

24|seven™

2023

# AMPLIFYING WOMEN AT WORK REPORT

PRESENTED BY 24 SEVEN  
AND OUR FAMILY OF COMPANIES

antenna

 creatis.

 MARKETERS  
THAT MATTER.

THE SAGE GROUP

simplicity

# Key Findings

**Women have leaned in, shattered the glass ceiling, climbed the ladder, and elevated their careers and the professional trajectories of women around them.**

But what are employers doing to help support and amplify their female workforce? To find out, 24 Seven surveyed more than 3,200 female professionals in the marketing, creative, technology, beauty, fashion, and retail sectors to better understand the biggest challenges working women face today, and how employers can help bolster the support and resources available to them.



## FOLLOWING ARE SOME TOP TAKEAWAYS:



Compensation was the top reason women cited leaving (or wanting to leave) their jobs



**54%**

say their gender has played a role in being overlooked for a raise or promotion



**86%**

say they are either as stressed or more stressed than last year



**72%**

of working moms say having kids has led them to consider leaving a job for an opportunity that provides more flexibility

# Table of Contents

**01****Survey Demographics****02****Compensation and Equality Concerns****05****Too Many Irons in the Fire****07****Working Moms Have a Burnout Problem****10****Amplifying Working Women****13****Advice From Our Founder: Drop the Guilt****15****How Staffing Specialists Can Help****16****About the 24 Seven Family of Companies**

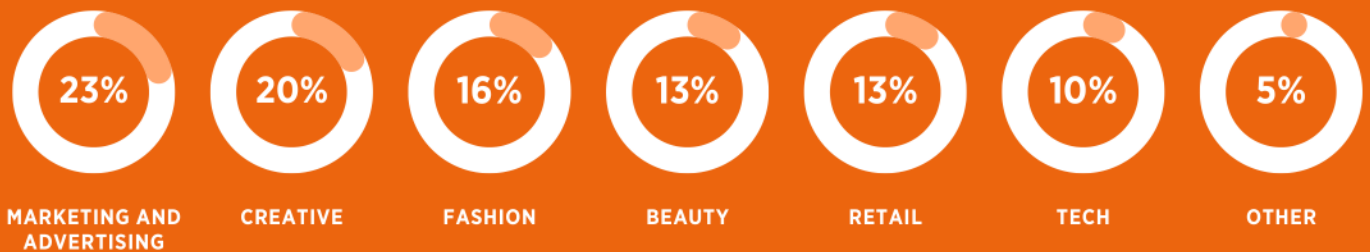
# Survey Demographics

Total number of survey participants:

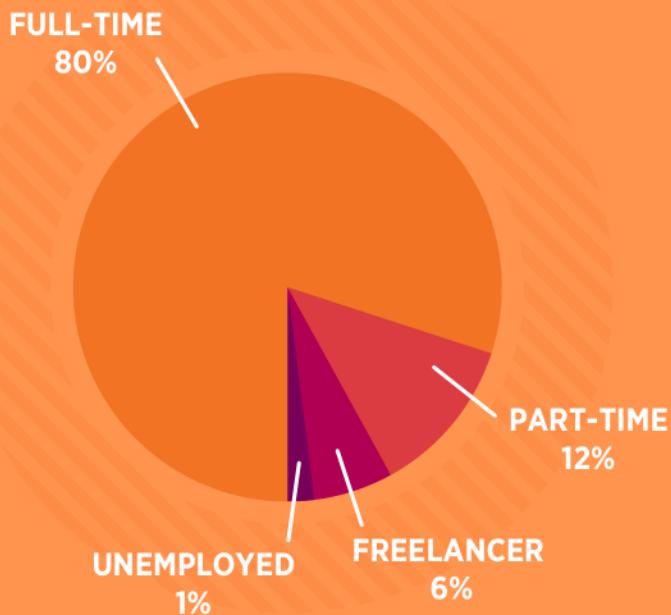
\* Survey conducted October 2022

# 3,220

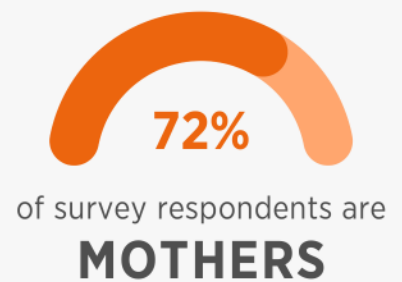
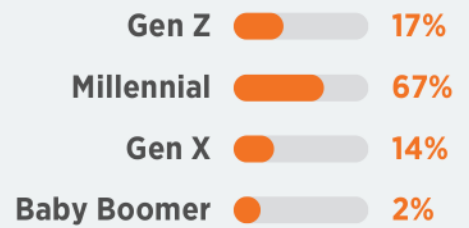
## SECTOR



## EMPLOYMENT STATUS



## GENERATION



# Compensation and Equality Concerns

Women ranked **compensation as the number one reason** they left their jobs in the last year. Compensation was also cited as the main reason women are considering leaving their current employer. **BOTTOM LINE: MONEY MATTERS.**

## WOMEN ARE READY TO NEGOTIATE

**Gone are the days of women shying away from conversations involving compensation.**

**71%** are comfortable negotiating salary when starting a new job

**76%** are comfortable asking for a raise

**72%** believe they're compensated equally to male counterparts in their current workplace.

Employers who want to recruit and retain valuable female talent must make sure their compensation is higher than – or at least on par with – competing organizations.

[Check out our Compensation and Benefits Report for more insights and salary ranges.](#)

## EQUALITY ISSUES IN THE SPOTLIGHT

In terms of fairness and equal treatment, our survey findings present a mixed bag.

On a positive note, a significant percentage of women report feeling confident when it comes to several key factors involving **workplace equality**. This speaks well for the efforts some employers have made to level the playing field for women.



# 76%

say they believe women are given **credit equally** to their male counterparts

# 73%

say women have the same **advancement opportunities** as their male colleagues



**But our survey findings indicate many organizations still have a long way to go.**

A sizeable group of women say they've been excluded, overlooked, or have experienced harassment or microaggressions within the workplace because of their gender.

**54%** believe their gender has played a role in them being **overlooked for a raise or promotion**

**47%** say they've experienced **harassment or microaggressions** during their career because of their gender

**35%** say they've **felt excluded** from important meetings/conversations because of their gender



# Too Many Irons in the Fire

The pressure that women often face to **“do it all”** is taking a toll. **An alarming majority (86%) of women say they are either as or more stressed than last year.**

## WORK-LIFE IMBALANCE WARNING

A poor work-life balance was also cited as a top reason women sought new career opportunities within the last year.

**This should serve as a stark warning to employers: help balance the workload, or risk losing skilled female talent to competing companies offering greater flexibility.**





# TOP 3 STRESSORS

#1

LACK OF  
WORK-LIFE  
BALANCE

#2

WORKLOAD

#3

LACK OF  
FLEXIBILITY



# Working Moms Have a Burnout Problem

Many moms today are feeling the burn. **A significant percentage (67%) of female parents surveyed said they are experiencing moderate or severe burnout.** And many are thinking of pursuing greener pastures as a result.



**72%** of female parents said having children has led them to consider leaving a job for a career opportunity that provides more flexibility.



## THE GUILT FACTOR

Many women today have reached new heights in their careers, yet the responsibilities at home have not wavered. Balancing competing professional and personal priorities leaves **little room for error and a lot of room for guilt.**

**66%** of female parents said they feel **personal guilt** that they are not able to do as much at home because of their workload.

**60%** of female parents said they feel **professional guilt** that they are not able to do as much at work as they were before they had children.



## WORK-LIFE TUG OF WAR

Women are feeling both stressed and significantly stretched by the demands of balancing competing priorities. And many feel that caretaking comes with a cost.



A majority of women (56%) in a two-partner household say they are the **primary breadwinner**

Yet 75% of women in two-partner households say they are the ones **making career adjustments** when caretaking responsibilities demand it



report feeling penalized and/or judged when taking time off to deal with caretaking responsibilities.



# Amplifying Working Women

For companies committed to attracting, retaining, and empowering female talent, the work must start from the ground up. This involves internal reflection amongst leadership to identify potential barriers and then paving a path forward that helps lift up the women in the workforce.

Employers should start this process by having candid conversations with their female employees to better understand what challenges stand in their way, and then working together to figure out what can be done at the organizational level to eliminate those roadblocks.



## Strategies to consider:

- 1** PROMOTE MENTORSHIP PROGRAMS
- 2** FOSTER BELONGING
- 3** PRIORITIZE EMPLOYEE WORK-LIFE BALANCE



## PROMOTE MENTORSHIP PROGRAMS

Create or enhance mentorship programs aimed at developing female leaders, building confidence, and helping working women navigate challenges while elevating their careers.

# 66%



of respondents said their organization has programs in place aimed at mentoring and developing female leaders. As such, if your company does not have similar programs, you could be hurting your ability to recruit and retain top female talent.

## FOSTER BELONGING



Commit to creating an organizational culture where your team feels valued



Bolster efforts aimed at improving diversity, equity, inclusion, and belonging in the workplace



Practice empathetic leadership



Recognize, reward, and promote valuable female talent to ensure adequate representation within your organization's leadership

## PRIORITIZE EMPLOYEE WORK-LIFE BALANCE



Recognize that lack of flexibility is creating stress for working women and retention problems for employers



Offer greater flexibility to reduce employee stress and establish a company culture in which women feel seen and supported



Train management on identifying signs of burnout and how to respond once they notice them



Lead by example in setting healthy work habits



Focus on value delivered over hours worked

**If you see acute signs of burnout,** lighten your team's load by partnering with a specialized staffing agency to bring aboard skilled freelancers to help keep projects on track during critical crunch times.



# Advice From Our Founder: Drop The Guilt

With three children under 3 and driven by a passion to help people find meaningful work, 24 Seven Founder and Chairwoman, Celeste Gudas, took a leap of faith and started 24 Seven in 2000. What began as a fashion and retail recruitment agency with one office in New York City has grown into a multi-million-dollar global staffing agency with 17 offices around the world, specializing in creative, marketing, digital, fashion, retail, and beauty.

Today, Gudas is a prominent thought leader in the industry and speaks on a variety of topics surrounding **female empowerment, leadership, and entrepreneurship.**



## Celeste Gudas

24 Seven Founder  
and Chairwoman



## Tips from Celeste Gudas on how female professionals can advance in their careers without sacrificing their emotional well-being:



### **ASK FOR WHAT YOU WANT**

Be bold. Ask for the money, the promotion, the mentor, and the opportunity. You must ask for the things you want just as much as you need to ask for the things you deserve.



### **DITCH THE “SUPERWOMAN COMPLEX”**

You don't need to be everything to everyone at every moment of the day. You are just one person. Do your very best, and let that be enough.



### **GET COMFORTABLE SETTING BOUNDARIES**

Be OK with knowing how much you can take on, both at work and at home. And if it becomes too much, ask for help. Learning to set realistic boundaries is the most important step you can take in advocating for yourself and your work-life balance.



### **BOUNCE BACK STRONGER**

Setbacks are just setups for comebacks. So, don't be afraid to fail. Learn from your mistakes, course correct, and then move forward.

# How Staffing Specialists Can Help

As a female-founded and majority female-led organization, 24 Seven understands the issues that matter most to women in the workforce today. With more than **80%** of our internal employees identifying as female, we are dialed into the unique expertise that women deliver in their roles across all industries. And we know what companies today risk losing when they don't prioritize key issues impacting their female talent.

**And remember: The issues that matter most to women in the workforce do not, in fact, just pertain to women.** Having an equitable compensation structure and offering flexible work arrangements that promote work-life balance will help you establish yourself as an employer of choice. After all, companies that prioritize employee well-being, both personally and professionally, create a better workplace culture for everyone.

Whether your organization is looking for full-time talent to build out your teams or in need of specialized freelancers to help during busy seasons, 24 Seven is ready to be a resource for you. Our recruiters have access to a deep pool of pre-vetted, highly skilled full-time and freelance talent ready to help move your business forward.

# About the 24 Seven Family of Companies

24 Seven is a specialized recruitment agency that builds future-proof teams of top full-time and freelance talent for leading brands and agencies in the marketing, digital, creative, technology, data, fashion, retail, and beauty sectors.

24 Seven further supports its clients through its family of specialized subsidiaries. **The Sage Group** represents marketing consultants, contractors, and permanent talent, and has created a leading community of top marketing executives, **Marketers That Matter**®, which meets to share marketing innovation and insights.

**Creatis and Antenna** boost the productivity of marketing, digital, creative, and communications teams through on-site and outsourced talent solutions. **Simplicity Consulting** offers marketing project & program management and strategic communications consultants.

To learn how we can help you with your hiring needs, visit [24seventalent.com](https://24seventalent.com)

24|seven™

antenna

 creatis. MARKETERS  
THAT MATTER.

THE SAGE GROUP

simplicity