



# Introduction to Community Business





- A unique non-profit organisation dedicated to advancing Corporate Social Responsibility

Lead, inspire and support businesses

to improve their positive impact on people and communities



CSR Strategy



Diversity & Inclusion



Community Investment

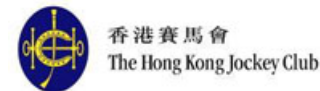


Work-Life Balance

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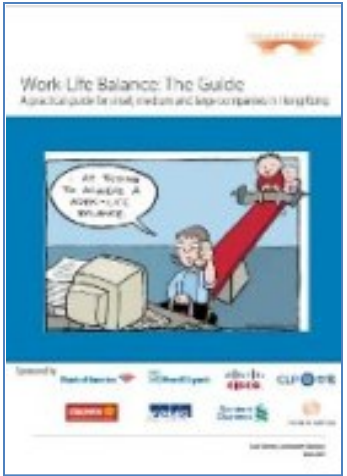


# Our Member Companies





# Expertise in Work-Life Balance





# State of Work-Life Balance in Hong Kong Survey 2012

## – Key Observations and Commentary

Amanda Yik  
Senior Project Manager  
Community Business



# Mismatch in work-life initiatives offered and desired

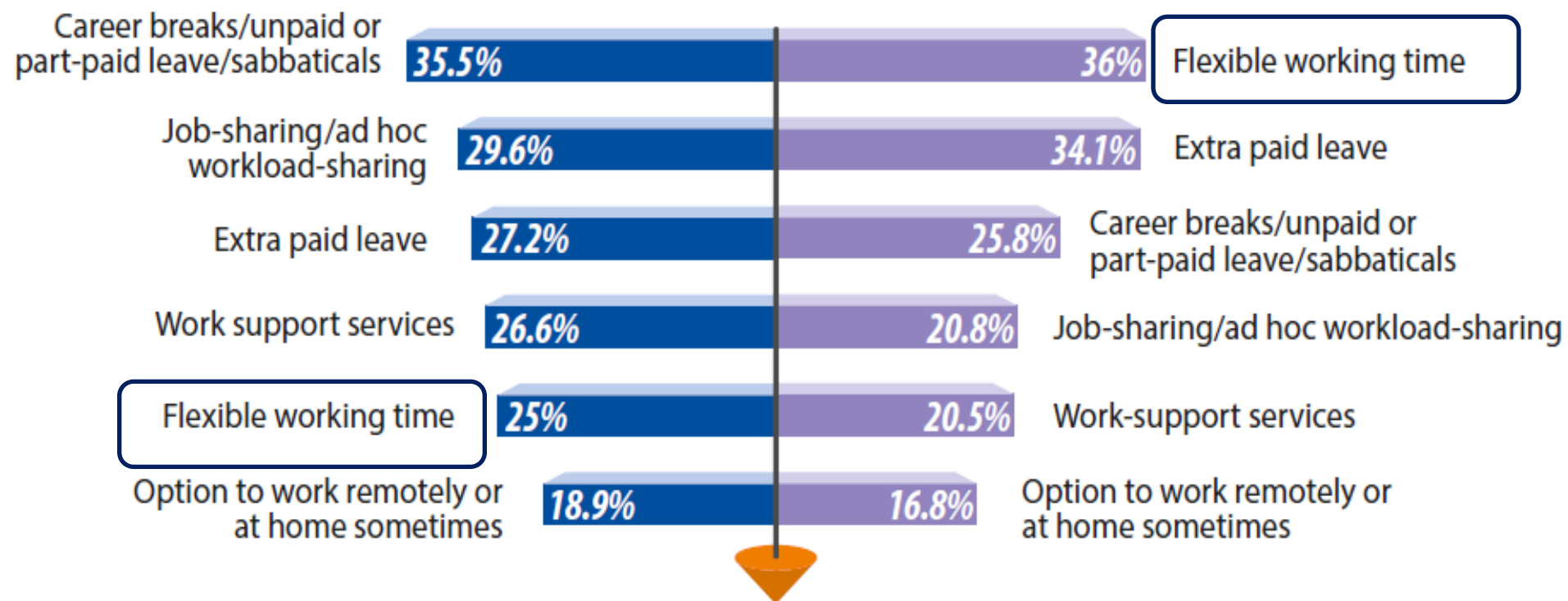


## Work-life Initiatives

**OFFERED**

**VS**

**EFFECTIVE**

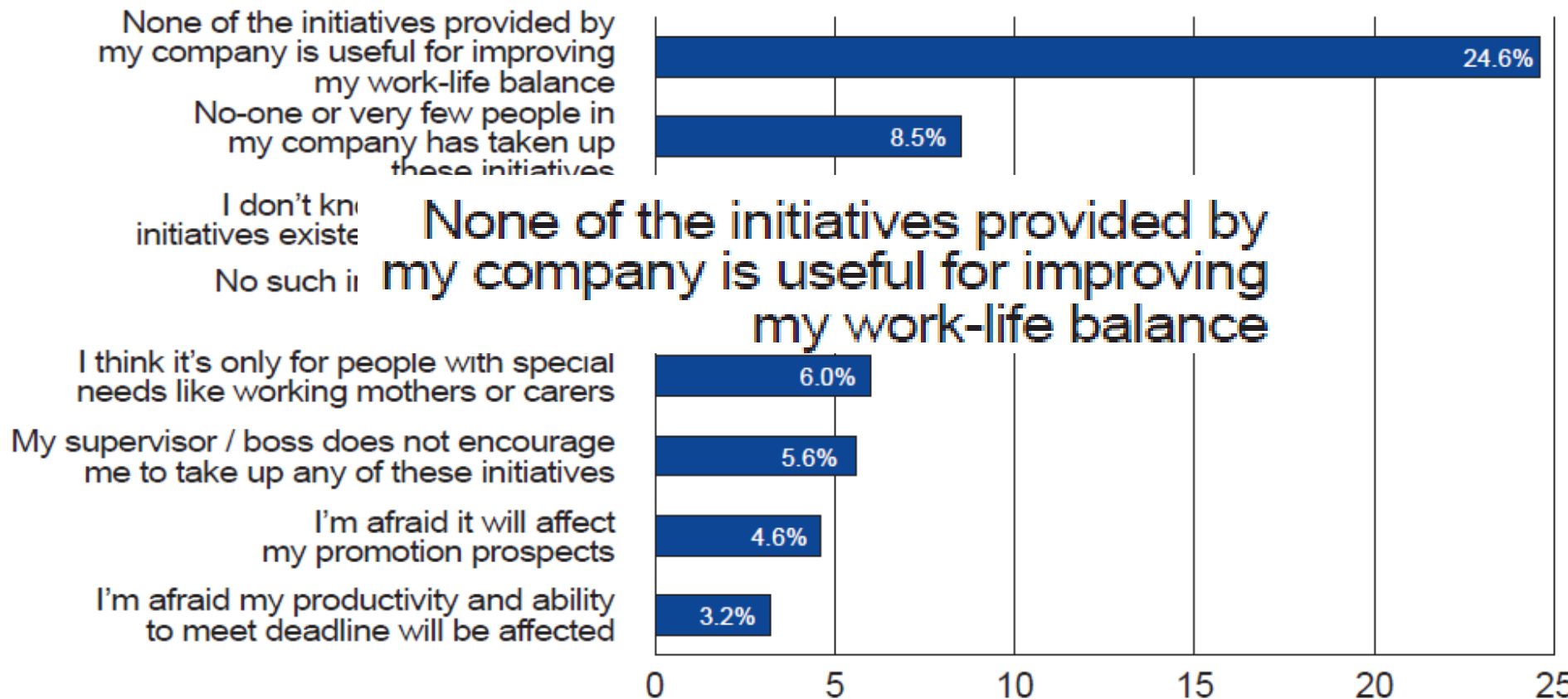


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# Mismatch in work-life initiatives offered and desired



## Reasons for Not Taking Up Work-Life Initiatives (2012)



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# WLB remains a sensitive issue



## Work-life balance remains a sensitive issue

**30.7%**

of employees say  
work-life balance  
is not talked about  
in their company



**18%**

of employees feel that they  
cannot raise concerns  
about work-life balance  
if they want to get ahead  
in their company

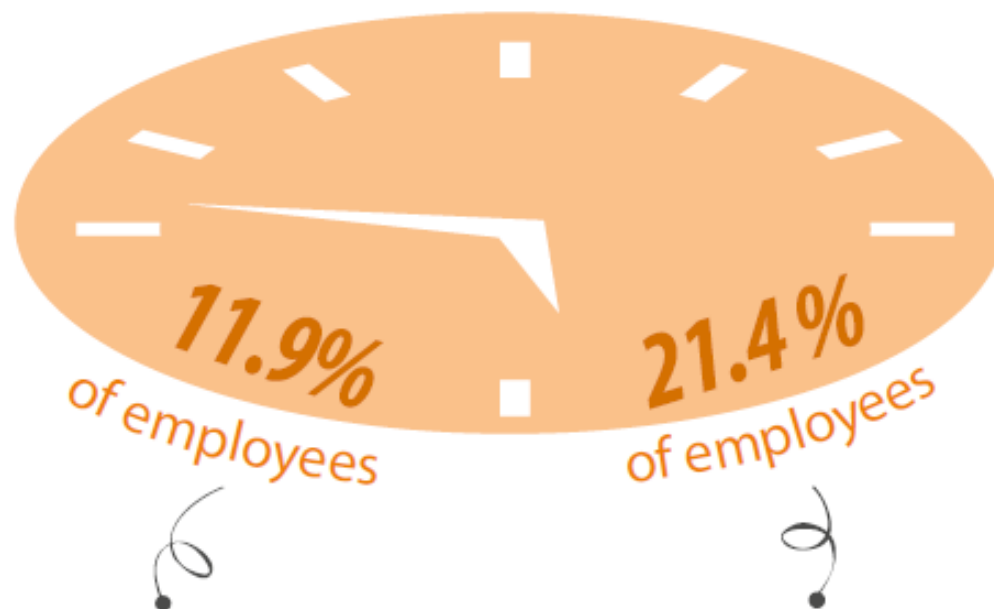




# HK's work-life culture



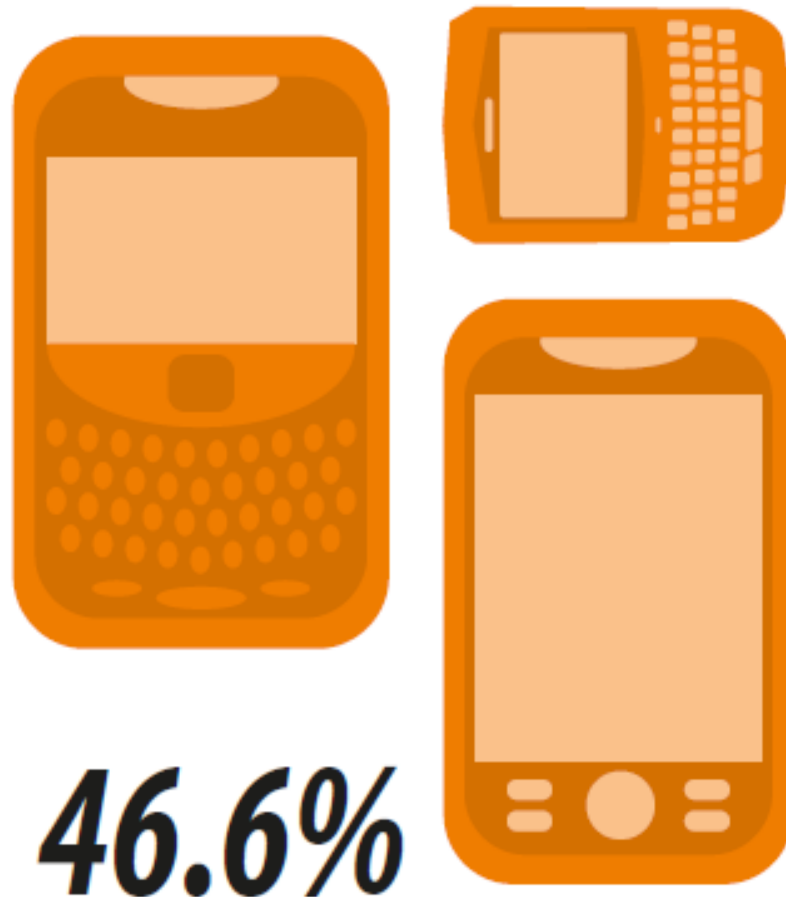
There is still a culture of *"FACE TIME"* in Hong Kong



feel that the longer they stay in the office the **more committed to work** they are perceived to be

see that most people **do not leave work** before their bosses/supervisors do





of employees use mobile technology or devices for work either after office hours or outside of the office



## Is technology good or bad for work-life balance?

"I can never really switch off, even when I am sleeping or on holiday – I cannot rest fully"

**(28.3%)**

"I can work more flexibly – both in terms of time and location"

**(11.2%)**

"I am expected to check and respond to work emails and communications any time of the day"

**(14.4%)**

"I can leave office earlier compared to if I do not have the mobile devices"

**(4.2%)**

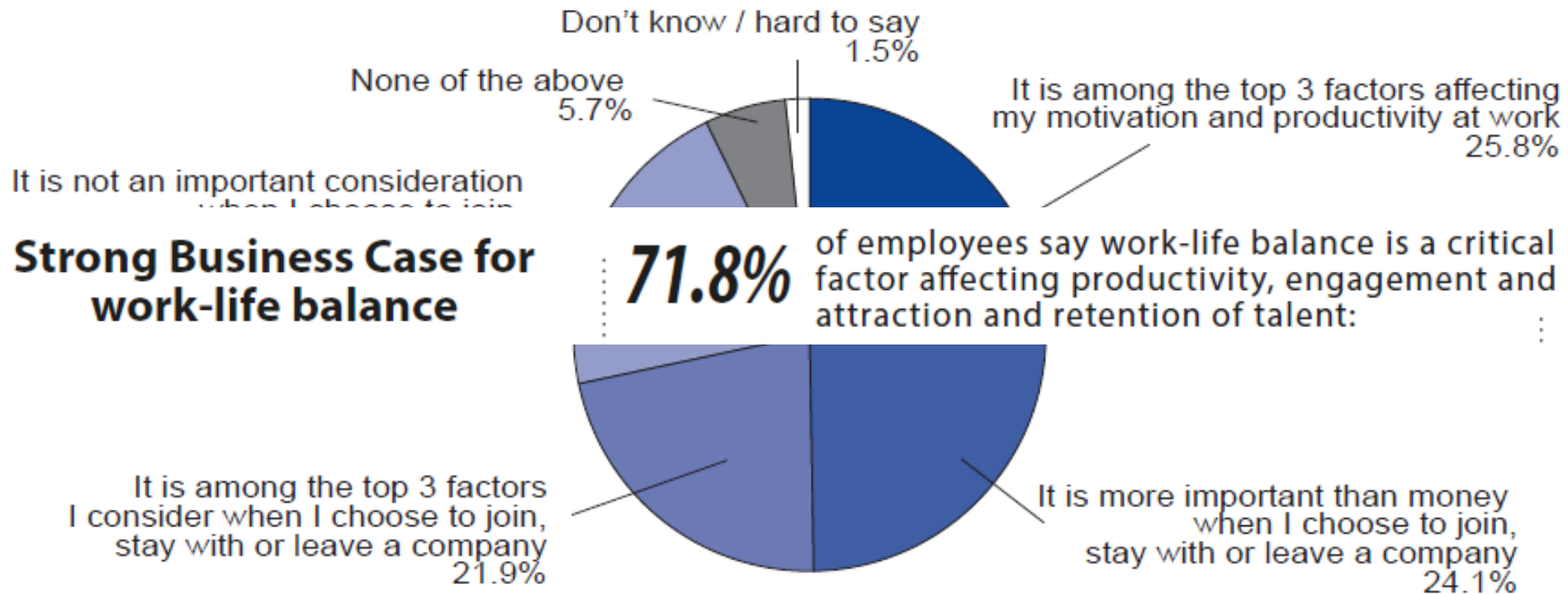
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# Strong business case for WLB



*Figure 10: Which of the following statements most accurately describes your view of work-life balance? (2012)*





# Lack of understanding of business case



## Contributors to the current state of work-life balance

**22.6%**  
Hong Kong's hard  
work ethics



**22.5%**  
Lack of understanding  
of importance of work-life  
balance to productivity  
and talent retention

**23.9%**  
Highly competitive nature of  
global/international business



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## People are looking for leadership

**52%** of employees think that senior business leaders should take primary responsibility for improving work-life balance in their organisations



# Concluding remarks



- Implementing flexibility is the key
- Driving cultural change:
  - Understanding the business case
  - Managing expectations around technology
- Senior business leaders must take the lead to build accountability





# Q&A

