



# THE BUSINESS IDEALISTS

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



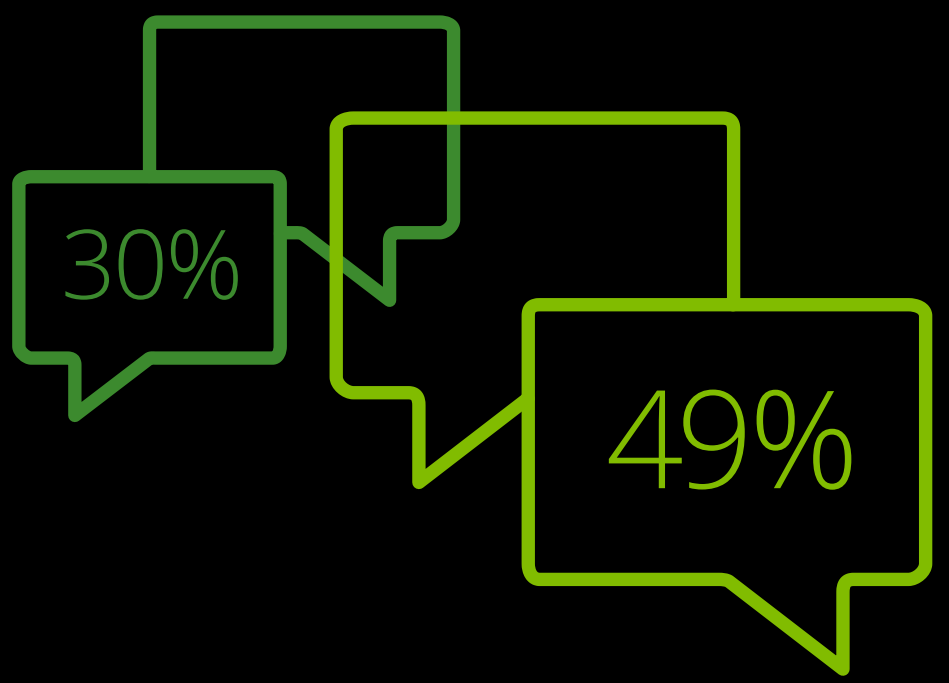
## FAME? ME? JUST A BETTER COMPANY PLEASE

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

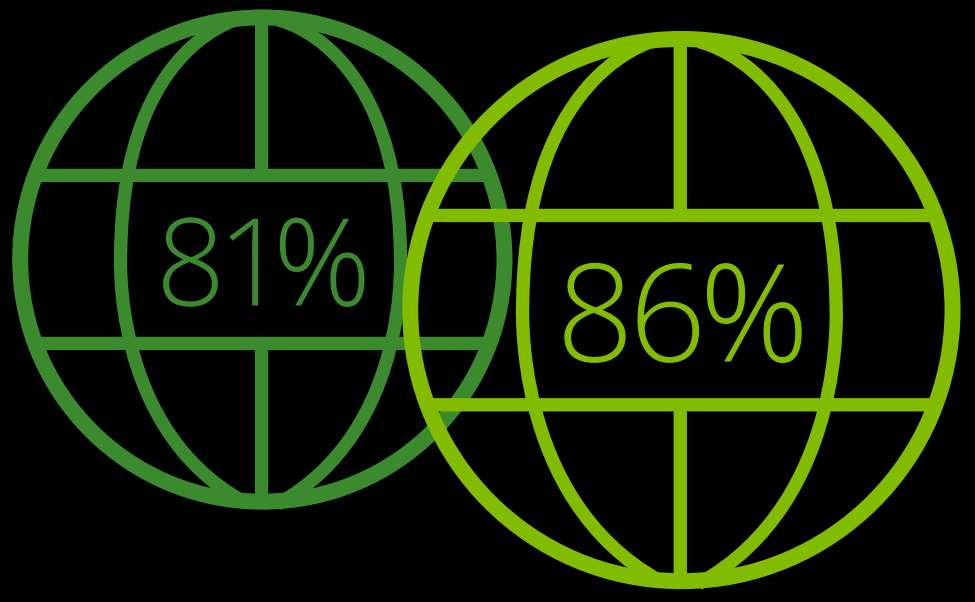


Would like to/already have a high profile on social media

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



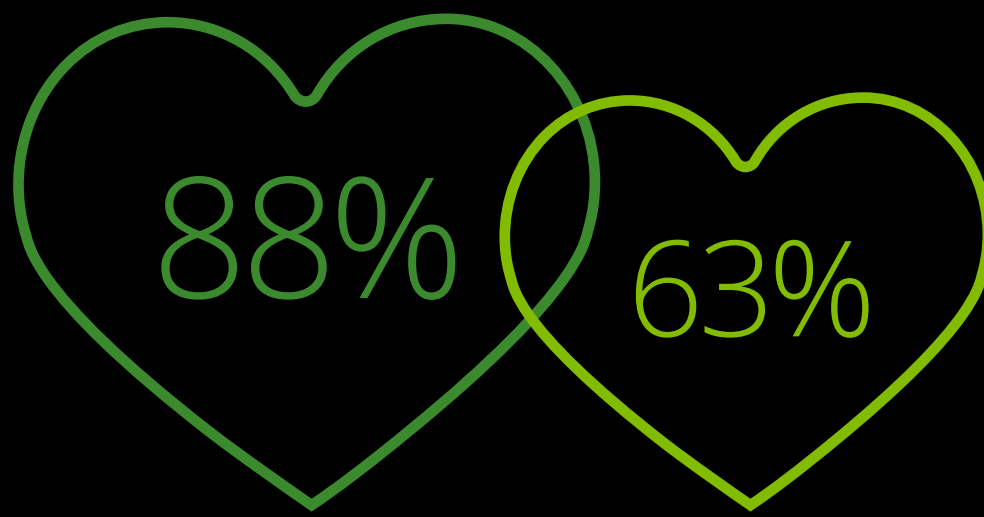
would like to/already have made a positive difference to the world they live in

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](http://www.deloitte.com/MillennialSurvey)  
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