

Working moms across Canada need more flexibility and supportive leadership at the office

Moms give insight into how employers can attract and retain key employees who are looking to balance work and family

Vancouver, BC (December 19, 2008) - Higher education levels and established careers are the norm for the majority of working moms across the country and these valued employees are seeking more flexibility and supportive leadership at the office, according to a recent online member opinion survey conducted by Connect Moms, momcafé and Briefcase Moms, which have a combined membership of more than 10,000 professionally-minded moms across Canada.

Below are the highlights from the online member opinion survey conducted in November 2008 as well as some insightful comments from moms on work-life balance.

Innovative workplace opinions and ideas survey highlights

- 92 percent of respondents would like a “flexible work environment” including the ability to leave early or arrive late to the office, work from home or in transit, negotiating a shorter or condensed workweek, and banking time to take extra days off as needed
- 83 percent of respondents would like “supportive leadership”
- 54 percent of respondents indicated they would be willing to take a reduction in salary in exchange for flexibility and other support programs
- 57 percent of respondents have a combined annual household income greater than \$100,000
- 46 percent of respondents have an undergraduate degree
- 25 percent of respondents have a masters degree

- 50 percent of respondents have two children
- 60 percent of respondents are currently working full-time
- 42 percent of respondents would like to be working part-time
- 35 percent of respondents would like to be working full-time
- 261 Canadian moms from coast to coast completed the online survey in November 2008

Canadian Moms comment on workplaces encouraging work-life balance

“The women in our survey, plus the hundreds of women I speak with annually, tell us that they want a successful career and home life,” commented Lisa Martin, founder of the Briefcase Moms Program and CEO, Martin Group International. “It is critical for employers to recognize that more often than not, the worlds of home and work life collide so it is important that these key employees have the flexibility and supportive workplace culture to manage both successfully.”

When asked, “In your own words, what are the key ingredients for your career to fit with your life as a mom,” Canadian moms recommended the following suggestions on flexibility and supportive leadership:

“Flexibility is key, with a corporate culture of accepting and promoting women and assisting them in making their career as a working mom successful without hindering their efforts as a mom.”

“A supportive, working environment that has a flexible schedule. This allows me to work, and focus on my job while I am there, not to be distracted by my children’s issues. Also, I am more willing to put in extra time, if I can do it on my terms, not just because it is the traditional hours of work.”

About Connect Moms, momcafé and Briefcase Moms

Connect Moms, momcafé and Briefcase Moms joined forces to help educate and connect progressive employers and professionally-minded moms seeking balanced

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success both at work and at home. Together, they represent more than 10,000 corporate, entrepreneurial and stay-at-home moms across the country. Connect Moms, momcafé and Briefcase Moms invited members to fill out an online survey between November 10 to 30. Results were compiled from a total of 261 respondents.

Connect Moms connects professionally minded moms with careers and inspiring content. We seek out companies whose workplace environments recognize that the best employees have different needs at different times throughout their careers. We strive to attract companies who offer results-oriented and flexible cultures in order to present job opportunities and career-related content that reflect the dynamic needs of working moms. www.connectmoms.com

momcafé is connecting and inspiring like-minded moms by providing an interesting and supportive forum in which moms can learn from each other and share ideas. This is achieved through regular meetings, quarterly seminars and access to online resources. **momcafé** is designed to support the dialogue between educated, savvy women who are striving to balance their lives. www.momcafe.net

Briefcase Moms is a unique coaching program, based on Lisa Martin's best-selling book *Briefcase Moms: 10 Proven Practices to Balance*, that guides mothers to develop better strategies to manage work and family. Martin is the CEO of Martin Group International – a work-life coaching company that delivers customized programs to organizations looking to retain and advance their female talent. www.coachlisamartin.com