

Share Your Story With This Helpful Guide

We're so happy that you're interested in joining Chief's [#MakeWorkWork campaign](#). While we're asking brands to share the policies and practices they use to retain their women employees, we're inviting you to share relevant stories and anecdotes about what makes work *work* for you personally.

For example, you could:

- Thank or celebrate your employer for a specific policy that helps you stay and thrive in your position.
- Share a personal story about a benefit that made a difference to your well-being (e.g., flexible leave).
- Advocate for the importance of a policy that you think most corporate benefits packages critically lack.

We recognize that these stories may be personal and that your unique role and experiences will shape your participation. We're excited to see what you choose to share and **ask that you post on LinkedIn using the hashtag #MakeWorkWork and tagging @Chief**. Feel free to use these [graphics](#) in your post, as well as the stats below.

Key Results From Chief's Original #MakeWorkWork Member Survey (December 2022)

- 38% of executive women considered leaving the workforce in 2022.
- For those who considered leaving, the factors that would most increase their likelihood of staying included feeling more valued (78%), increased pay (60%), and being promoted (41%) .
- However, among all senior executive women, flexible and/or remote work was by-and-large the top-ranked factor in driving retention, with 90% saying these accommodations are important.
- The second- and third-biggest retention factors are L&D funds and company-sponsored networking, both of which were marked as important by 44% of respondents.

Thank you for sharing your stories and joining our movement to #MakeWorkWork.