

# Deloitte.

# MILLENNIALS SURVEY

India

13<sup>th</sup> January 2015

 MillwardBrown

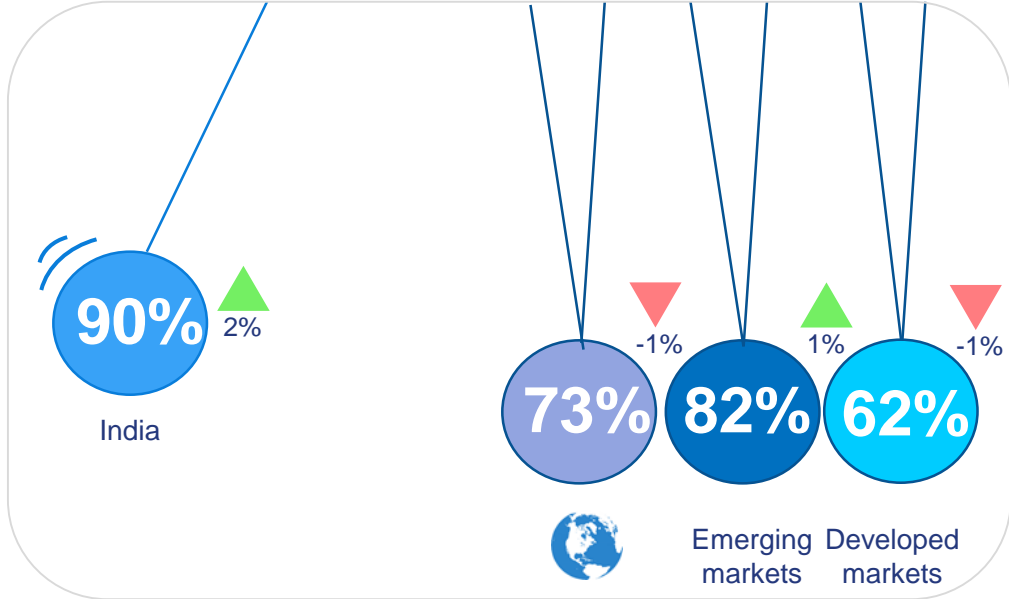
# Impact, Behaviour & Purpose of Business

▲ % positive shift compared to 2013  
 ▼ % negative shift compared to 2013  
 — No % movement compared to 2013

— No % movement compared to 2013



## Overall Impact of Business (% saying very/fairly positive impact)

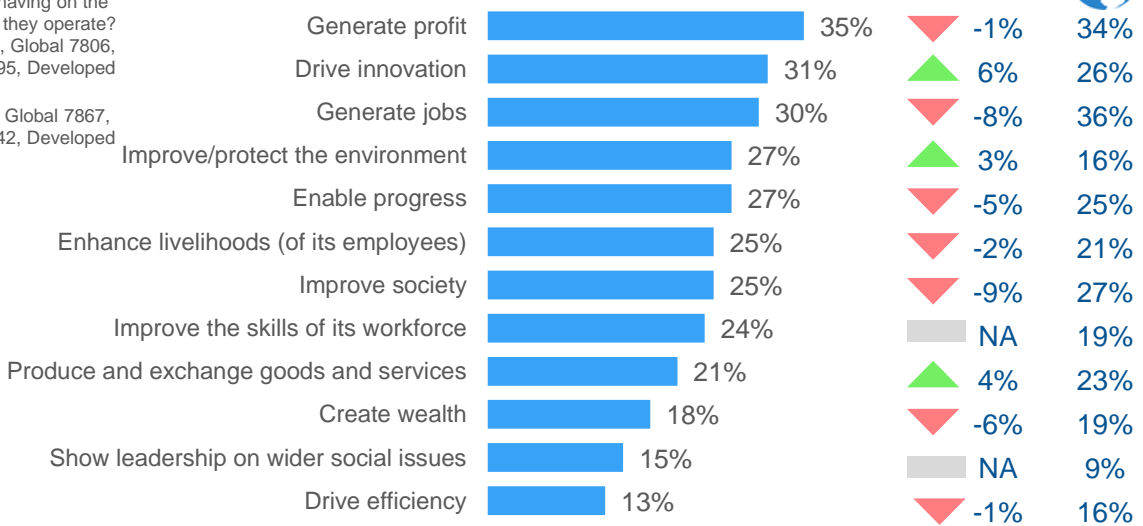


## Business Behaviour & Attitudes



Q3. Thinking about businesses in general around the world, what impact do you think they are having on the wider society in which they operate?  
 2014 Base: India 351, Global 7806, Emerging markets 4395, Developed markets 3411  
 2013 Base: India 305, Global 7867, Emerging markets 4642, Developed markets 3225

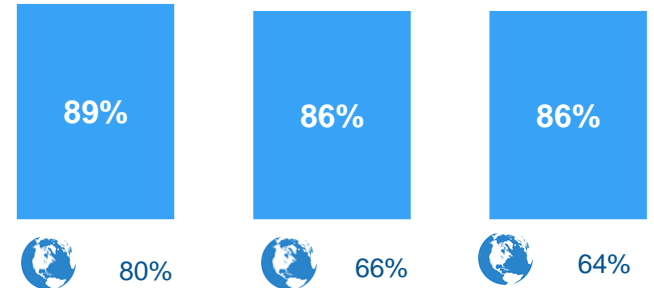
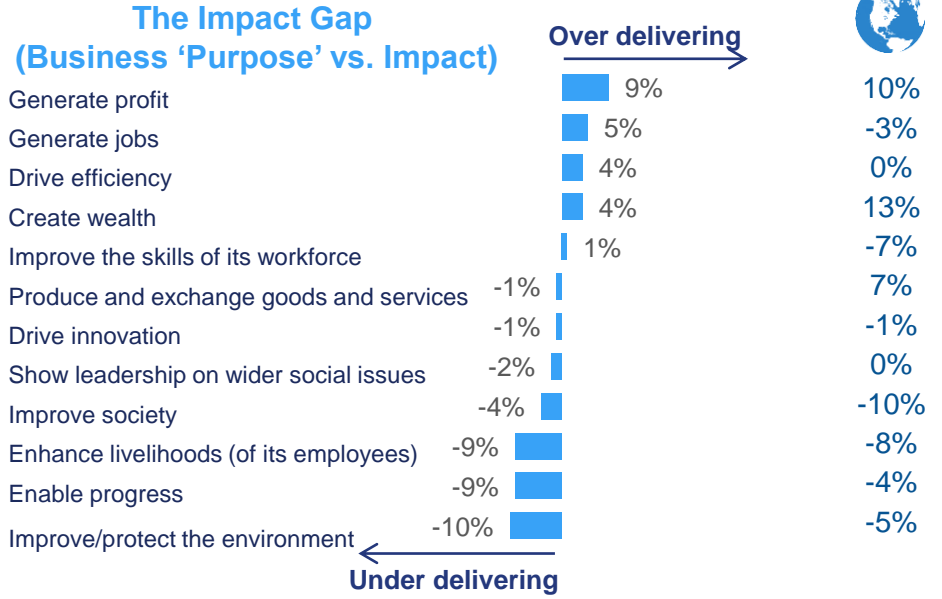
## Purpose of Business



Q5. Thinking about businesses around the world, would you agree or disagree that, on balance, the following statements describe their current behavior?  
 Base: India 351, Global 7806

Q1. Which of the following words and phrases match your own belief as to what business should try to achieve?  
 Base: India 351, Global 7806

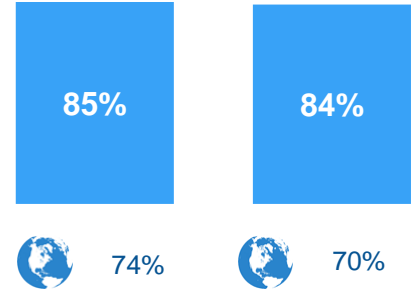
# The 'Impact Gap', Importance of Purpose, & leadership characteristics



My company has a strong sense of purpose 80%

I could easily explain how my company sets out to achieve its purpose 66%

My company has a culture that promotes idea sharing, risk taking and innovation 64%



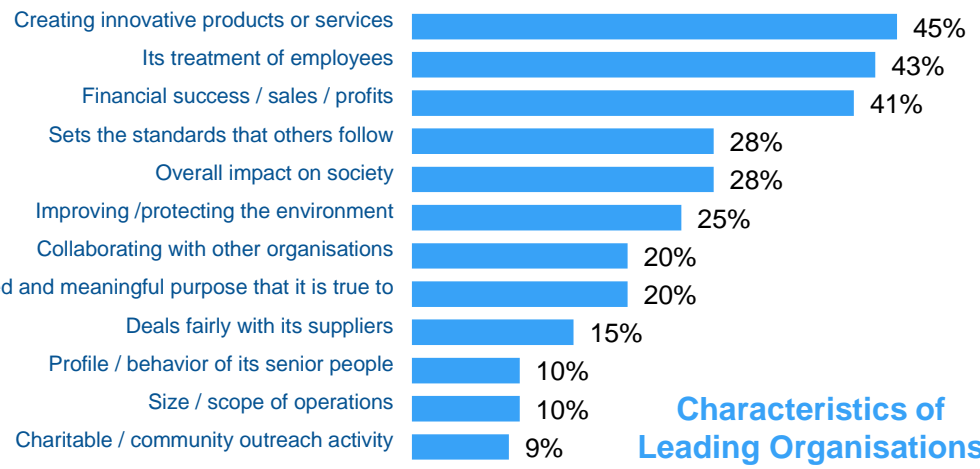
My company remains true to its purpose when making strategic choices 74%

My company's purpose is clearly conveyed to all employees 70%

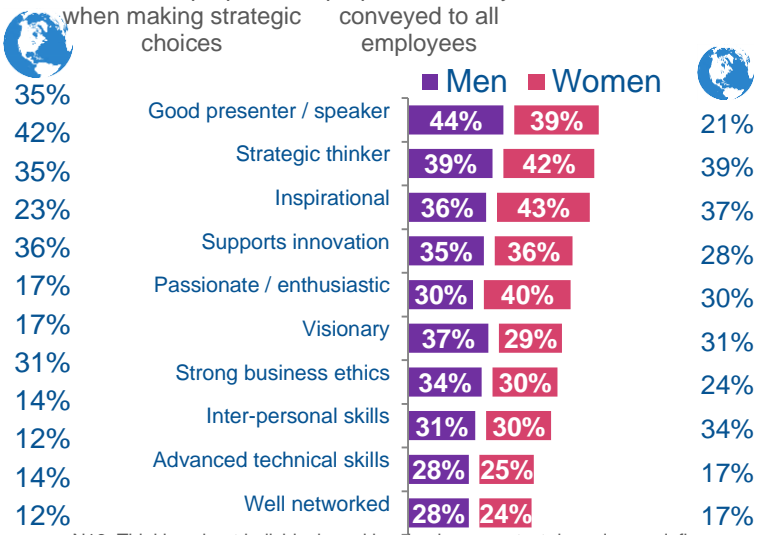
### Purpose statements

N6 Thinking about the company or organization you work for, to what extent would you agree or disagree with the following statements?  
Base: India 351, Global 7806

Q1 Which of the following words and phrases match your own belief as to what business should try to achieve? N1 Which of the following words and phrases match your own belief as to where businesses in today's world are making the biggest impact?  
Base: India 351, Global 7806



### Characteristics of Leading Organisations

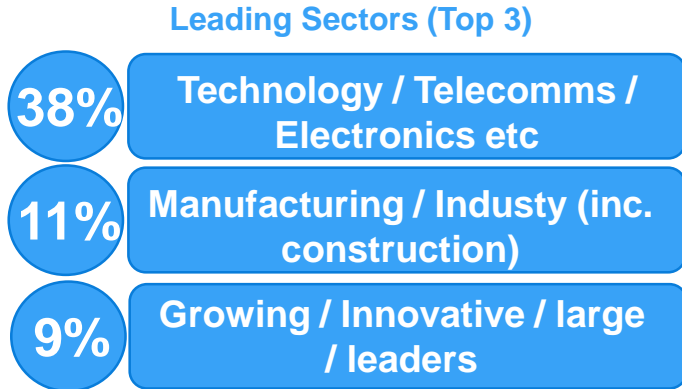
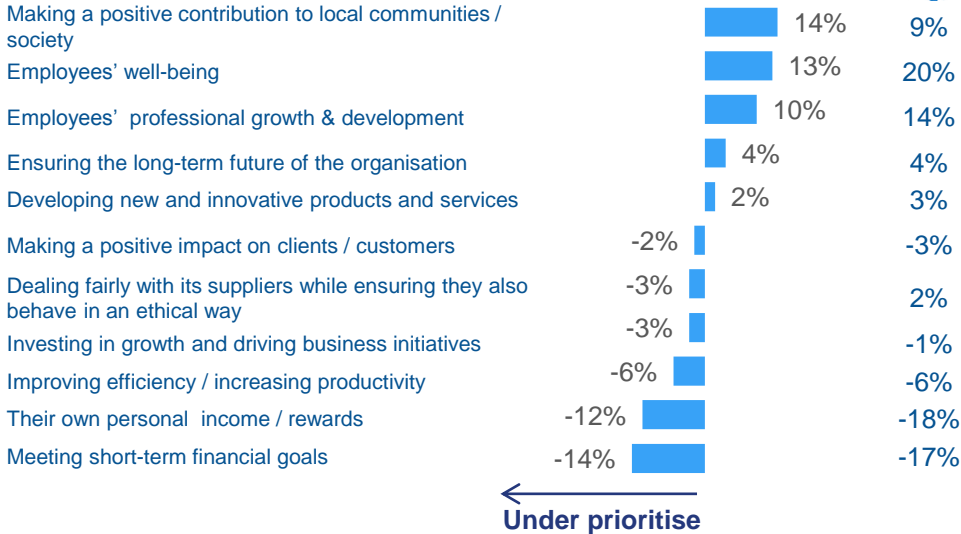


N4: How would you define an "organisation that leads?" What three things are most important when you are deciding if an organisation can be considered a "leader"? What would be the most important thing, the second most important and which is third?  
Base: India 351, Global 7806

N16: Thinking about individuals and in a business context, how do you define a 'true leader'? What are the skills, or attributes that they 'should' have?  
Base: Men 214, Women 137

# The Leadership Gap & Sector Desirability

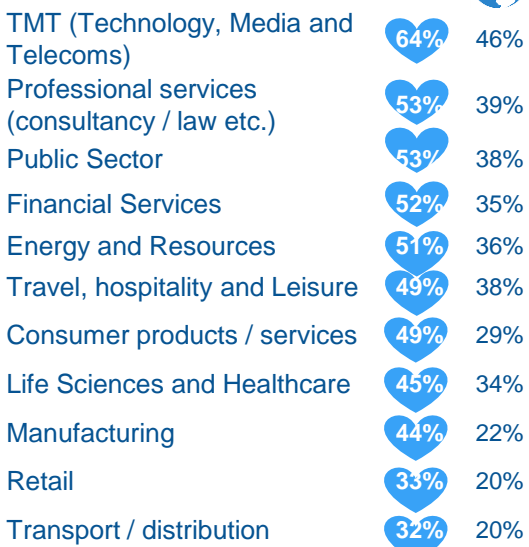
## The Leadership Gap (Millennials' priorities vs. those of their leadership team)



N5: Based on the things you consider important, which businesses do you currently regard as showing the strongest "leadership"?  
Base: India 351

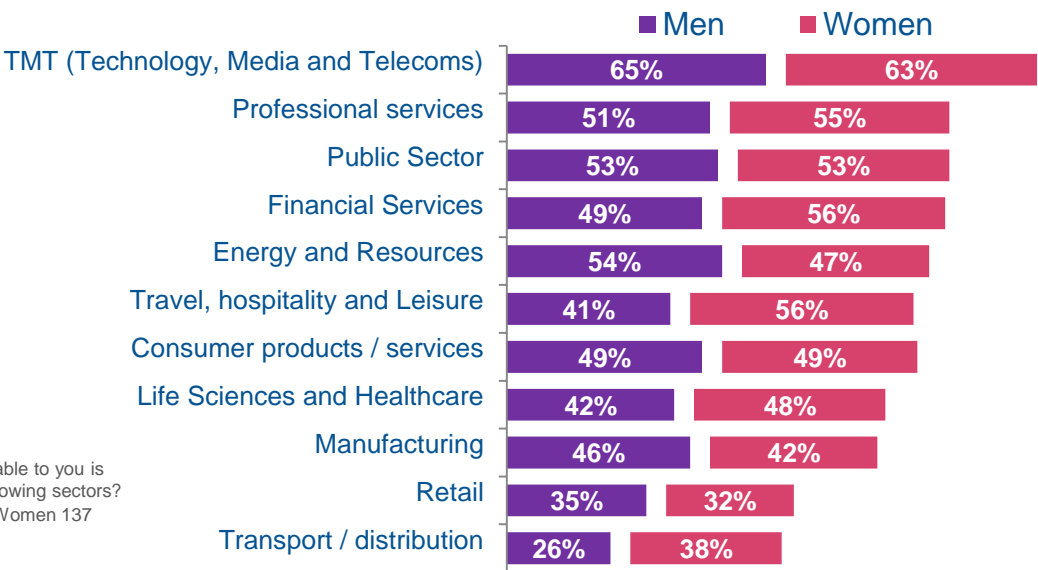
N2: What do you think the senior leadership team in your organisation currently has as its main priorities?  
N3: If you were leader of your organisation, what would be your main priorities?  
Base: India 351, Global 7806

## Desirable Sectors



N19A. How desirable to you is working in the following sectors?  
Base: Men 214, Women 137

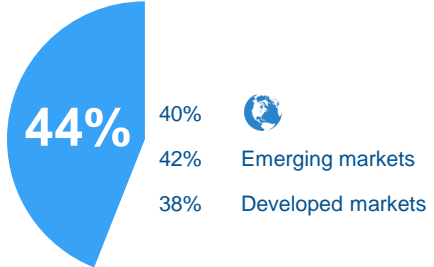
## Desirable Sectors by Gender



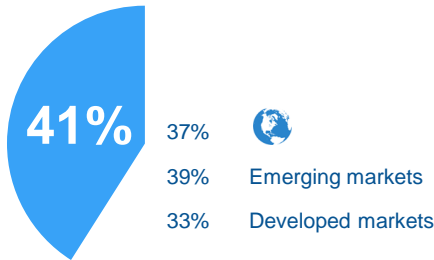
# Prevalence & Usage of Skills

Making Full Use of Millennials Skills & Experience

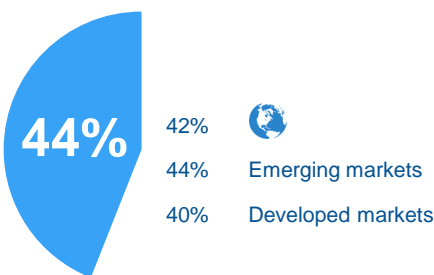
## Contribution of Skills Gained in Higher Education



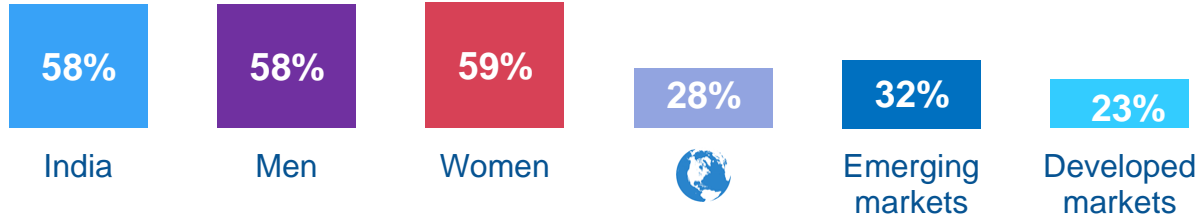
## In fulfilling your day to day roles and responsibilities



## In achieving the overall goals of your organisation



## In fulfilling your longer-term career objectives



N10: To what extent do you feel your organisation is making the most of the skills and experience that you are able to offer?  
 Base: India 351 , Men 214 , Women 137 , Global 7806 , Emerging markets 4395 , Developed markets 3411

## Reality Gap (Millennials' Skills Gained in Higher Education vs. Valued by Business)

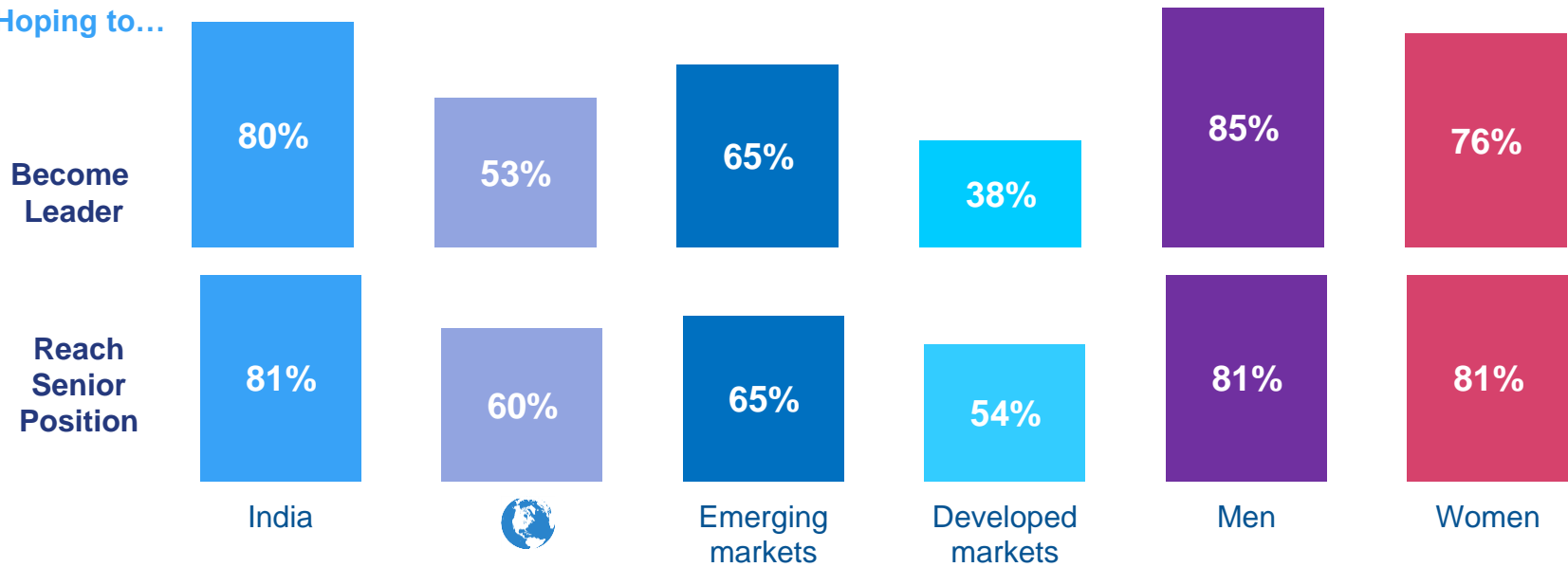


N8. On balance how useful have the skills you gained in higher education been; compared to those learnt in the jobs you have had since graduation?  
 Base: India 351 , Global 7792 , Emerging markets 4381 , Developed markets 3411

N9. Of the following skills and attributes, which do you feel were your strongest when you finished higher education?  
 N13: Which skills and attributes do you feel businesses place the most value on and are currently prepared to pay the higher salaries for?  
 Base: India 351 , Global 7806

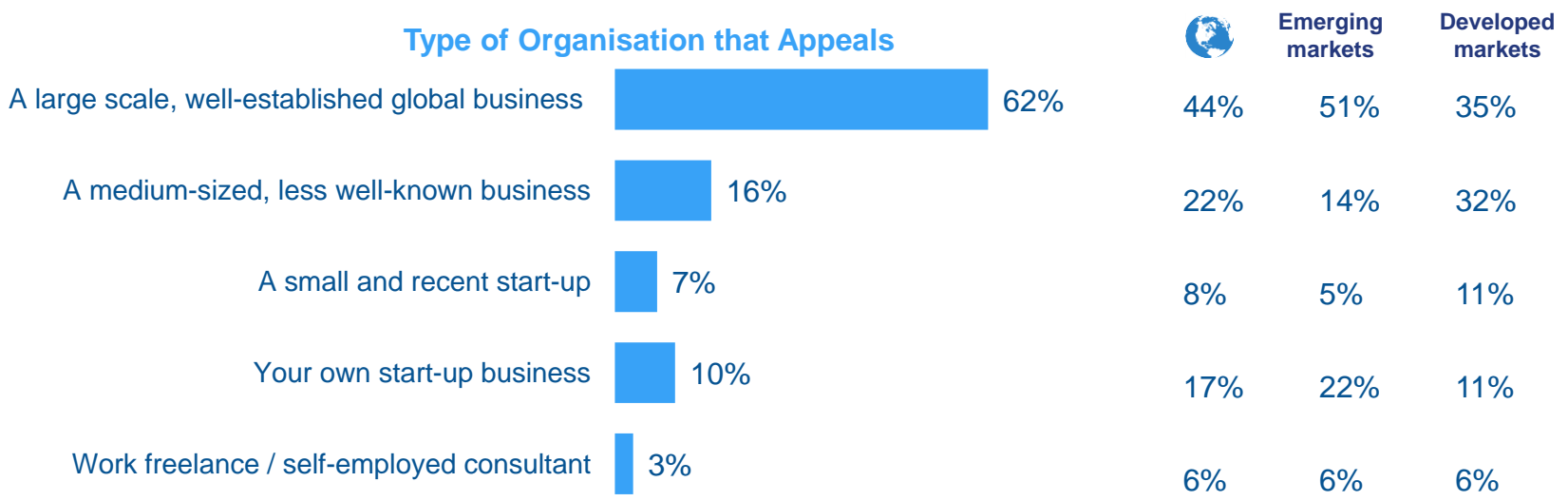
# Career Aspirations

Hoping to...



N15. Which of the following are you hoping to do or achieve during your working life?  
 Base: India 351 , Global 7806 , Emerging markets 4395 , Developed markets 3411, Men 214, Women 137

## Type of Organisation that Appeals



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