

## CONNECTING WITH THE “ME” GENERATION

What you need to know about engaging  
Millennials





# SESSION OVERVIEW

- 1 Who Are Millennials?
- 2 Why Does Understanding Millennials Matter?
- 3 What Do Millennials Want from Employers?
- 4 How Can Organizations Get The Most From Their Millennial Workforce?
- 5 Questions

A group of five diverse professionals in business attire are gathered around a table, looking at a laptop screen. The image is overlaid with a dark green tint. The text "WHO ARE MILLENNIALS?" is centered in white, bold, uppercase letters.

# WHO ARE MILLENNIALS?

# MILLENNIALS ARE OFTEN CHARACTERIZED AS...

Disloyal

Digital Addicts

Value Work-Life Management

Curious

Too informal

Ambitious

Needy

Lazy

Multi-Taskers

Optimistic

Impatient

Tech Savvy

Entitled

High Maintenance

Connected

Flexible

Unattached

Narcissistic

Socially Conscious

Job Hoppers

Confident

Sociable

Informed

# WHAT MAKES MILLENNIALS DISTINCTIVE?

**2.5x** more likely to be early adopters of technology



Born between  
**1981 - 2000**



**2x** more likely to choose "access" over "ownership" – giving rise to the "Sharing Economy"



**27%** of the total population – largest of all generations



**73%** access social networking daily and depend on networks for instant communications



**1/4** are parents



**70%** feel responsibility to share feedback with companies after a good or bad experience



**37%** are willing to purchase a product or service to support a cause they believe in, even if it means paying more

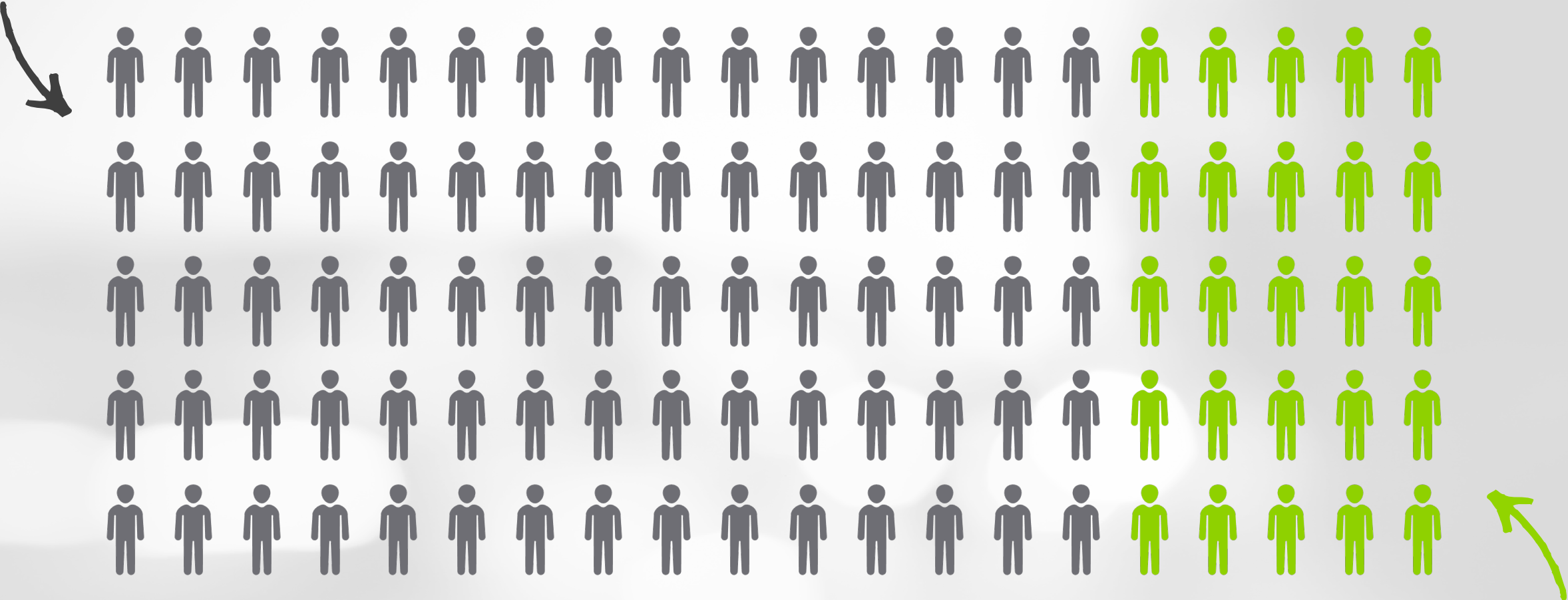


A construction site with workers in hard hats and safety vests, a crane, and a building under construction. The scene is viewed from a low angle, looking up at the building and the crane. The workers are in the foreground, looking towards the building. The crane is in the upper left, and the building is in the center and right. The overall tone is dark and industrial.

# WHY DOES UNDERSTANDING MILLENNIALS MATTER

# BY 2025, MILLENNIALS WILL MAKE UP 75% OF THE GLOBAL WORKFORCE

Millennial



-Deloitte 2016 Millennials' Report

Non- Millennial

# THERE ARE INCREASING EXPECTATIONS THAT EMPLOYEE EXPERIENCES MUST EQUAL CONSUMER EXPERIENCES...

*Employee Experience:* Represents a holistic view of life at work which includes everything people encounter, observe, or feel in association with their different moments and activities within an organization





An aerial, high-angle photograph of a dense urban skyline, likely New York City. The Empire State Building is the most prominent structure in the center. The image is overlaid with a semi-transparent dark green filter. The text "WHAT DO MILLENNIALS WANT FROM EMPLOYERS" is centered in white, bold, sans-serif font.

# WHAT DO MILLENNIALS WANT FROM EMPLOYERS

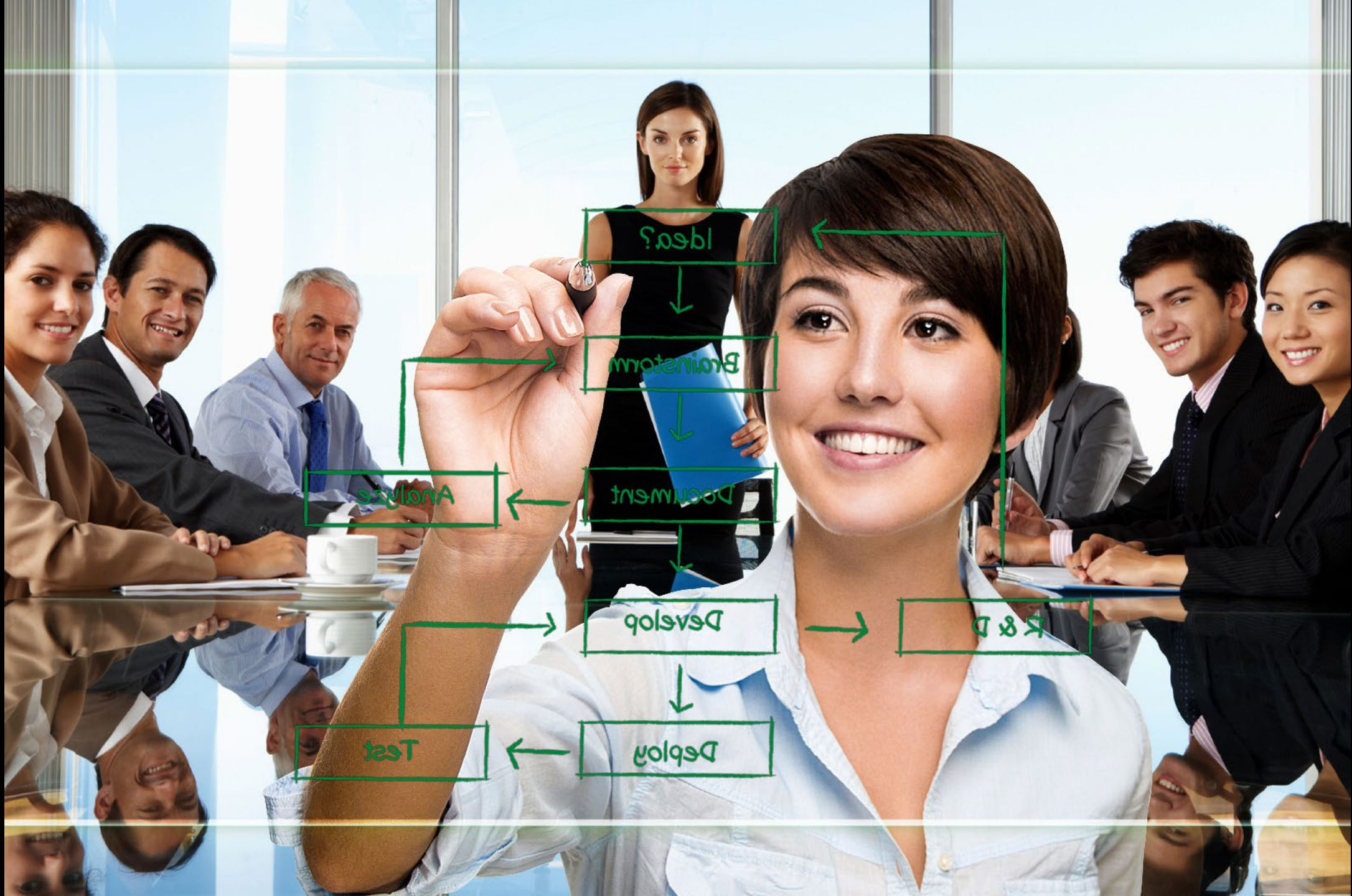
PURPOSE



I  
M  
P  
A  
C  
T



DEVELOPMENT



B  
A  
L  
A  
N  
C  
E



# INNOVATION

The image features a hand holding a glowing lightbulb in the foreground, set against a background of a chalkboard covered in various business and mathematical concepts. The chalkboard content includes:

- Business Diagrams:** A central diagram with 'VISION' at the top, branching into 'GOAL', 'RISK', 'IDEA', 'BUSINESS MANAGEMENT', 'PLDN', and 'CULTURE'. Other diagrams include a pyramid with 'VISION', 'STRATEGY', 'AGRAMMA', and 'TASK'; a flowchart with 'RESEARCH', 'STRATEGY', 'GROWTH', and 'PURPOSE'; a tree diagram with 'LEADER' and 'TEAM'; and a diagram for 'CORPORATE A' and 'CORPORATE B' connected by an 'IP NETWORK' with a 'ROUTER'.
- Mathematical Equations:** 
$$A = pv = Q_1 \Delta U + 1$$
$$Q_2 = C \cdot AT = \Delta Q$$
$$n = \frac{A - B \cdot Q_2}{Q_1 \cdot Q_2} \cdot \frac{Q_1}{Q_2}$$
$$R = \frac{F_1 \cdot F_2}{F_1 + F_2}$$
$$Q = Am - Q$$
$$2\sqrt{81} + \sqrt[3]{-125} + \sqrt{1}$$
$$\sqrt[3]{8 \cdot 0,027}$$
$$\sqrt[4]{48}$$
$$\sqrt[3]{13}$$
$$C^2 = a^2 + b^2$$
$$V = Lwh$$
$$A = \frac{1}{2}bh$$
$$6 = 0$$
$$\frac{\sqrt{25 - 4 \cdot 1 \cdot 6}}{2 \cdot 1} = 3$$
$$\frac{2}{5 \cdot \sqrt{25 - 4 \cdot 1 \cdot 6}} = 2$$
$$\sum_{n=1}^{\infty} (-1)^n = \frac{1}{3} \sum_{n=2}^{\infty} \frac{(-1)^{n-2}}{n^2 + n - 2}$$
$$= \frac{1}{3} \sum_{n=1}^{\infty} \frac{(-1)^{n+1}}{n} + \frac{1}{3} \sum_{n=1}^{\infty} \frac{(-1)^{n+1}}{n}$$
$$p = \frac{F}{S}$$
$$p = psh$$
$$\frac{h_1}{h_2} = \frac{p_1}{p_2}$$
$$F_1 = p \cdot V_0$$
$$m \cdot V_0 = \frac{h}{2n}$$
$$V = \frac{F_1 - E_2}{n}$$
$$V_{min} = R \cdot \left( \frac{1}{n_1} - \frac{1}{n_2} \right)$$
$$F_n = E_n - E_0$$
$$\Delta n \cdot m \cdot v_{min} = (2m_1 + 1) \lambda_1 - (2m_2 + 1) \lambda_2$$
$$\Delta n \cdot \Delta n \cdot \lambda = \Delta n \cdot 335$$
$$= (n_1 - n_2) \cdot \lambda$$
$$N = N_0 \cdot 2^F$$
- Text and Lists:** 'Quality', 'Direction', 'Conference', 'Action', 'Customer relationship', 'Traffic control', 'PLAN', 'PREPARE', 'PERFORM', 'LIFE BALANCE', 'PEOPLE RESOURCES', 'GOAL', 'RISK', 'IDEA', 'BUSINESS MANAGEMENT', 'PLDN', 'CULTURE', 'VISION', 'MARKETING', 'STRATEGY', 'GROWTH', 'PURPOSE', 'SUCCESS', 'LEADER', 'TEAM', 'CORPORATE A', 'CORPORATE B', 'IP NETWORK', 'ROUTER', 'PRODUCT', 'GOAL', 'BRAND', 'VALUE', 'VISION', 'PERS', 'BENEFITS', 'OPPORTUNITY', 'RESULTS', 'D PROFITS', 'RESULTS', 'D PROFITS', 'RESULTS', 'D PROFITS'.
- Visuals:** A pyramid diagram, a bar chart, a pie chart, a tree diagram, a flowchart, a diagram of a computer monitor and keyboard, and various geometric shapes like cubes and spheres.

A dark, high-angle photograph of an office environment. Several people are seated at desks, working on computers. The desks are equipped with multiple monitors, keyboards, and mice. The lighting is dim, and the overall tone is professional and focused. The text is overlaid in the center of the image.

# HOW CAN ORGANIZATIONS GET THE MOST FROM THEIR MILLENNIAL WORKFORCE

# 1. CLEARLY DEFINE WORK EXPECTATIONS AND NEEDS





# 2. PROVIDE HONEST AND FREQUENT FEEDBACK AND CELEBRATE SUCCESSES



### 3. INVEST IN GROWTH



## 4. MENTOR, BUT ALSO ALLOW FOR “REVERSE MENTORING”



## 5. ALLOW FOR FLEXIBILITY AND FUN IN THE WORKPLACE

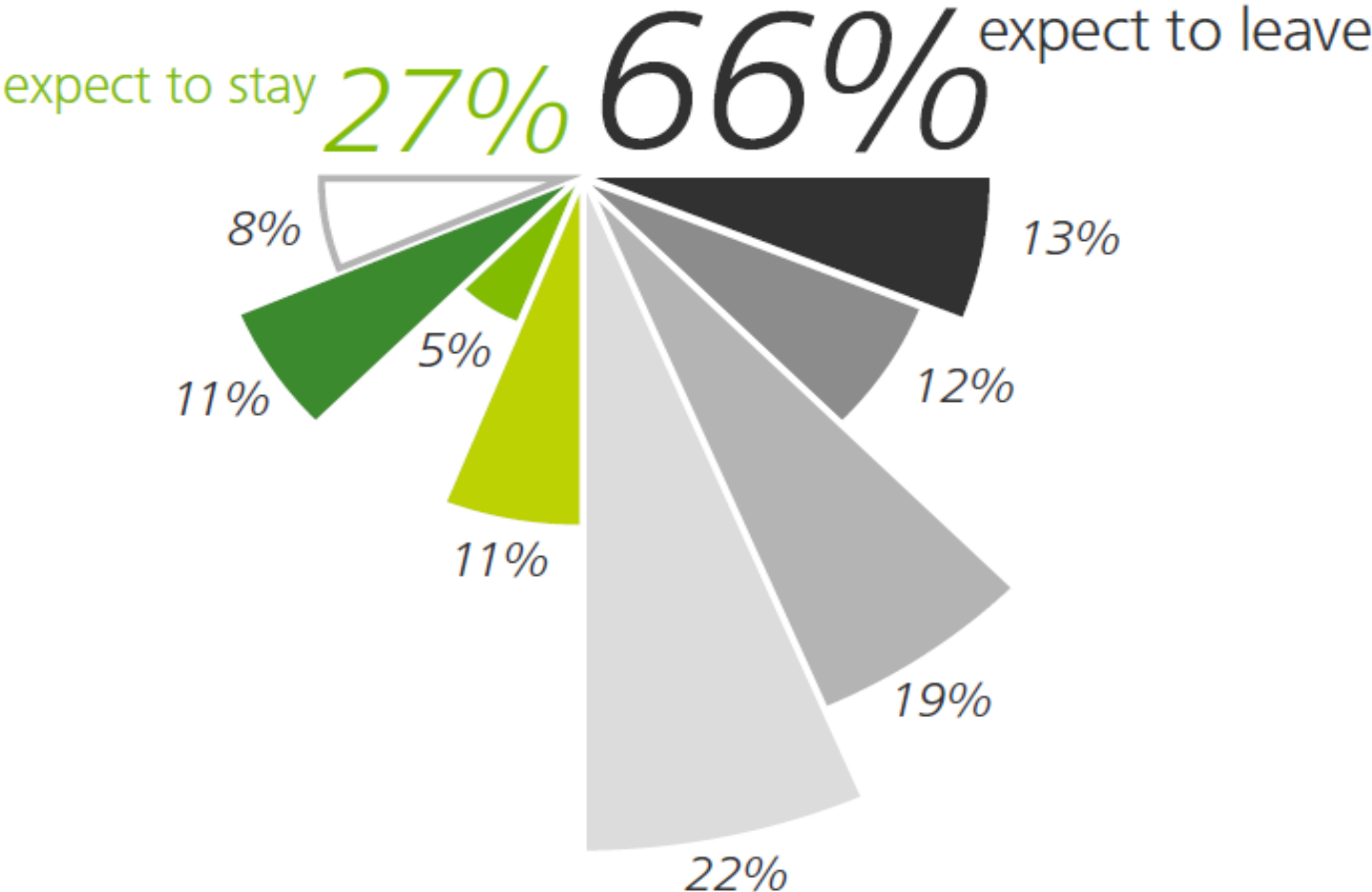


# BY 2020, 66% OF MILLENNIALS EXPECT TO LEAVE THEIR CURRENT JOBS

Figure 1: Two in three Millennials expect to leave by 2020

Percentage who expect to leave in the next...

- ≤ 6 months
- 6 months to 1 year
- > 1 to 2 years
- > 2 to 5 years
- > 5 to 10 years
- > 10 years
- Would never leave
- Don't know



**QUESTIONS?**



**Deloitte.**