

— Senior Millennials: heads of department and above
— Junior Millennials: graduates and junior positions

Your personal values/morals 64%
49%

Impact on clients, customers 60%
45%

Your personal goals and ambitions/
career progression 58%
46%

Being true to the organization's values
or overall sense of purpose 57%
38%

Meeting the organization's formal targets
or objectives, e.g., profit or revenue targets 56%
36%

Avoiding trouble/minimizing personal risk 51%
36%