



# 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

COMMUNITY BUSINESS



# Our Member Companies





# Expertise in Work-Life Balance

**COMMUNITY BUSINESS**

The State of Work-Life Balance in Hong Kong Survey  
The Need for Flexible Work Arrangements

**2010**  
A Summary of Research Findings

Sponsored by: Microsoft, AIA, CLP 中電, IISBC The world's local bank, HSBC, AIA, MARKS SPENCER, MTR, PRUDENTIAL 富華保險, Standard Chartered 渣打銀行

Work-life and Case Studies  
October 2011

Reducing Working Time Employees and Family Support Flexible Working Arrangements Wellbeing, Health and Safety Leave Options Employees and Family Support Flexible Working Arrangements Employees and Family Support Flexible Working Arrangements Wellbeing, Health and Safety Employees and Family Support Flexible Working Arrangements Wellbeing, Health and Safety Employees and Family Support Flexible Working Arrangements Wellbeing, Health and Safety

**World-life Balance in Hong Kong**

Case Studies

Sponsored by: AIA AIA 友邦保險, CLP 中電, LEHMAN BROTHERS, MTR 港鐵公司, Standard Chartered 渣打銀行

Executive Series and Case Studies  
July 2012

**Work-Life Balance: The Guide**  
A practical guide for small, medium and large organisations in Hong Kong

Sponsored by: Microsoft, HSBC, AIA, CLP 中電, Standard Chartered 渣打銀行, etc.

**Driving Cultural Change to Achieve Work-Life Balance**

Sponsored by: HSBC, AIA, CLP 中電, Standard Chartered 渣打銀行, etc.

**Work-Life Balance Week**  
生活與工作平衡周  
**15-19 OCT 12**



# 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

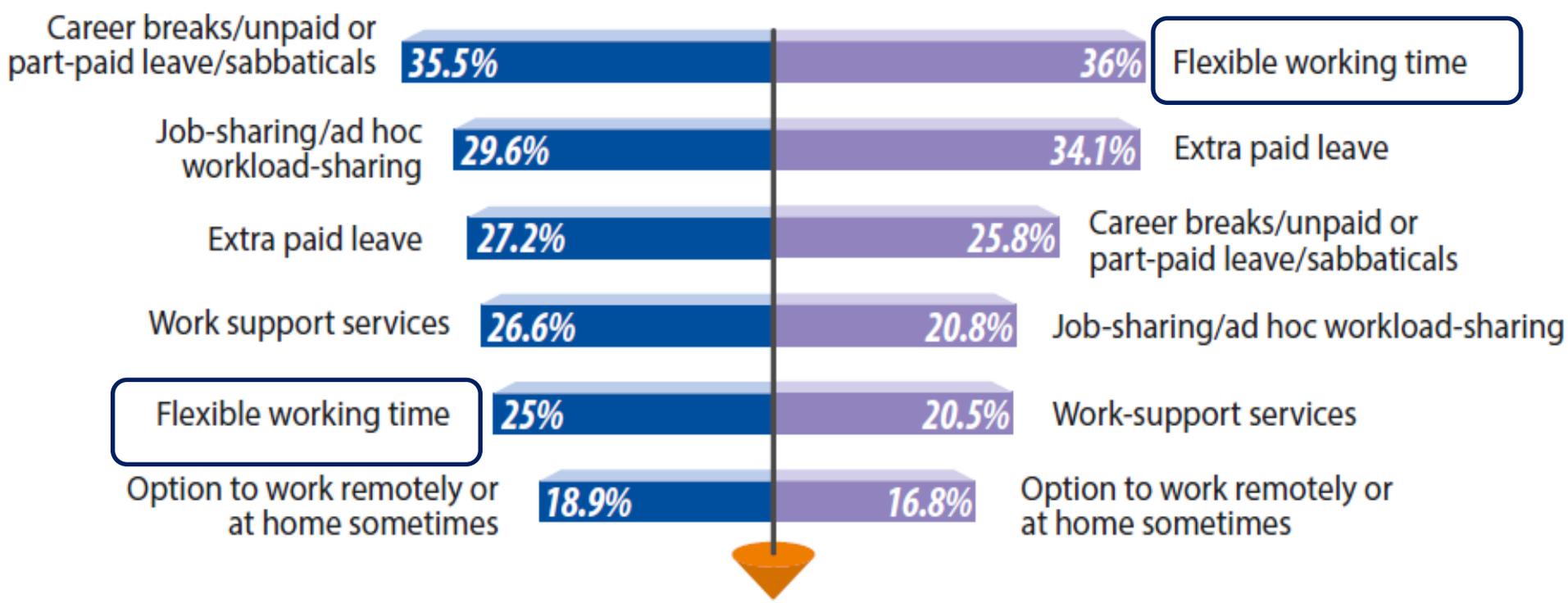


## Work-life Initiatives

**OFFERED**

**VS**

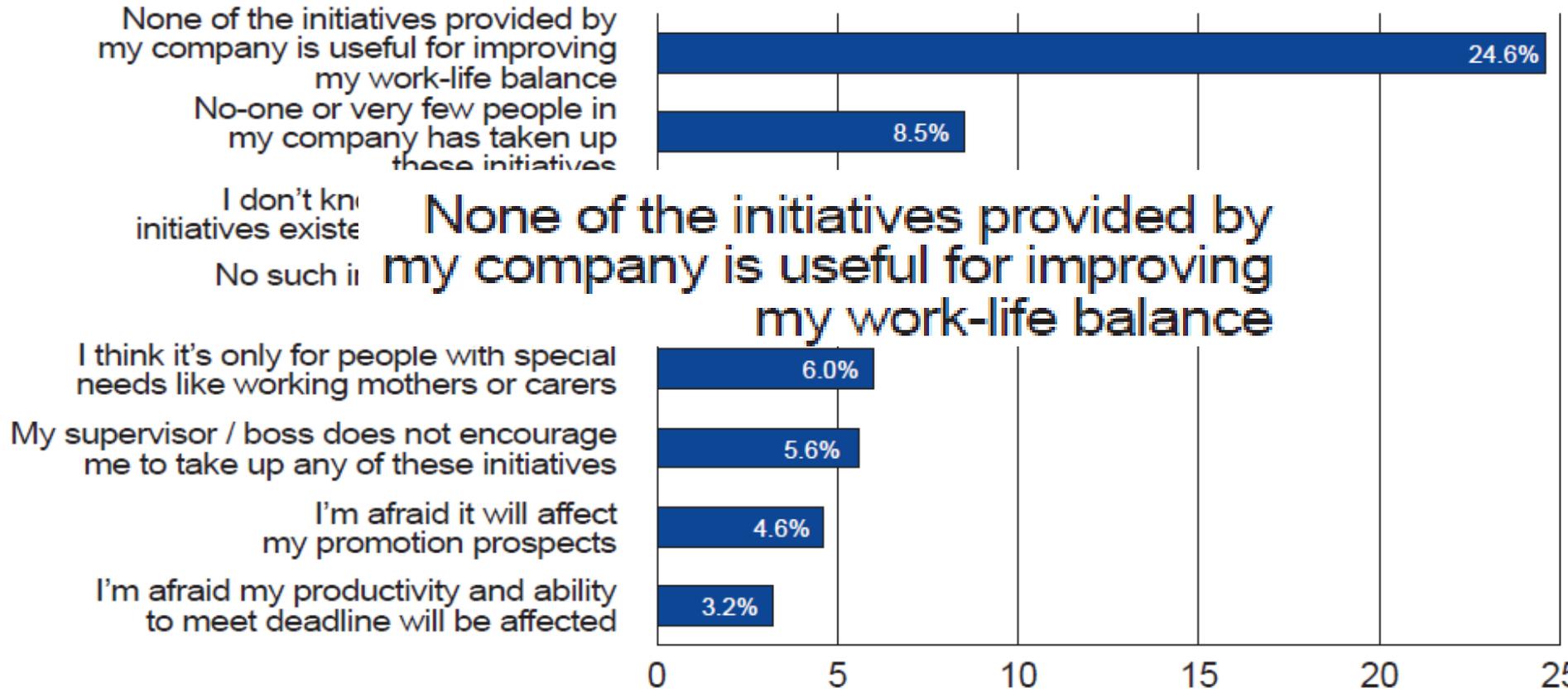
**EFFECTIVE**



# Mismatch in work-life initiatives offered and desired



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



**None of the initiatives provided by my company is useful for improving my work-life balance**



## Work-life balance remains a sensitive issue

**30.7%**

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



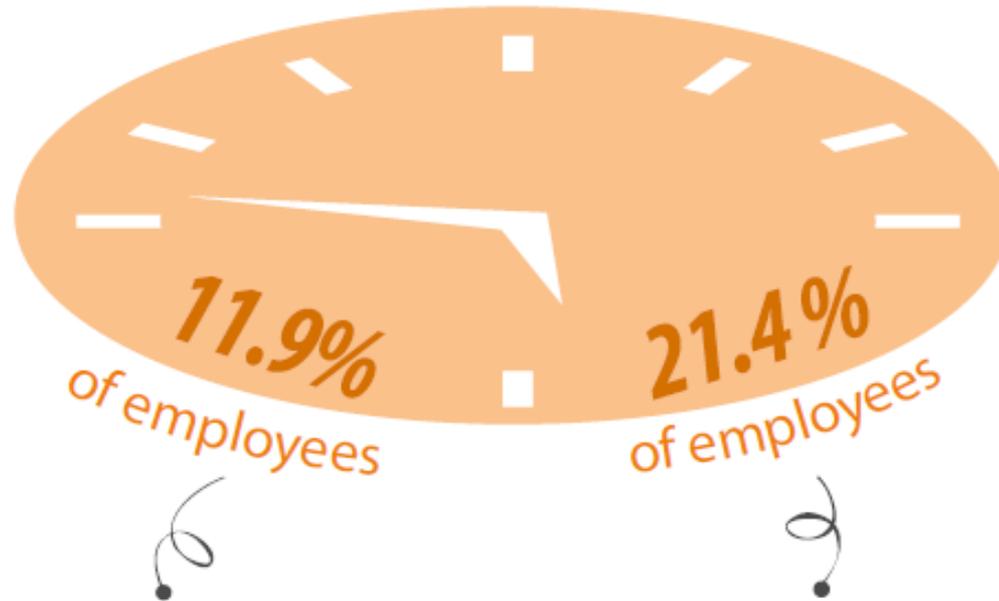
**18%**

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



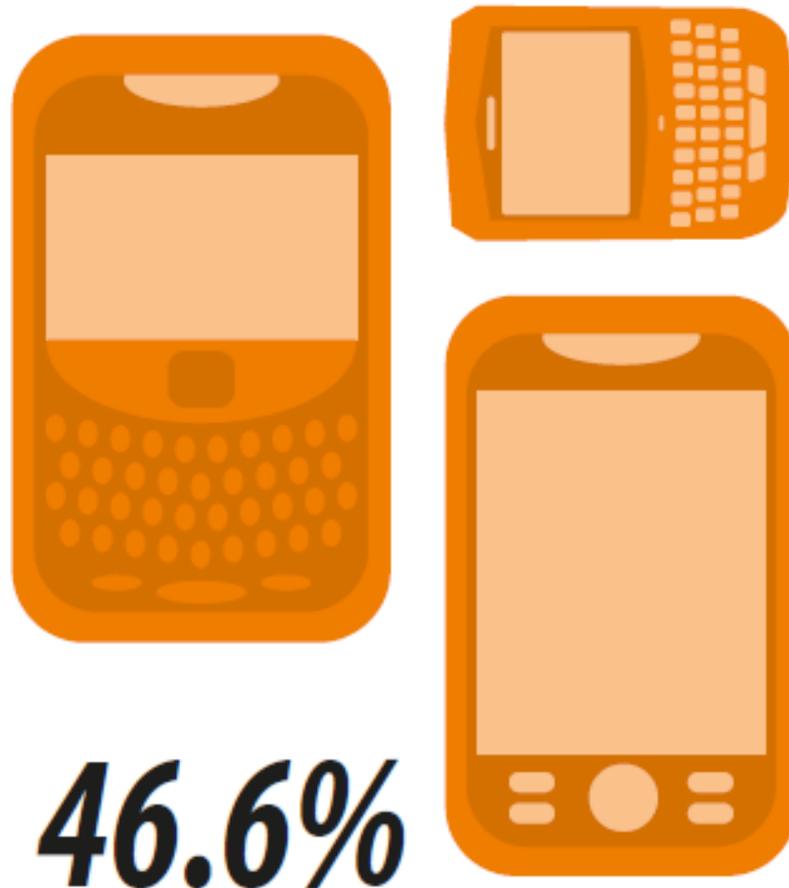


There is still a culture of "FACE TIME" in Hong Kong



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"

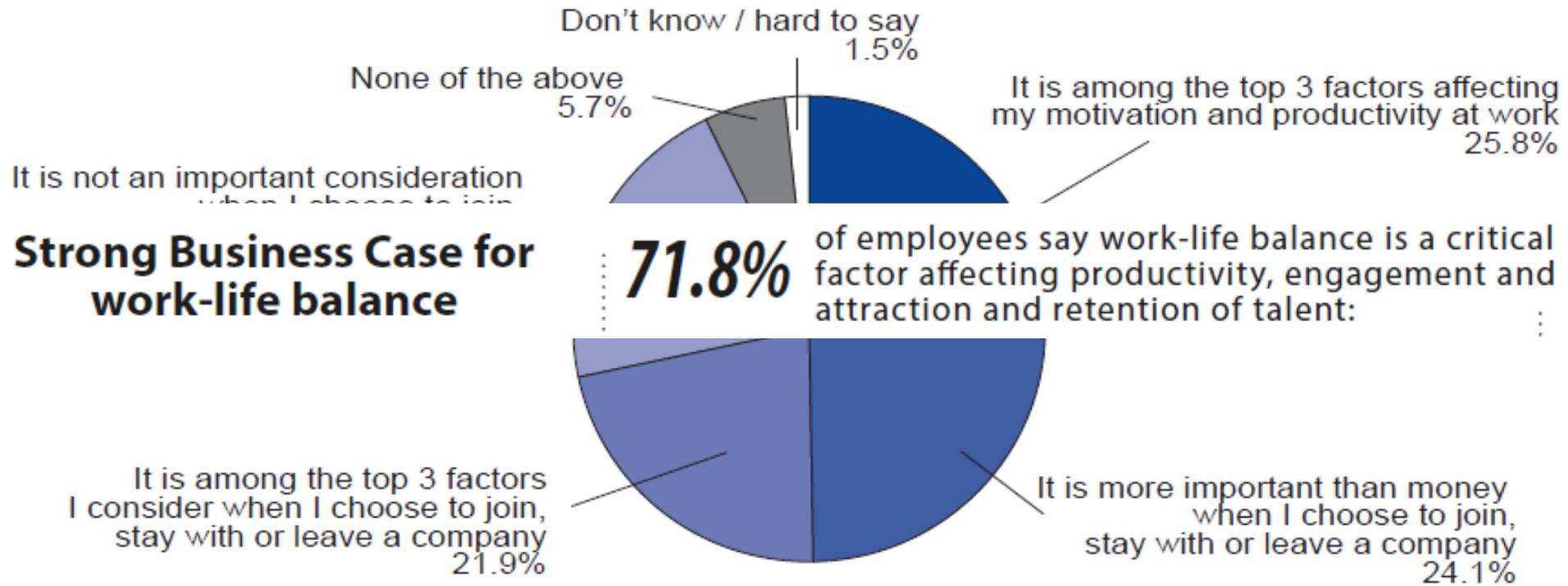
**(4.2%)**



# Strong business case for WLB



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





## 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



## 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

