



THE BUSINESS IDEALISTS

Winning over the next generation of leaders
The 2016 Deloitte Millennial Survey



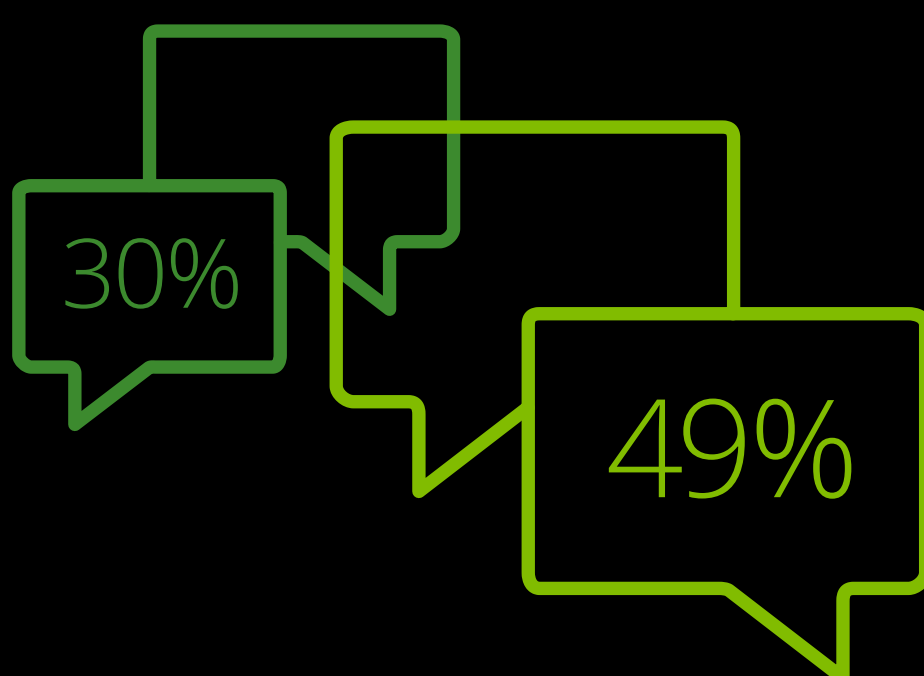
FAME? ME? JUST A BETTER COMPANY PLEASE

Being famous, even on social media, ranked amongst the lowest priorities for qualified Millennials

Junior Millennials: Graduates and junior positions
Senior Millennials: Heads of department and above



Would like to be/already are famous

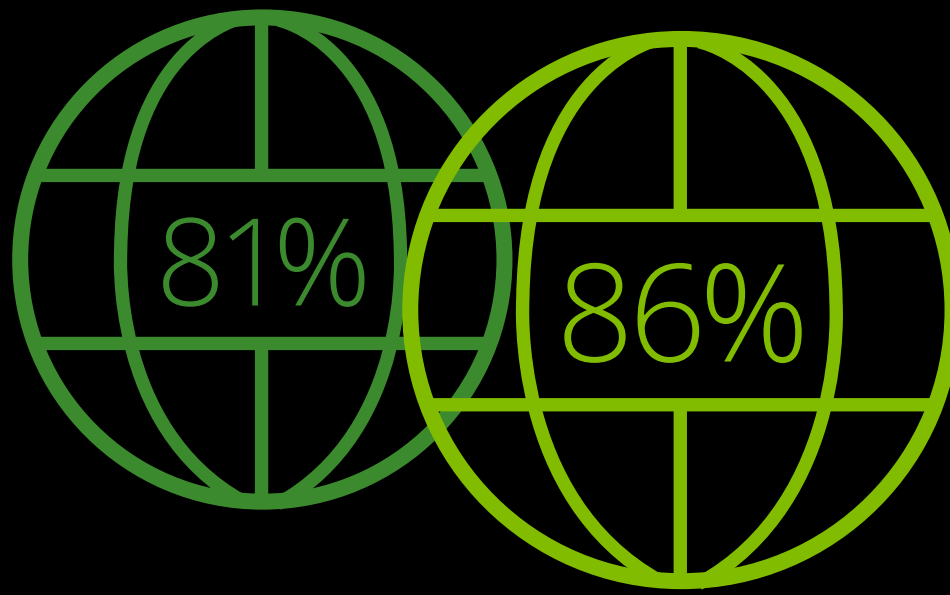


Would like to/already have a high profile on social media

Instead they want to make business better.
The world too.



would like to/already have made a positive contribution to the success of their organization



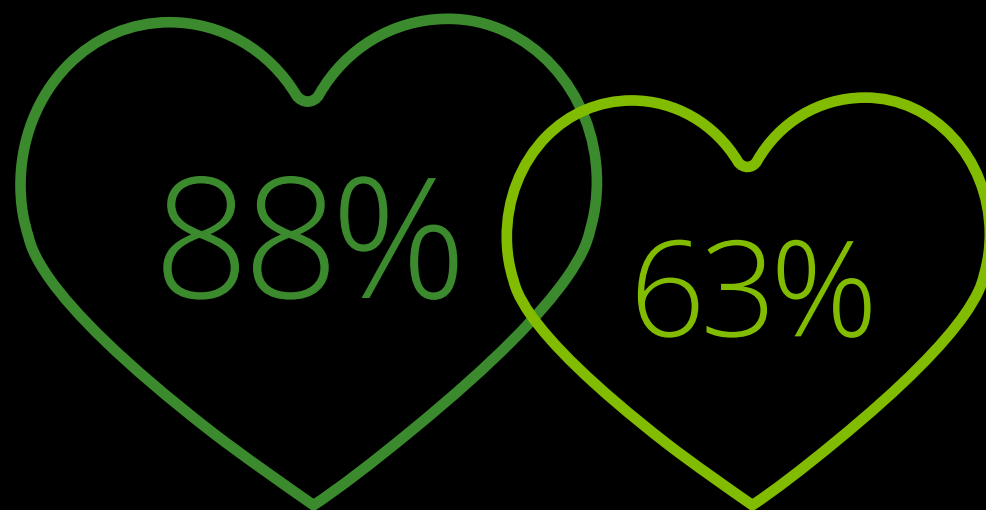
would like to/already have made a positive difference to the world they live in

73%

of Millennials believe business has a positive impact on wider society

HOW TO WOO THE "BETTER BUSINESS" GENERATION?

Purpose matters.
Among Millennials who plan to **stay over 5 years**
or **leave within 2 years**



are satisfied with their organization's sense of purpose



56%

of Millennials said their organization's purpose was part of the reason they chose to work there

Learn more at www.deloitte.com/MillennialSurvey
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