

**INTENTION GAP:** Millennials think that business needs a **RESET**

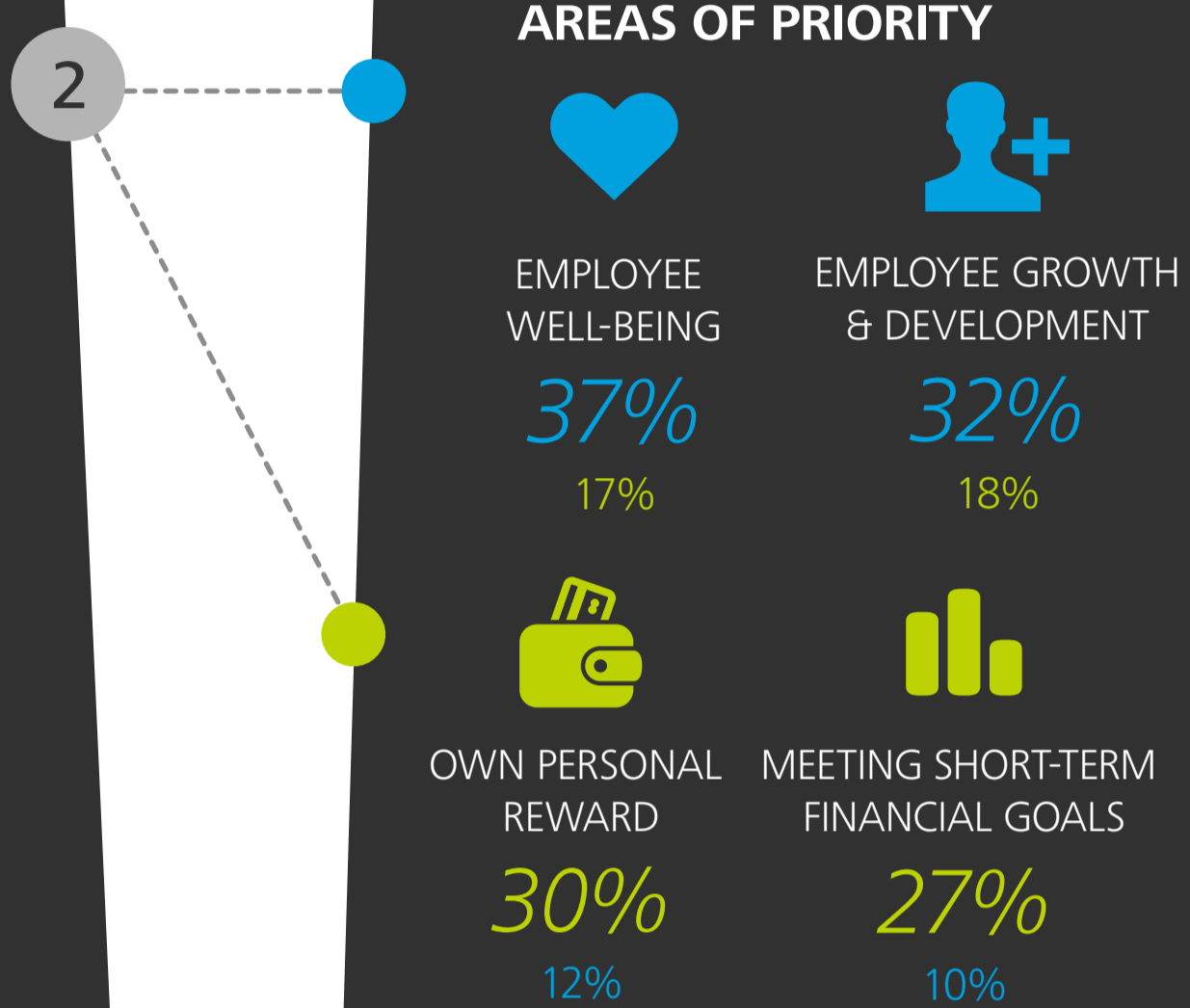
They are having a positive impact but also need to focus on advancement and wellbeing of society



**LEADERSHIP GAP:** Millennials would focus on people, while in their view, today's leaders focus on



**PROFIT & PERSONAL REWARD**



**IMPACT GAP:** Millennials think that what businesses **should be doing** (Purpose) is not what they **are actually doing** (Impact)



GENERATING JOBS

36%

33%



GENERATING PROFITS

44%

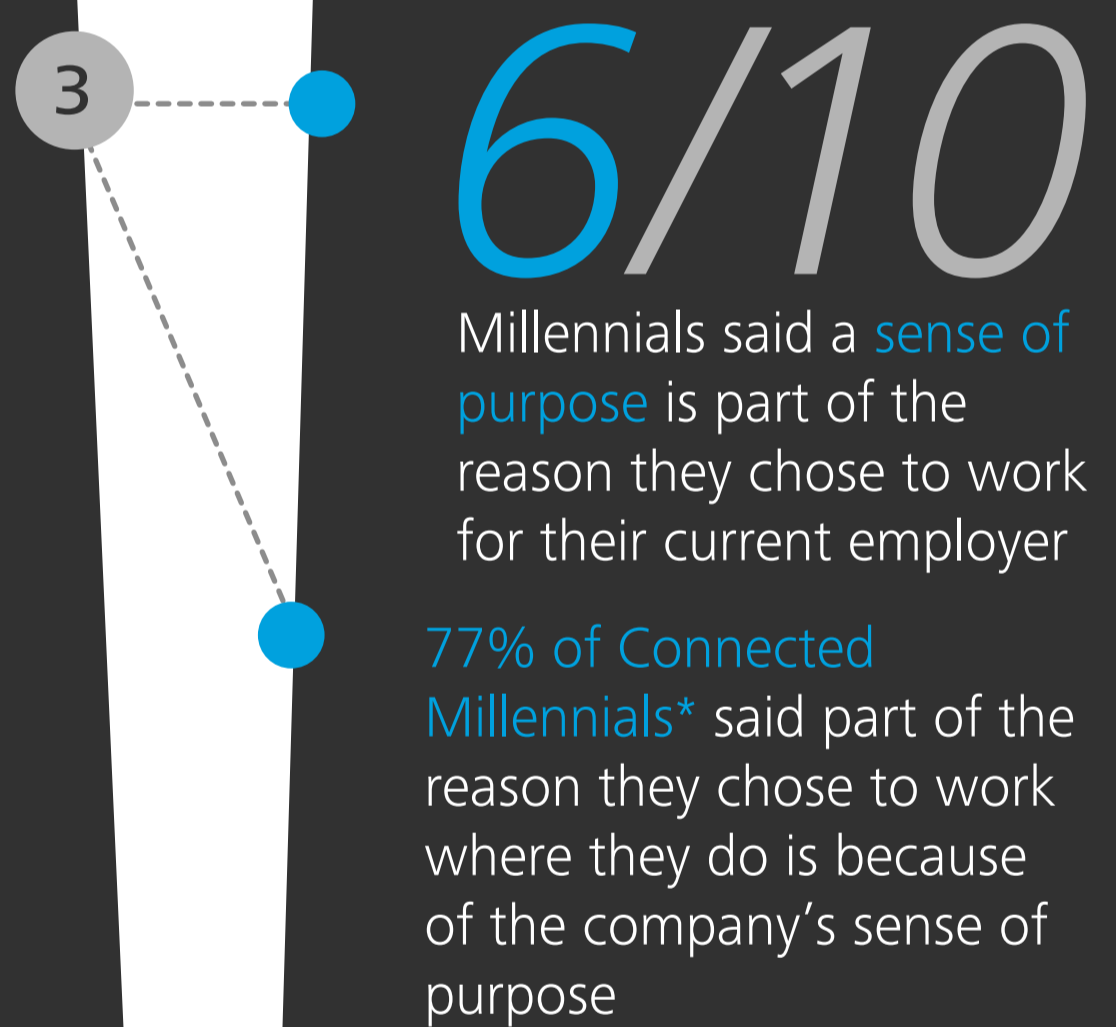
34%



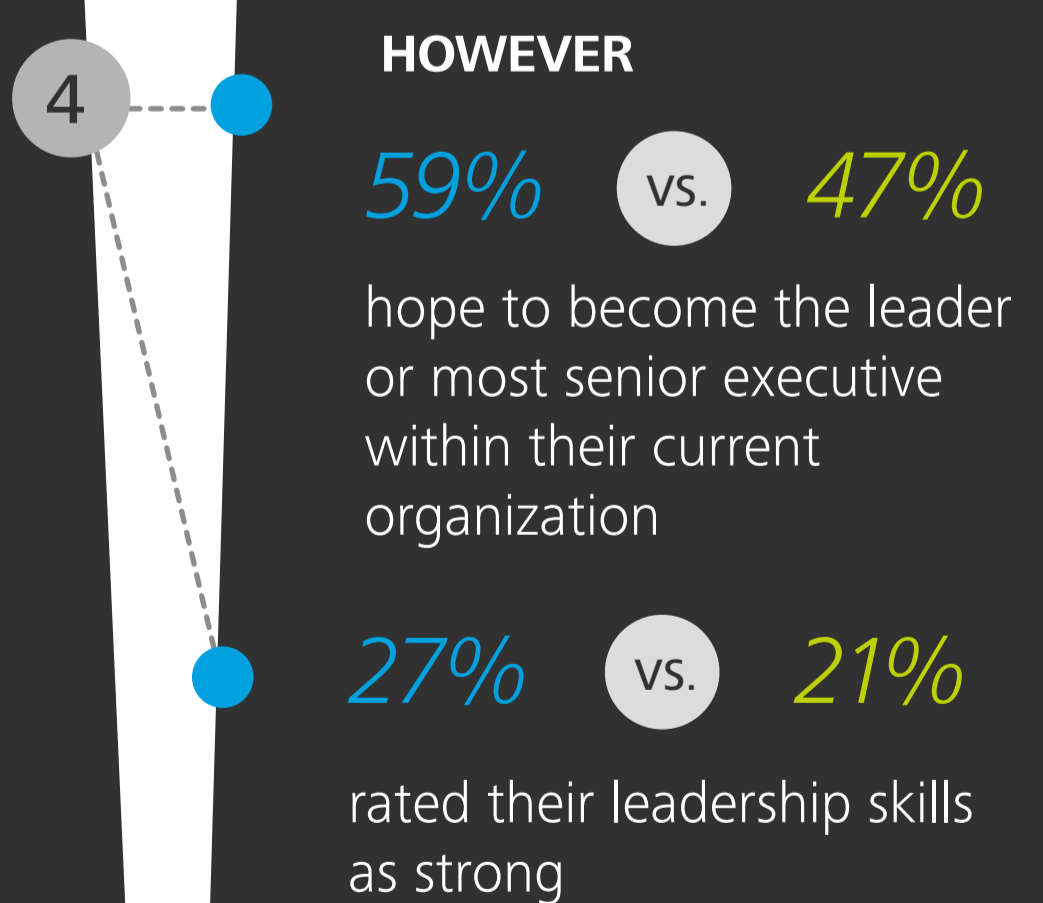
IMPROVING SOCIETY

27%

17%



**CONFIDENCE GAP:** **MEN** strongly connect leadership with vision and charisma; for **WOMEN** personability, employee well-being and social impact are 'more important'



Millennials are people born after 1982  
\* Millennials making greatest use of social media



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