

# The Career Influencers

## WHAT FACTORS SHAPED YOUR PROFESSIONAL PATH?

A new survey from **Citi** and **LinkedIn** explores the people and experiences that shape our career dreams, our self-confidence, and the way that we talk about work-life balance.

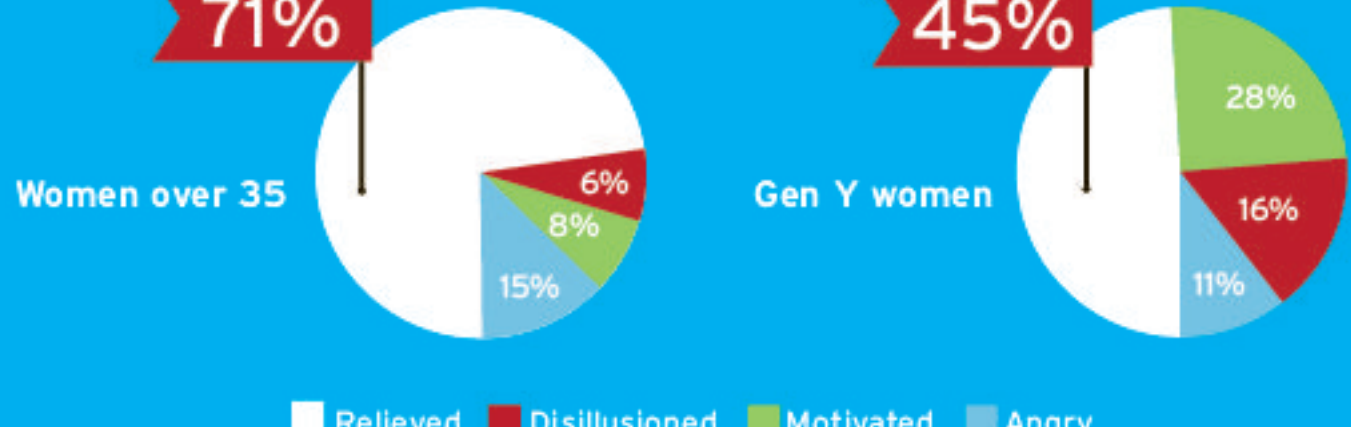
### The Influence of Work-Life Balance

How Do Our Views Affect Our Career Choices?

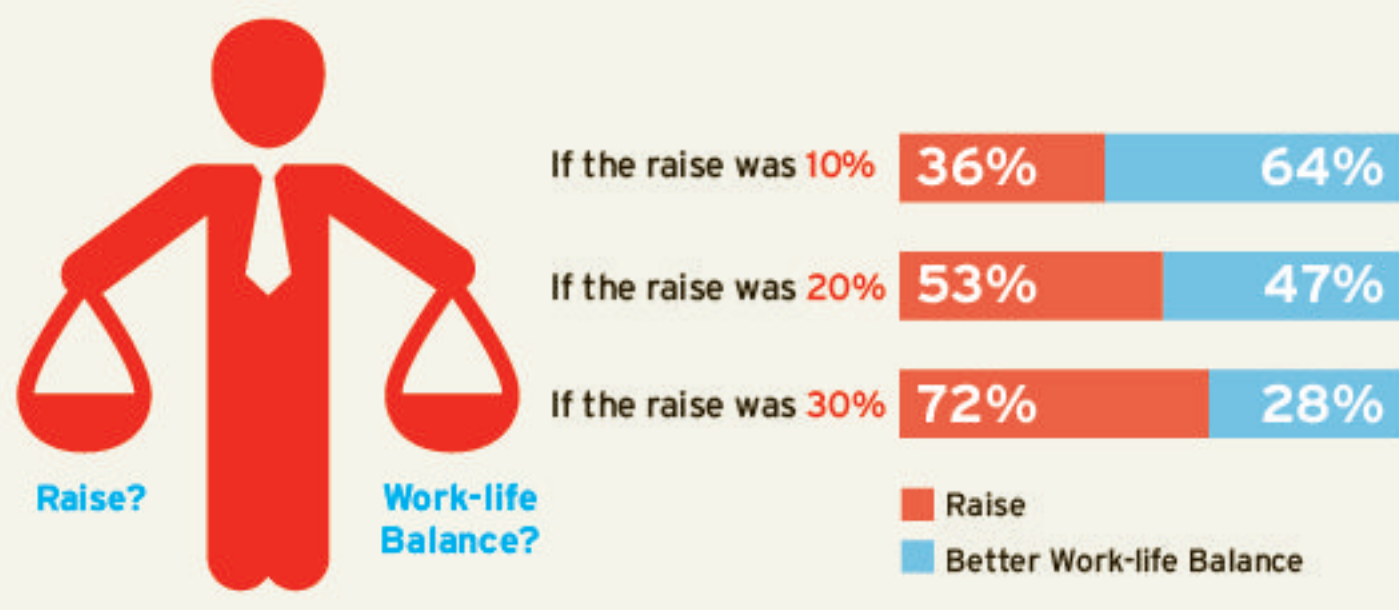
If **men** are talking about the challenges of achieving career success while managing the responsibilities of family life, they may only be talking about it with **other men**.



How do you feel when you hear a powerful woman talk about her struggles to balance work and family?



Would you rather receive a salary increase or benefits that allow you to achieve a better sense of work-life balance?



Most professionals say they'd choose work-life balance, until the raise offered exceeds **20%**.

### The Influence of Self-Promotion

Shameless or Savvy?

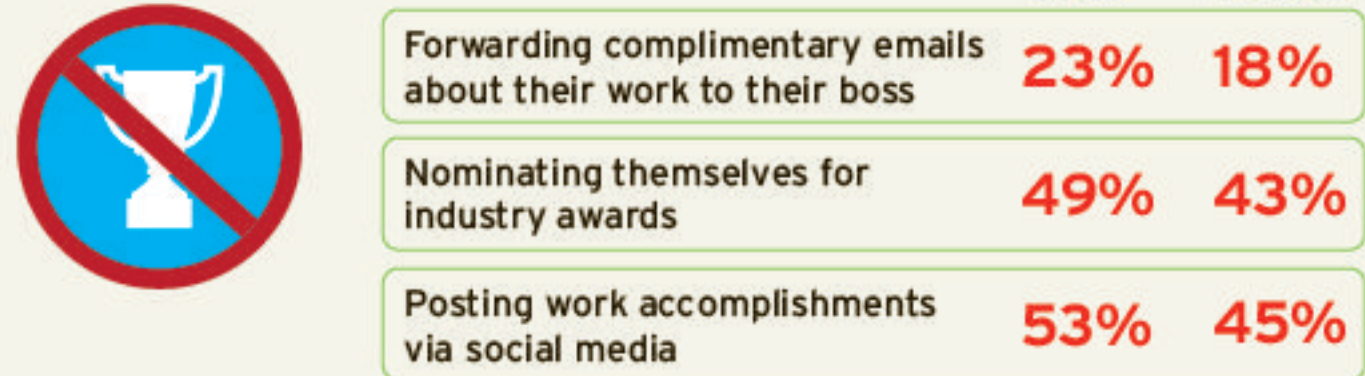


Yet only **40%** of women feel like they're doing enough to promote themselves to senior management.

**50%** of men say they're doing a good job of self-promotion.

Women view most behavior related to sharing news of professional accomplishments at work as a necessary part of self-promotion.

What behaviors do men and women consider "bragging"?



Meanwhile, nearly **3 out of 4** professionals feel that they're not getting paid enough.

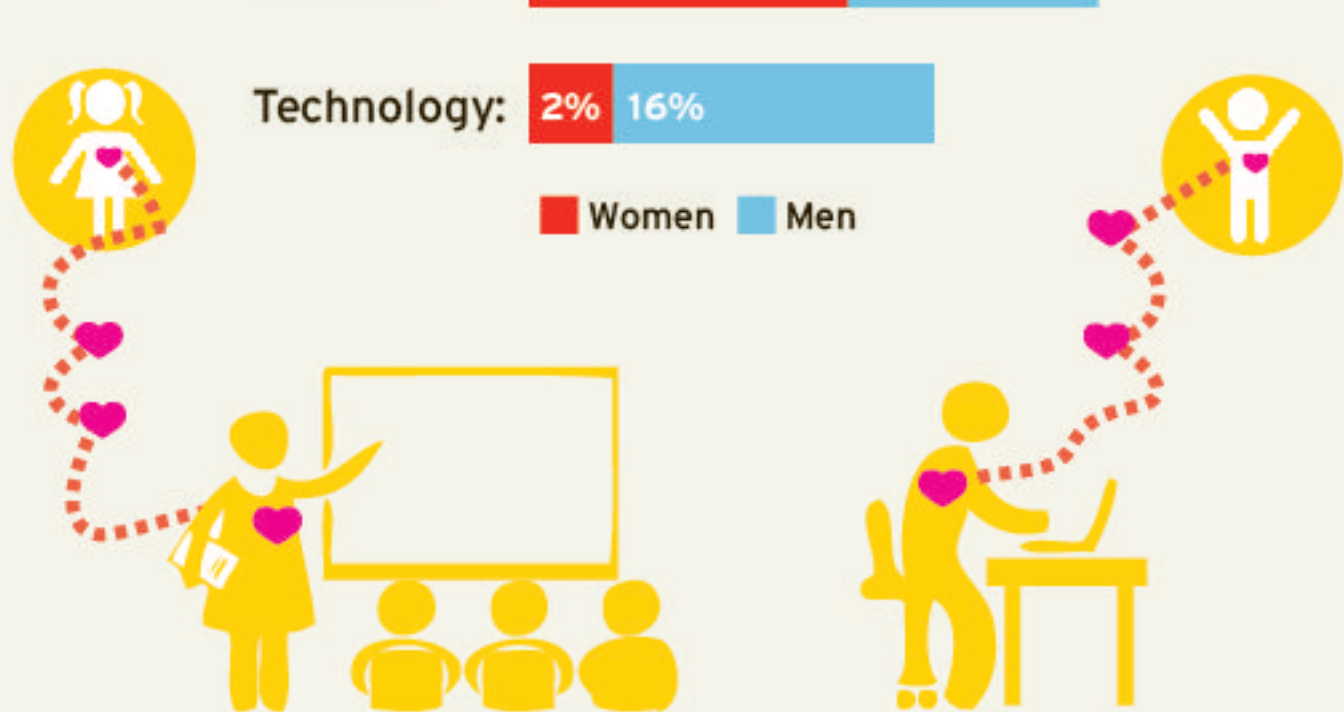
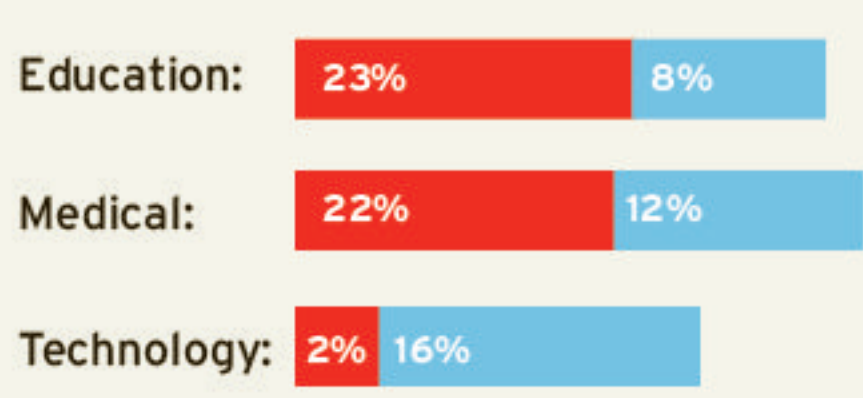
Men feel they're worth **29% more** than they're currently earning.

Women feel they're worth **27% more**.

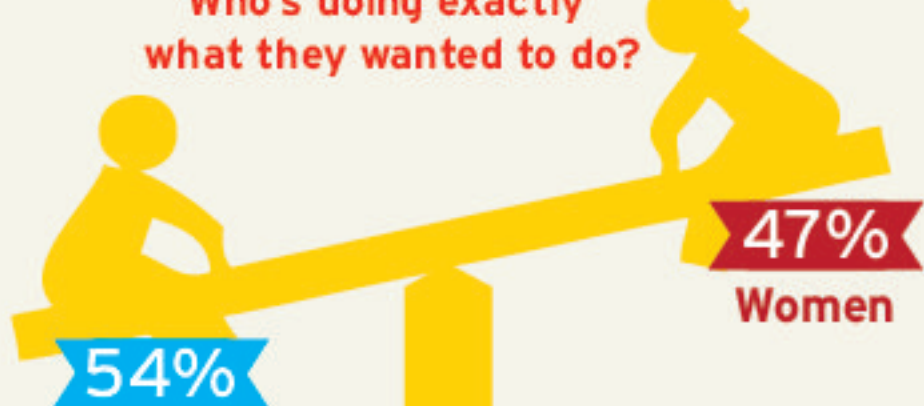
### The Influence of Your Dreams

What Did You Want To Be When You Grew Up?

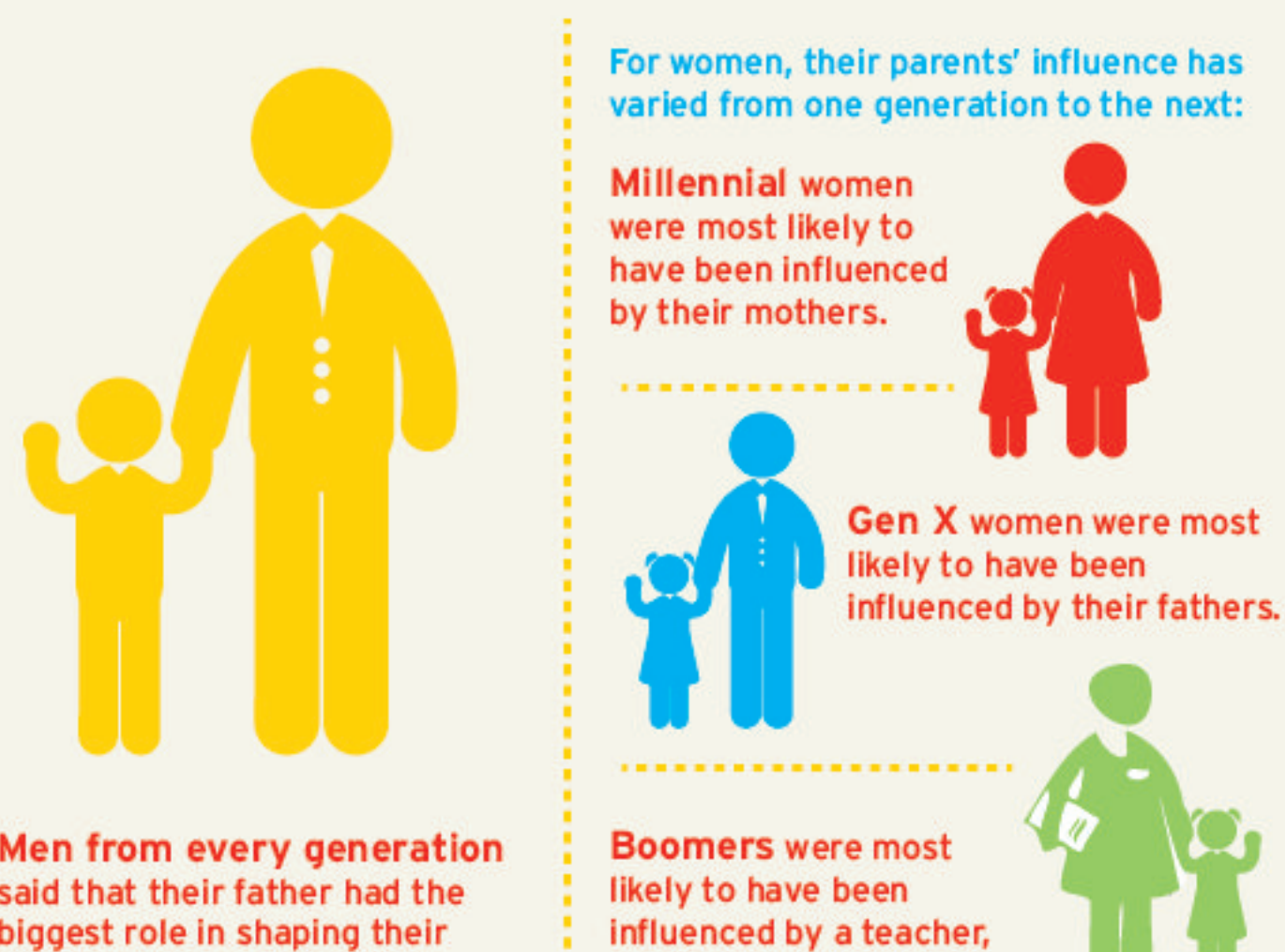
Women were most likely to think that they wanted to work in the educational or medical fields, while men were most likely to think they'd end up in technology or medicine.



Men are more likely than women to have followed their childhood dreams.



Who shaped your childhood career dreams?



More than 1,000 men and women LinkedIn members nationwide responded to the survey. For more on the findings, visit Connect: Professional Women's Network, powered by Citi at [www.linkedin.com/womenconnect](http://www.linkedin.com/womenconnect).



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