1. Who they are?
2. What differences?
3. How they think about business?
4. An opportunity for Business Leaders
## WHO THEY ARE? GENERATIONS

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>• “Live to Work!”</td>
<td>• “Work to Live!”</td>
<td>• “Live, then Work!”</td>
<td>• Will be in workplace very soon</td>
<td></td>
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<tr>
<td></td>
<td>• Spend “quality time” with children</td>
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<tr>
<td></td>
<td>• Excelling in their career is important</td>
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<tr>
<td></td>
<td>• Prefer telephone or face-to-face communication</td>
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<tr>
<td></td>
<td>• Desire challenge and opportunity</td>
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<td></td>
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<tr>
<td></td>
<td>• Friends with their child, want to spend quantity time</td>
<td></td>
<td>• Achievement oriented</td>
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<tr>
<td></td>
<td>• Expect their career to keep moving forward or they will leave</td>
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<td>• Prefer instant or text messaging</td>
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<tr>
<td></td>
<td>• Prefer electronic communications</td>
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<td>• Want to build parallel careers – experts in multitasking</td>
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<tr>
<td></td>
<td>• Change from job security to career security</td>
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</tbody>
</table>
85% Organizations are experiencing the X-Y Divide “Syndrome”

97% Believes it will only get HARDER to build a HAPPY WORKFORCE

Source: Anphabe generation survey 2017
WHAT DIFFERENCES?

1. KNOWLEDGE & SKILLSET
   - WIDE knowledge from DIVERSIFIED exposures
   - Tech-savvy
   - Head in the clouds

2. WORK PHILOSOPHY
   - Mobility
   - Work faster
   - Optimistic yet Risky
   - Challenge - Selective

3. WORKING STYLE
   - Be flexible
   - Multi-tasking
   - Individualist

4. CAREER PERCEPTIONS & BEHAVIORS
   - Work for fun
   - Money is to be spent
   - Experienced more
   - Work WITH Boss

5. CAREER PLANNING
   - Career Dreamer
   - Short-term Opportunistic
   - Instant Gratification
   - Clear-end Goal

Source: Anphabe generation survey 2017
HOW THEY THINK ABOUT BUSINESS

• Millennials think:

They have more concerns about

➢ Business Leaders are committed to helping improve society
➢ Businesses behave in an ethical manner

Source: Deloitte Insights, May 2018
• **Millennials** think:

**Business don’t prioritize issues that matter most to Millennials**

**Figure 2. Employers are “out of step” with millennials’ priorities**

Percent of millennials who say…

<table>
<thead>
<tr>
<th>What businesses should try to achieve</th>
<th>My organization’s priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generate jobs/provide employment</td>
<td>43%</td>
</tr>
<tr>
<td>Improve society, e.g., educate, inform, promote health and well-being</td>
<td>30%</td>
</tr>
<tr>
<td>Innovate: develop new products and services, generate new ideas, etc.</td>
<td>36%</td>
</tr>
<tr>
<td>Enhance livelihoods (of its employees)</td>
<td>35%</td>
</tr>
<tr>
<td>Improve environment</td>
<td>33%</td>
</tr>
<tr>
<td>Improve skills of its employees</td>
<td>29%</td>
</tr>
<tr>
<td>Generate profit</td>
<td>24%</td>
</tr>
<tr>
<td>Drive efficiency, find quicker and better ways of doing things</td>
<td>21%</td>
</tr>
<tr>
<td>Produce and sell goods and services</td>
<td>15%</td>
</tr>
</tbody>
</table>

Source: Deloitte Insights, May 2018
Millennials value:

Source: Deloitte Insights, May 2018
AN OPPORTUNITY FOR BUSINESS LEADERS

• **Millennials** have faith in business leaders:

That’s why now is the time for **business leaders to prove themselves** as agents of positive change.

Source: Deloitte Insights, May 2018
AN OPPORTUNITY FOR BUSINESS LEADERS

- **Millennials** have less loyalty to stay:

That’s why now is the time to **take proper actions** for engaging your **millennials** more.
LET’S LISTEN MORE TO OUR MILLENNIALS’ REPRESENTATIVES

AND

FIND OUT SOLUTIONS TO ENGAGE, ENABLE AND ENERGIZE THEM