



Employees With Right Work-Life Balance Are Proud Of Where They Work And Engaged In Their Jobs

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PURCHASE, NY – December 5, 2007 – Employees who experience a reasonable balance between their personal and professional lives have positive views about their jobs in several other key areas – including pride in their companies, willingness to recommend their employers to others, and their engagement in their jobs, according to research just completed by **Sirota Survey Intelligence**, specialists in attitude research.

According to the results of the research of more than 300,000 employees surveyed in 2007 by Sirota Survey Intelligence (www.sirota.com):

- 73% percent of employees overall are positive about their work-life balance

Among those who are positive about their work-life balance:

- 89% rate their satisfaction with their companies favorably (vs. only 58% of those who are negative about their work-life balance)
- 91% are proud to work for their employers (vs. only 68% of those who are negative about their work-life balance)
- 88% would recommend their employers as a place to work (vs. only 64% of those who are negative about their work-life balance)

“Work-life balance is almost an afterthought to people who feel their employers are meeting their end of the deal by being fair, providing interesting and meaningful work, and recognition or rewards for a job well-done,” said **Douglas Klein, President of Sirota Survey Intelligence**. “Work-life balance becomes a real issue when employees feel that their employers aren’t holding up to their part of the partnership.”

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In high performance companies, there is a basic trust in place, recognizing that the success of one party depends on the success of the other, both professionally *and personally*, according to Klein. “Employers should take a long-term perspective toward work-life balance. If a manager goes out of his or her way to accommodate a personal crisis, most employees will redouble their work efforts later on,” Klein said.

Work-life balance does not mean complete freedom with respect to work, however.

- Interestingly, employees who report that they have “too little work” to do are 25% less satisfied with the job itself (the kind of work they do) than those who have “too much work to do.”
- 69% of employees who say they have “too much work” are satisfied with their jobs vs. just 44% who say they have “too little work.”
- Of course, employees who say they have “the right amount of work” are the most satisfied of all – 81%, according to Sirota Survey Intelligence.

With the impending retirement of millions of Baby Boomers, employers should implement practices that make workers more willing to refer friends and colleagues for job openings, according to Klein. “One thing employers can do is to train first-line managers to be sensitive and flexible when employees have a personal or family situation that needs their attention,” said Klein. “Especially when employees are holding up their end of the partnership.”

Most people come to work enthusiastic, ready to work hard, and make a real contribution, according to Klein. “The key, then, is to balance company and personal demands within a partnership culture and a spirit of ‘win-win,’” Klein said.

About Sirota Survey Intelligence

Founded in 1972, Sirota Survey Intelligence (www.sirota.com) specializes in attitude research. Headquartered in Purchase, NY, Sirota has conducted thousands of attitude surveys around the world that have helped organizations build strong, productive relationships with their employees, customers, communities, opinion leaders, investors, shareholders, suppliers, and other publics. The major results of their surveys have been summarized in ***The Enthusiastic Employee: How Companies Profit by Giving Workers What They Want*** (Wharton School Publishing www.enthusiasticemployee.com).

Compiled since 1972 and continuously updated, Sirota’s multi-national, multi-industry database comprises data from millions of employees collected through the firm’s employee survey research (predominantly among the Fortune 500).

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It is possible that the results from the companies in Sirota's database are more favorable than a national probability sample.