique and amazing precedent of success.

Wishing you every success!



Pollyanna Lenkic

Founder, Perspectives Coaching

WOMEN, WORK & SUCCESS



FINDINGS FROM THE PERSPECTIVES COACHING 2006 WOMEN & SUCCESS SURVEY

Prepared by Mark Bahnisch, BA *Qld* BComm (Hons) (First Class) *Griff*, GradDipBus (Distinction) *QUT*

KEY FINDINGS

- 91.3% of respondents feel successful
- Women consider multiple factors to be vital in achieving success for themselves and the organisation
- Women are overwhelmingly seeking rewarding work
- Work / life balance and job satisfaction are rated more highly as goals than financial reward
- Men and women perceive success differently
- Women are seeking to make a difference - relational careers
- 41% of women consider a flexible working environment to be one of the three key drivers of personal and organisational achievement.

SURVEY DEMOGRAPHICS

- 563 respondents
- CEOs, Managers, Entrepreneurs & Consultants...
- ...from across a broad range of industries
- First such survey in Australia across public and private sectors.

WHAT ORGANISATIONS NEED TO UNDERSTAND

- Biggest social change of last 3 decades – large scale entry of women into the workforce
- The world of work is changing
- Organisations need flexibility to compete and achieve
- Unlocking the potential of women's human capital to solve skills and labour shortages
- The “opt out” revolution.

WHEN ORGANISATIONS DON'T UNDERSTAND

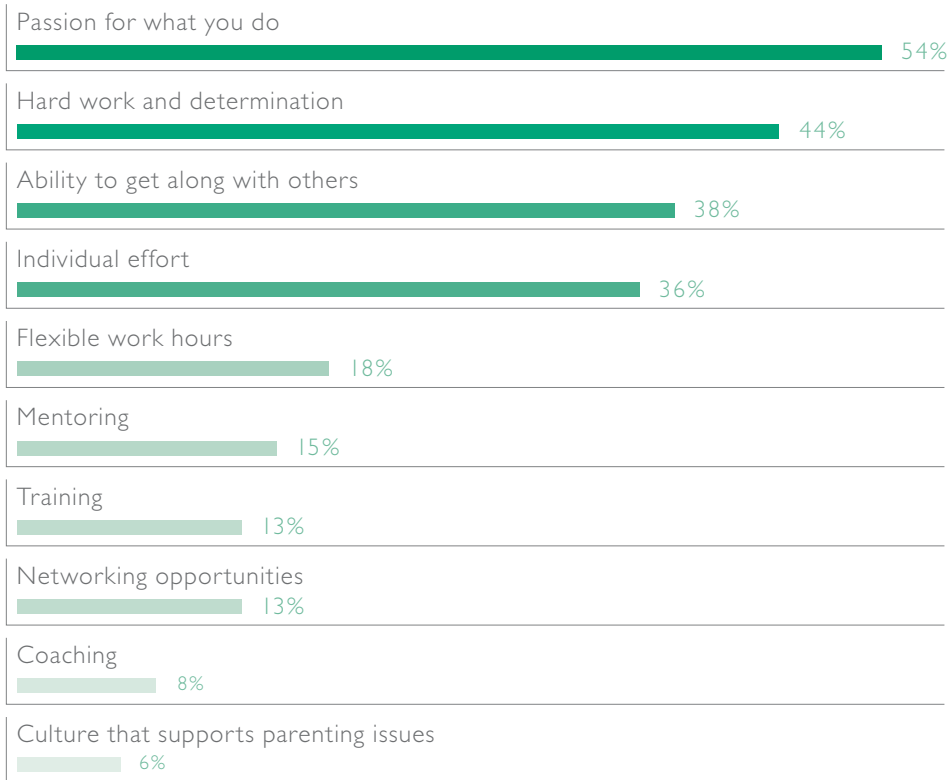
- The failure of organisations to understand a different orientation women bring to success and work is the primary cause of women leaving organisations to begin their own businesses.

THE FACTORS FOR SUCCESS

- When asked to select the top three factors leading to a feeling of success in their lives, respondents identified good relationships (51.8%) and work / life balance (45.7%) well ahead of money (11.7%)
- Asked to nominate personal factors, relationships with partners and children, religion and spirituality, and giving back to the community featured prominently.
- In response to another question, respondents put family and friends (55.6%) and receiving love and support (43.3%) well ahead of such factors as academic achievement (6.9%), household management (22.4%) and being able to afford things (29.1%)
- Relational values and outcomes such as passion for one's occupation (82.3%) and getting on with others (38.2%) were similarly privileged over more mundane or instrumental inputs to work success.

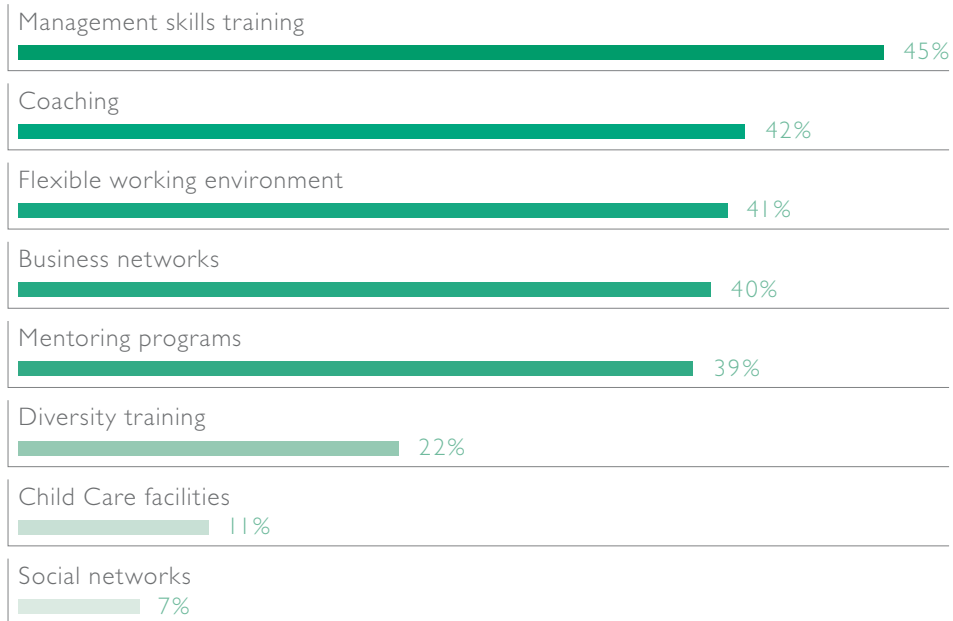
In summary, women use holistic measures for success rather than one dimensional factors such as financial security and academic or work related achievements.

WHAT CONTRIBUTES TO SUCCESS IN YOUR CAREER?



While 88% of respondents are satisfied/very satisfied with the level of success achieved to date, some 24% are unsatisfied with the level of support offered by their employer to achieve success.

TO SUPPORT ME TO ACHIEVE GREATER CAREER SUCCESS I WOULD LIKE MY COMPANY TO OFFER ME:



The elements that have least contributed to current levels of success are those that are considered vital to future and continued success.

WHAT CAN ORGANISATIONS OFFER?

- Respondents to the survey have their own suggestions as to what can best aid them in furthering their careers and adding value to the organisations they work for, which provide new confirmation of existing strategies suggested by management and organisational researchers
- 44.7% would like their employers to offer them management training, which can be reinforced by addressing their stated concerns about targeted planning for skills and management development as a feature of training and development policy and succession planning
- Related is the desire of 40.4% of respondents for networks to support development, building on the theme of the relational and social nature of women's approach to work.

THE WOMEN AND SUCCESS PARADOX

The factors that we class as supporting and growing factors were seen as the least contributing to current levels of success.

- Mentoring, coaching and training
- Networking opportunities
- Culture that supports parenting issues.

When asked what factors brought even greater success women looked to these self same factors first.

- Management skills training
- Coaching
- Flexible working environment
- Business networks
- Mentoring.

What would be possible if these factors were present initially?

COACHING AND MENTORING

- 41.5% believe they would benefit from coaching opportunities, and 39.3% from mentoring programmes
- There is a large amount of research that suggests that mentoring and coaching are particularly important for women's career development. In the survey, 80.5% of respondents believed that having a mentor was important (51.8%) or very important (28.7%) to their success
- This is consistent with the survey findings regarding the values women hold, their relational approach to work, and their outlook on careers.

THE VALUE PERSPECTIVES COACHING BRINGS

- The survey supports and suggests that female managers are particularly well suited to mentoring female employees. This, of course, can and does present a vicious circle for organisations, as women are currently under-represented in management. It is in this context that Perspectives Coaching can bring its unique and particular expertise to bear and add value above and beyond the research presented in this report.

This summary is to provide the key findings of the survey.

The full report is available to download from www.perspectivescoaching.com.au

I invite you to reflect on what these findings mean to you personally.

What options are now available to you?

What action do you need to take?

WOMEN HAVE THEIR SAY

- My view of success for me is less about position and more about feeling comfortable in my own skin
- Through the team spirit and often family philosophy that I had created within this group of people, I feel that I have achieved success
- My rating of success is dependent on how I have been able to help others and have been able to make some small difference to those who come in contact with my company. Success is also how I have been able to develop wisdom by learning more and more about my delusions and illusions, and connecting to what is sustainable compared to what is not sustainable
- Success is the satisfaction I get when I see the growth and development in those I have assisted. Success is being happy in my employment, having a balanced home and work life and a happy family
- Feeling fulfilment and balance with life and with work. Living true to my values. Being recognised by clients and industry colleagues for the contributions made in their life. Achieving goals set especially when they are big goals. Having a loving husband and family
- A sense of passion to achieve, belief in my own abilities, open communication and life long learning. You will never know it all
- To listen to what I want - not what my manager says I want
- Lateral job opportunities to increase skill base
- New learning and challenging work
- More women mentors.



P.O. box 2014 brighton north victoria 3186 australia
telephone/fax +61 (0)3 9596 1557
mail@perspectivescoaching.com.au
www.perspectivescoaching.com.au

