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Feb. 21, 2013

With technology increasingly blurring the lines between work and home and women assuming more prominent roles at work, a survey released today by Randstad US reveals that constant connectivity does not mean increased productivity for women workers.

Randstad's latest Engagement Index study reveals that while 42 percent of women believe it is increasingly difficult to disconnect from work while at home, the majority (68 percent) do not believe that the blurring of lines between work and home has increased their productivity.

"As enhanced technologies and increased access to information continues to blur the lines between our professional and personal lives, many workers mistake being busy for being productive," said Linda Galipeau, Randstad CEO of North America.

"These are two very different concepts that when looked at from an organizational standpoint—could have serious implications for a company's bottom line. We are only productive if we're producing the results that are most impactful to our goals. Being that we live in a multi-tasking world, it is important to work smarter and hone in on those high-impact efforts that will create more meaningful results. This is incredibly important, especially as women and men can now perform their jobs from almost anywhere."

Other notable findings:

Flexible Working Arrangements and Policies Among Prime Benefits For Women

Forty-nine percent of women say their company is flexible and accommodating in

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On the job relationships impact career happiness

Women value their relationships with colleagues and supervisors. Relationships with their colleagues (87 percent) and direct supervisors (85 percent) have a big impact on their happiness with their jobs.

Randstad recently launched its [Women Powering Business section](#) on its Workforce360 thought leadership site. This section includes the latest research and trends shaping the way women work. For more information, as well as other research insights, advice and career resources, visit www.randstadusa.com/workforce360.

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