

**High Millennial
priority**

- Providing a good income to our employees
- Being the best possible place to work
- Improving the skills of our workforce
- Providing services/goods that make a positive difference to people lives
- Generating and supporting jobs

- Being as efficient as possible
- Ensuring the long-term future of our company/organization
- Continuous improvement/increasing knowledge in our area of activity
- Making the best possible products/being the best business of in our area of activity

**Low employer
priority**

- Making a positive contribution to local communities/society
- Collaborating with other organizations to create new ideas/better solutions
- Improving/protecting the environment

**High employer
priority**

- Making money/maximizing profit
- Growing the business/becoming bigger e.g., entering new international markets
- Being well-known/increasing our public profile
- Creating wealth/contributing to economic growth

**Low Millennial
priority**