

# The Thrive Five

HOW WOMEN CAN SET THEMSELVES UP FOR SUCCESS



Over 250 women, from C-suite executives to assistants, participated in a study designed to examine what thriving means in the fast-paced, ever-changing advertising industry. Their responses reveal key insights and underscore the importance of 5 core components for thriving at work.

## WOMEN WANT TO THRIVE

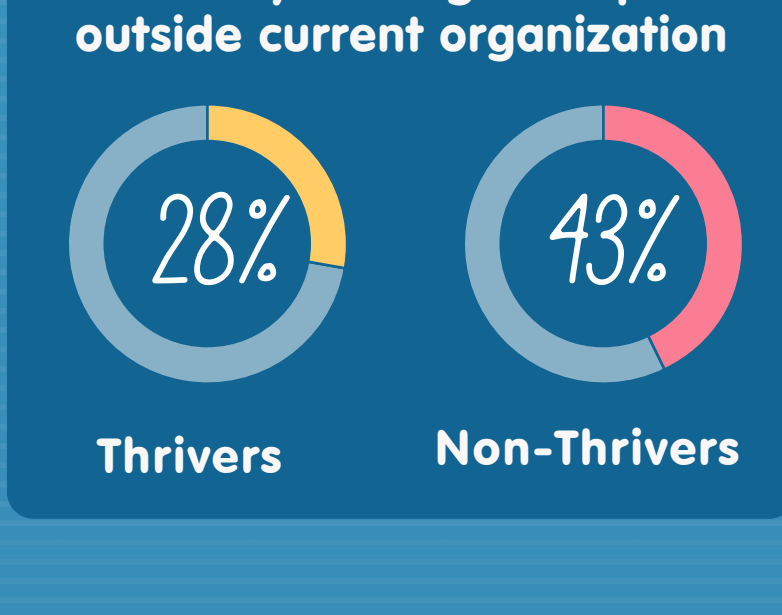
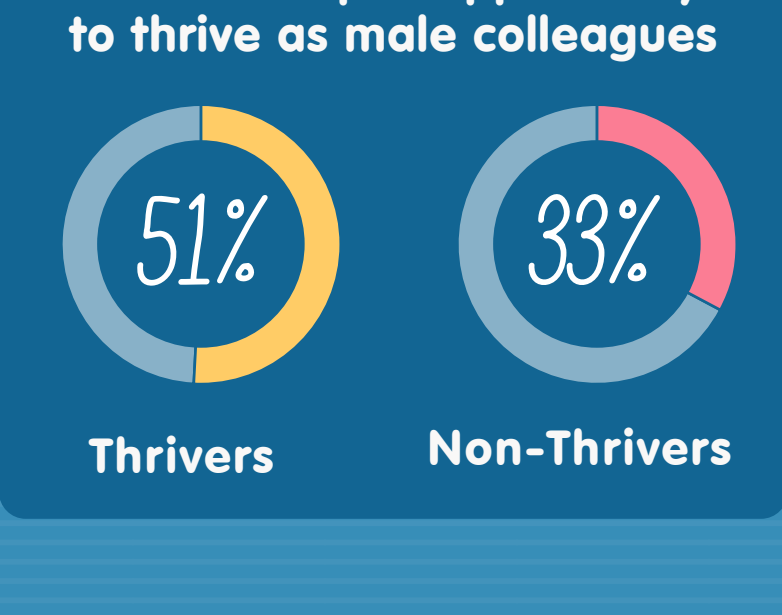
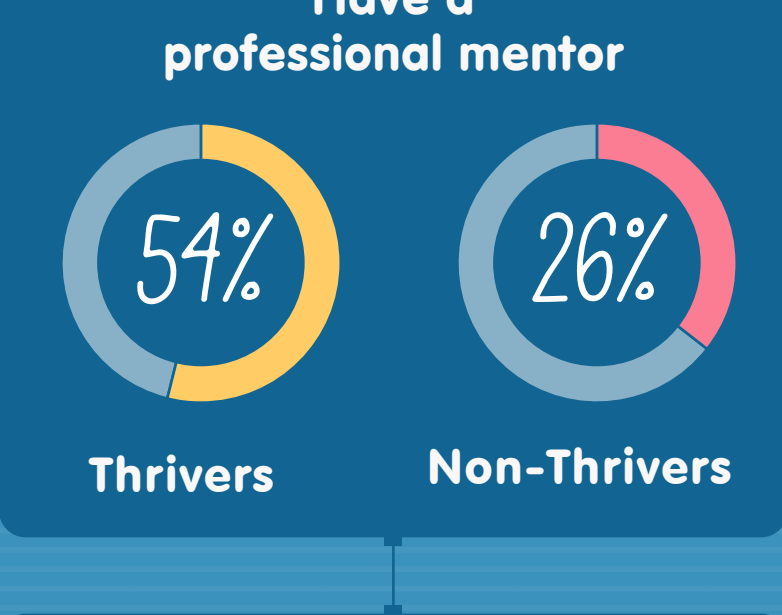
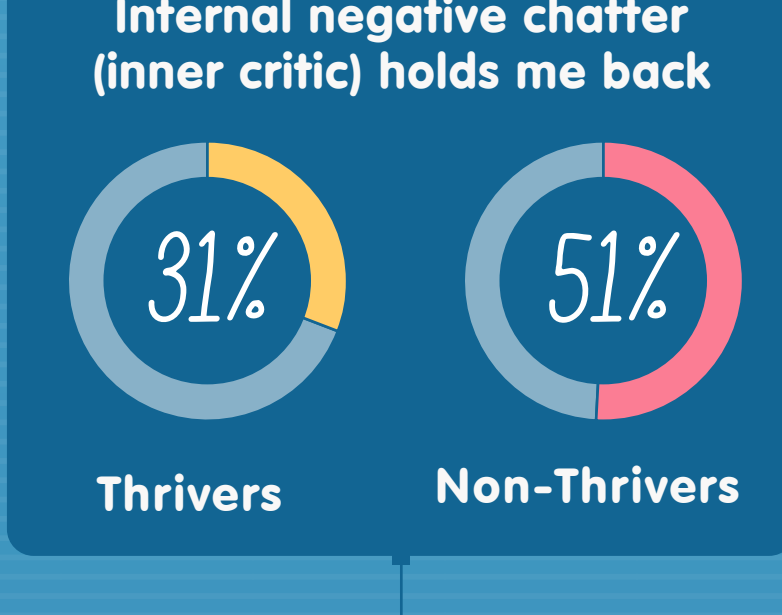
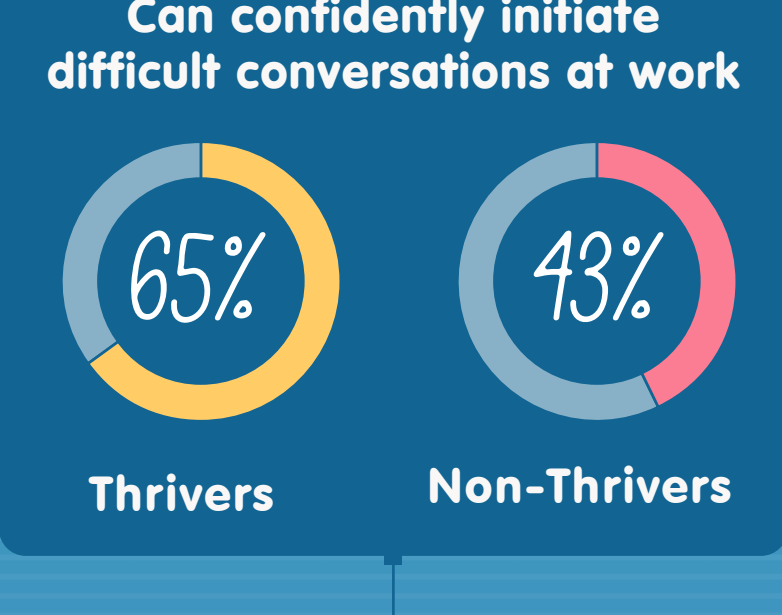


of women surveyed say they **want more** than a paycheck out of their job.



### POSITIVE STATEMENTS

### NEGATIVE STATEMENTS



## 5 CORE COMPONENTS OF THRIVING

1

### Pay & Perks

Feeling valued by your company based on your salary, benefits, and perks.



**A THRIVING EMPLOYEE IS:** Less likely to be actively searching for another job.



**BOTTOM LINE BENEFIT:** INCREASED EMPLOYEE RETENTION

2

### Visible & Verbal

Being heard, trusted, and recognized by colleagues at every level.



**A THRIVING EMPLOYEE IS:** Confident, vocal, and comfortable initiating difficult conversations.

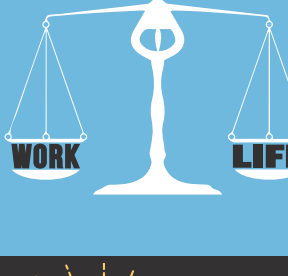


**BOTTOM LINE BENEFIT:** EMPLOYEES ARE PREPARED TO ADVANCE WITHIN THE COMPANY

3

### Meaning & Mattering

Working on projects that bring purpose, personal fulfillment, and growth.



**A THRIVING EMPLOYEE IS:** Happy, passionate, & managing a healthy work/life balance.



**BOTTOM LINE BENEFIT:** EMPLOYEES CONSISTENTLY DELIVER THEIR BEST WORK

4

### Authenticity & Alignment

Quieting your inner critic, removing belief barriers, and setting boundaries.



**A THRIVING EMPLOYEE IS:** Bringing her whole, authentic self to the table.

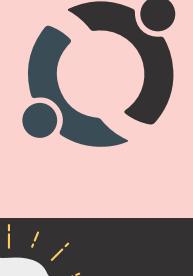


**BOTTOM LINE BENEFIT:** INCREASED PRODUCTIVITY

5

### Community & Collaboration

Valuing the efforts of others and developing relationships within the company.



**A THRIVING EMPLOYEE IS:** Engaged with her mentors and the community.



**BOTTOM LINE BENEFIT:** IMPROVED COMPANY CULTURE



Women thrive when they receive value from the work they do, are able to share value with others, and feel valued by the people they work with and – more importantly – themselves.

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