

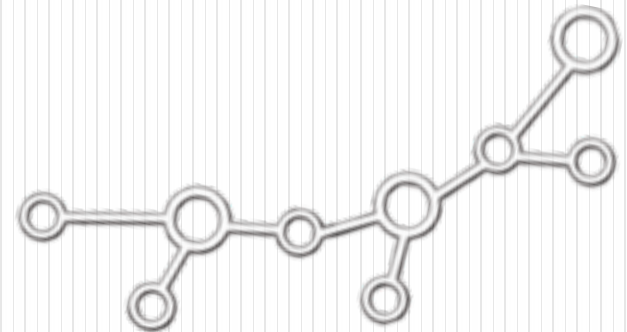
# Womenomics

Presented By:

Haslina Taib

8<sup>th</sup> July, 2009

Women in Business

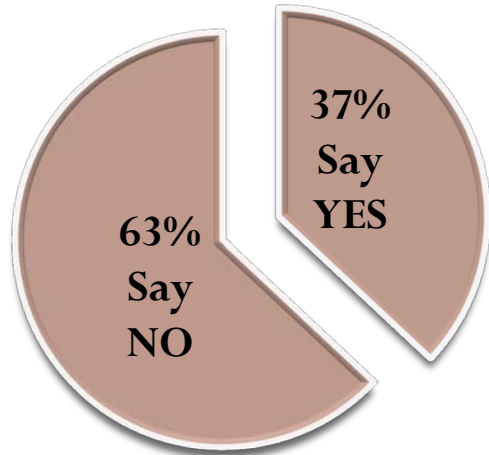




## Survey Question:

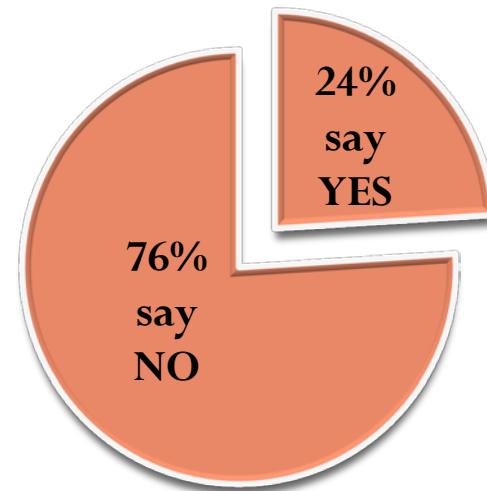
“Since you first began working, has there ever been a period where you took a voluntary time-out of work?”

### Women

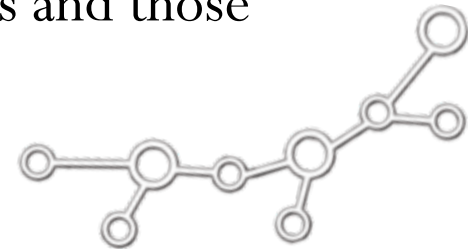


37% said Yes and out of this, 43% were women with children.

### Men

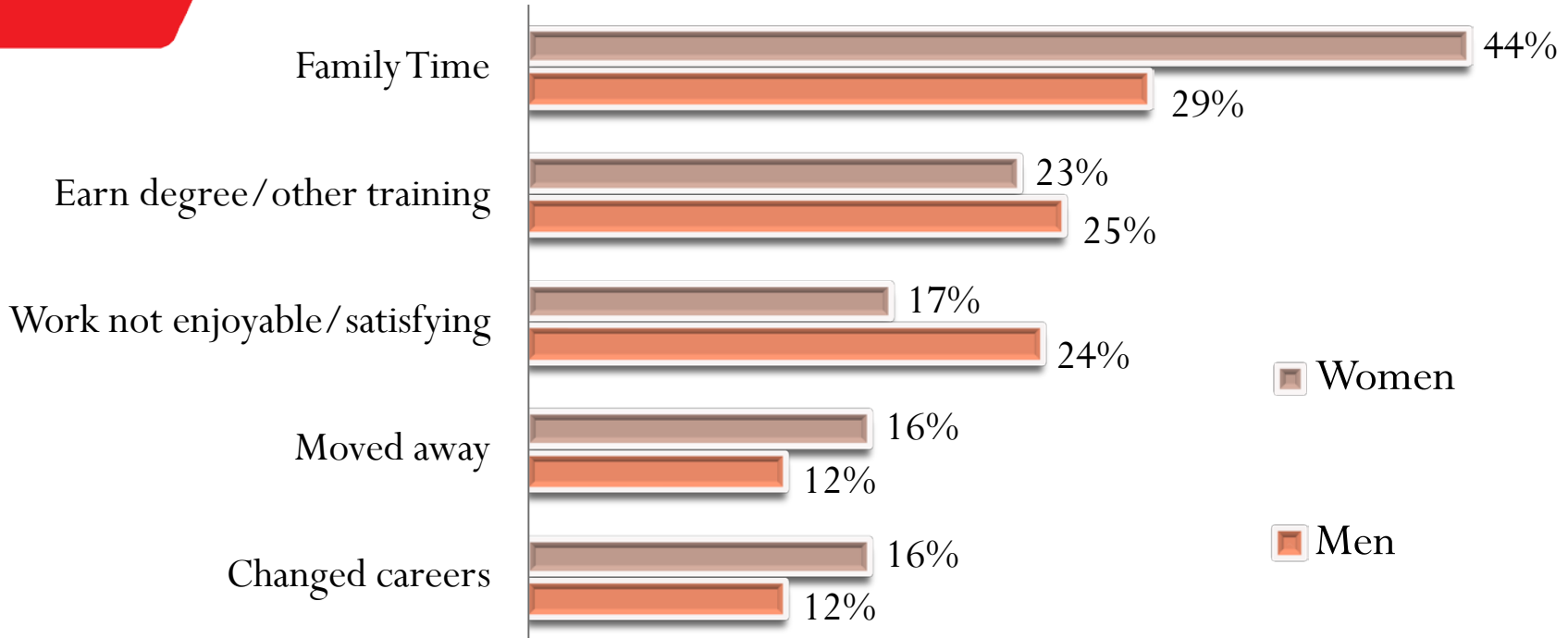


No statistical differences between those who are fathers and those who are not.

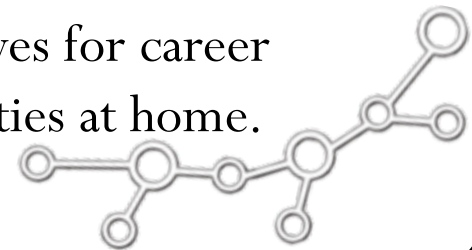




# Survey Question: Why do they leave the fast lane?

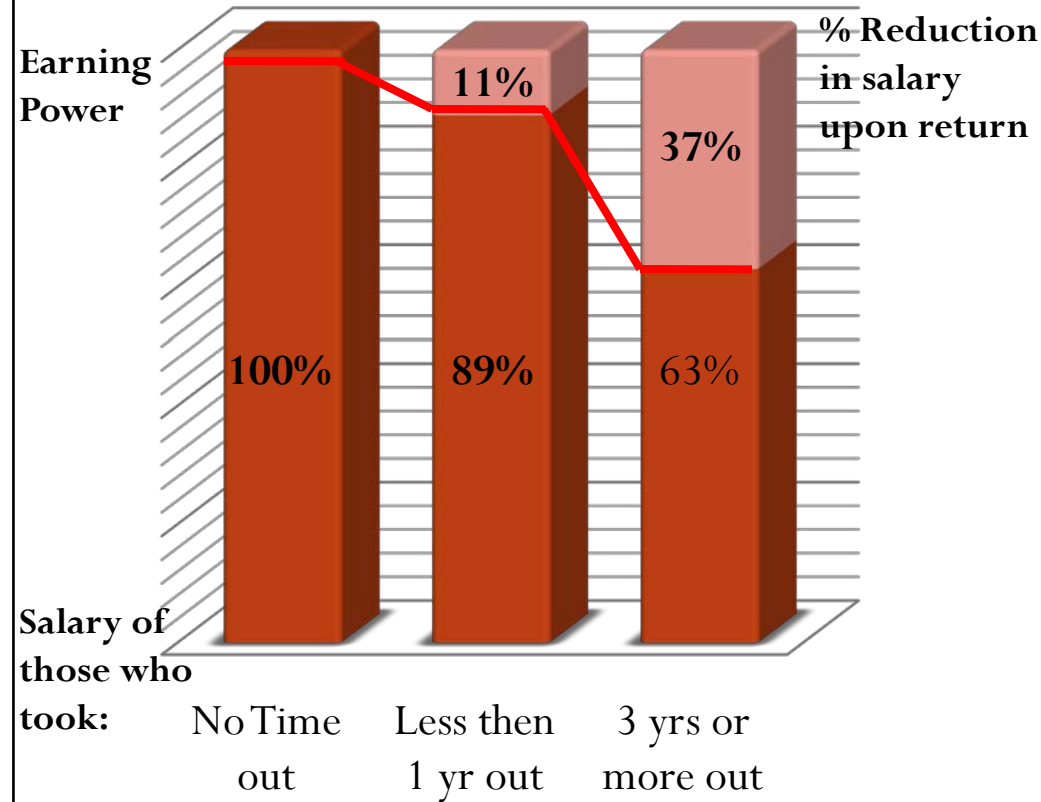


- This shows that women and men take off for dramatically different reasons.
- While men leave the workforce mainly to reposition themselves for career change, the majority of women leave to attend to responsibilities at home.

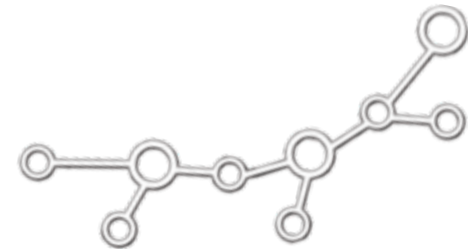




# Survey: The High Cost Of Time-out

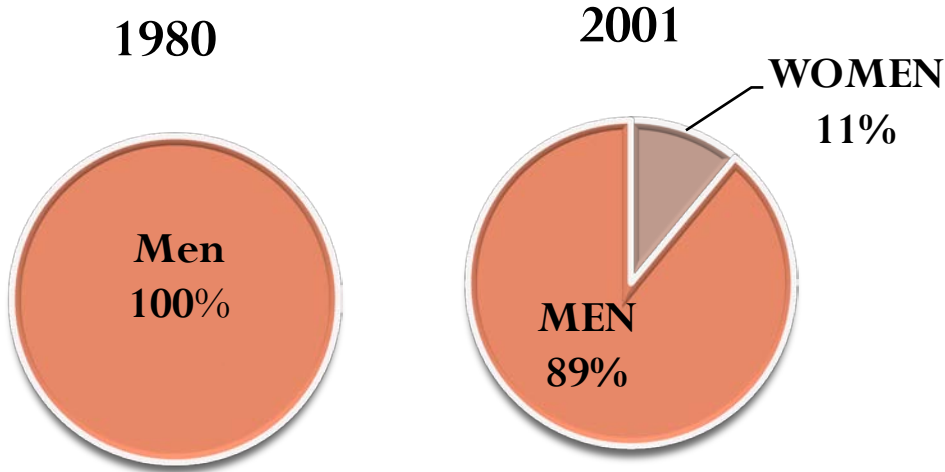


- The average time women take off their careers (less than 3 yrs), salary penalty is severe.
- Women who return to the workforce after time out earn significantly less than their peers who trained in their jobs.



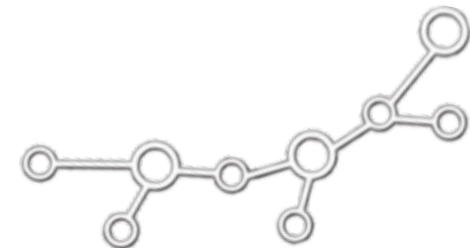


# Survey: Women joining the ranks of Top Executives



Female fortune100 executives in 2001 differed from their male colleagues because they were: “Younger, Faster and more Mobile!”

	Men	Women
Average Age	52	47
Began career at current	32%	42%
Average time in each job	3.4yrs	4.0yrs
Average time from 1 <sup>st</sup> job to current position	21 yrs	25yrs





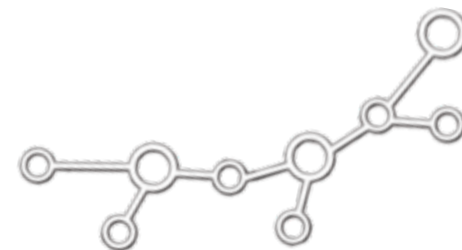
# Statistics in Brunei

## Population Growth -'000

	1980	1990	2000	2008
Male	103	136	174	206
Female	90	121	160	192

## Population by Age Jan, 2008

	15-25	25-35	35-45	45-55
Male	15%	15%	12%	9%
Female	14%	16%	12%	7%
Total	29%	31%	24%	16%

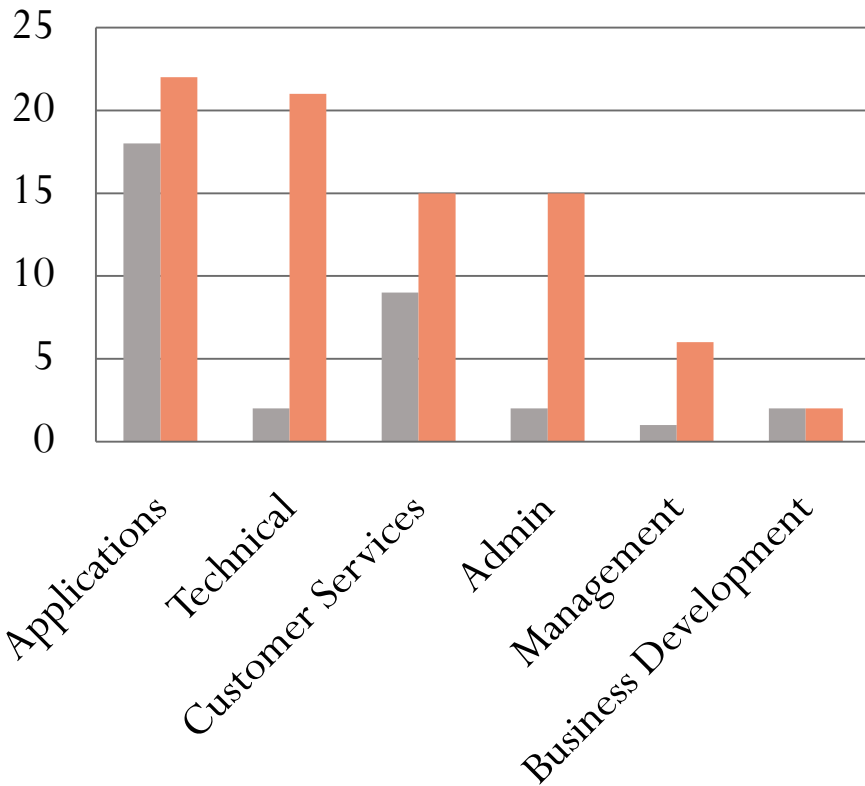




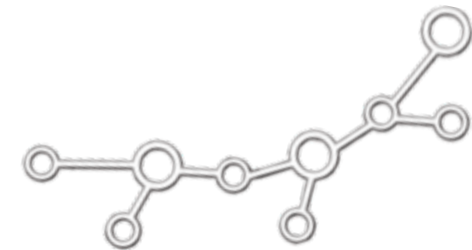
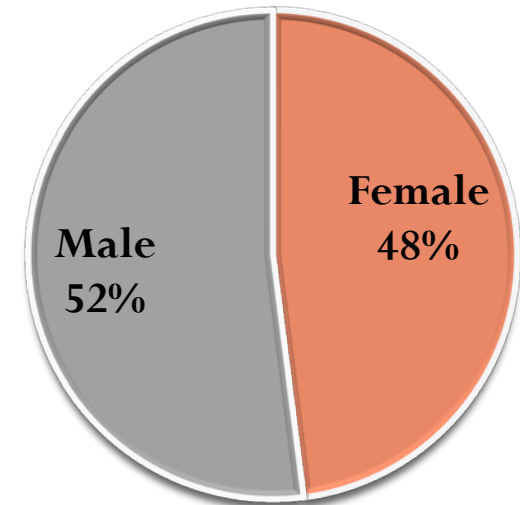
# Statistics in BAG Networks

## Women Vs Men

Gender Distribution according to Job Function

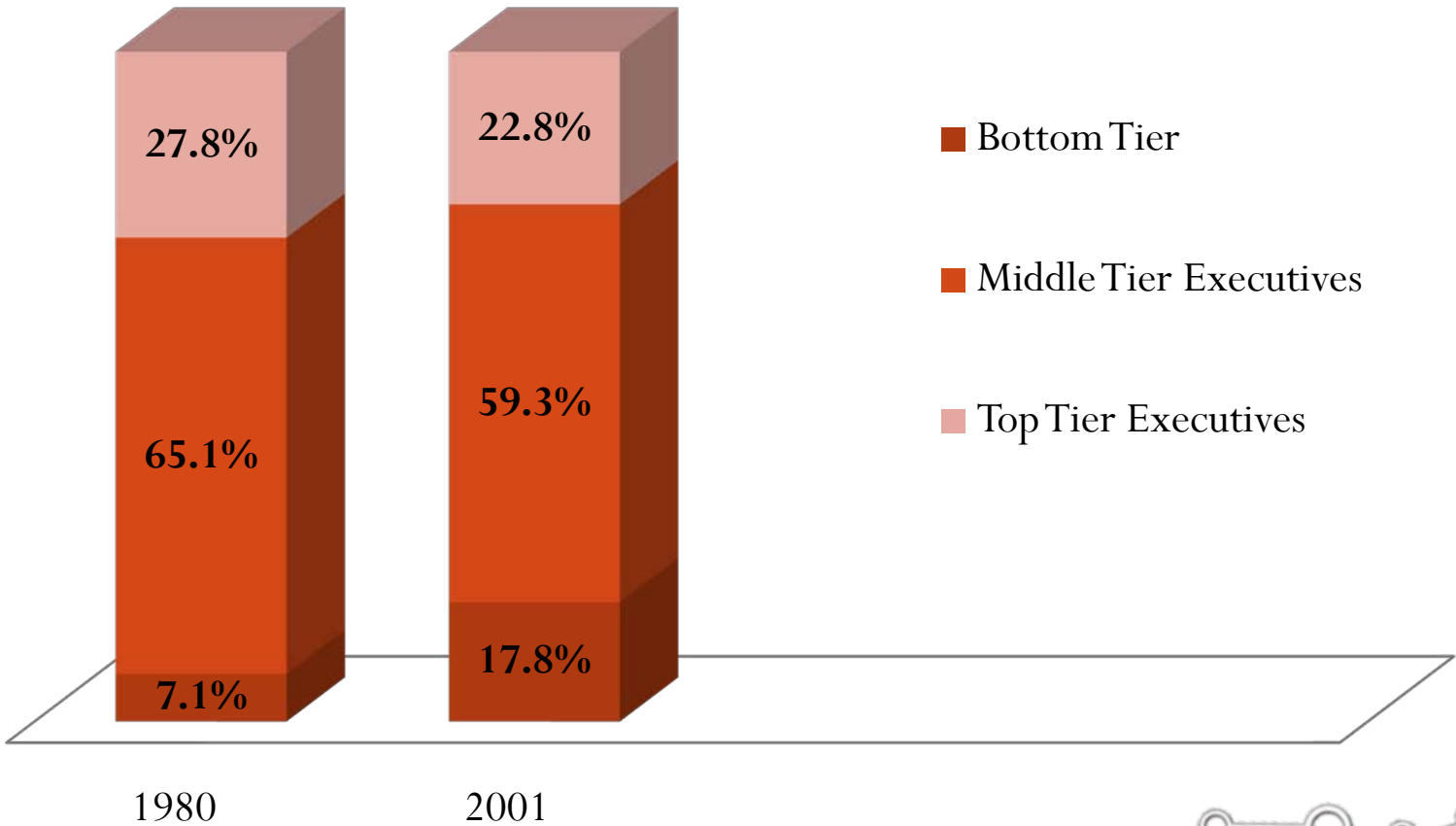


Gender Ratio in BAG





# Take Advantage of Flattening Corporate Hierarchy Trends



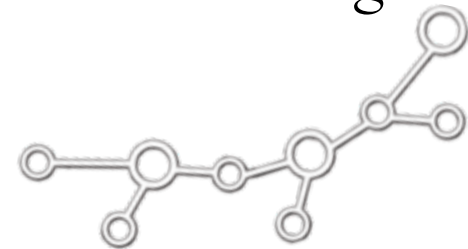




# Predictions for 2021-Womenomics

What factors will shape top executives?

- MBA, Masters, Bachelors – good education is best entry level
- Job /Department Hoping to gain varieties of experience
- Most competent experience includes hands-on responsibility
- Join small companies or become entrepreneurs before moving to large corporations

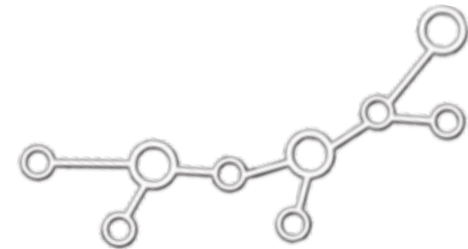




# Getting to Womenomics

Ways women lead:

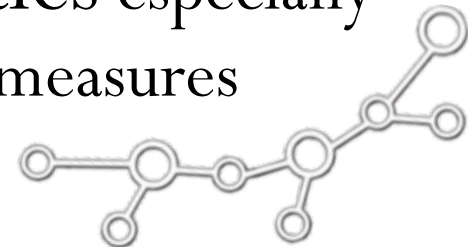
- Be proud of your gender
- Draw on what is unique to your experience as a **woman**,  
Succeed not by adopting the traditional command-and-control leadership style.





# Getting to Womenomics

- Share power and information
- Take the path of least resistance
- Another kind of diversity: when change is rampant, everything is up for grabs
- Crisis are undeniable but it creates opportunities especially those that have clear performance standards and measures therefore take advantage of this tide!





**Compiled By:**

Dinah Md Ali  
Marketing Communications  
BAG Networks  
*“Leading Generations”*

**Source:**

Harvard Business Review  
And  
Asian Marketing Data and Statistics

