

Can businesses change the future?

Despite current global economic growth, expansion and opportunity, disruption has proven to be a dual-edged sword: It has advanced the world in ways that have radically improved our daily lives—and it has altered the fabric of society and created difficult, new challenges. Nothing illustrates this better than social media and the love/hate relationship that millennials and Gen Zs have with it.

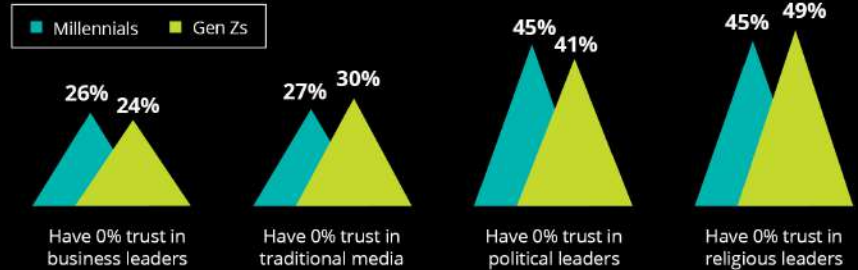
Organisations that can make the future brighter for millennials and Gen Zs stand to have the brightest futures themselves

In the past two years especially, we've seen steep declines in respondents' views on the economy, their countries' social/political situations, and institutions like government, the media and business. However, organisations that can make the future brighter for millennials and Gen Zs stand to have the brightest futures themselves.

7 ways for businesses to make a powerful difference

- 1 Balance profit with protecting the planet and helping to solve society's most challenging problems.
- 2 Create a culture that encourages diversity, inclusion, and social mobility.
- 3 Educate all staff to encourage behaviors and attitudes that support their business's priorities.
- 4 Collaborate with other businesses, government, and educators to transform learning and enable individuals to access the skills they need to meet future job demands.
- 5 Take a lead on safeguarding their operations and data from physical and digital threats.
- 6 Examine their ethics and behavior and ask whether they're intruding too far into people's lives.
- 7 Demonstrate internally and externally what they are doing to make the world a better place.

Millennials vs. Gen Zs: Concerns and Skepticisms



... are concerned about the world around them

Top 3 personal millennial concerns



Top 3 personal Gen Z concerns



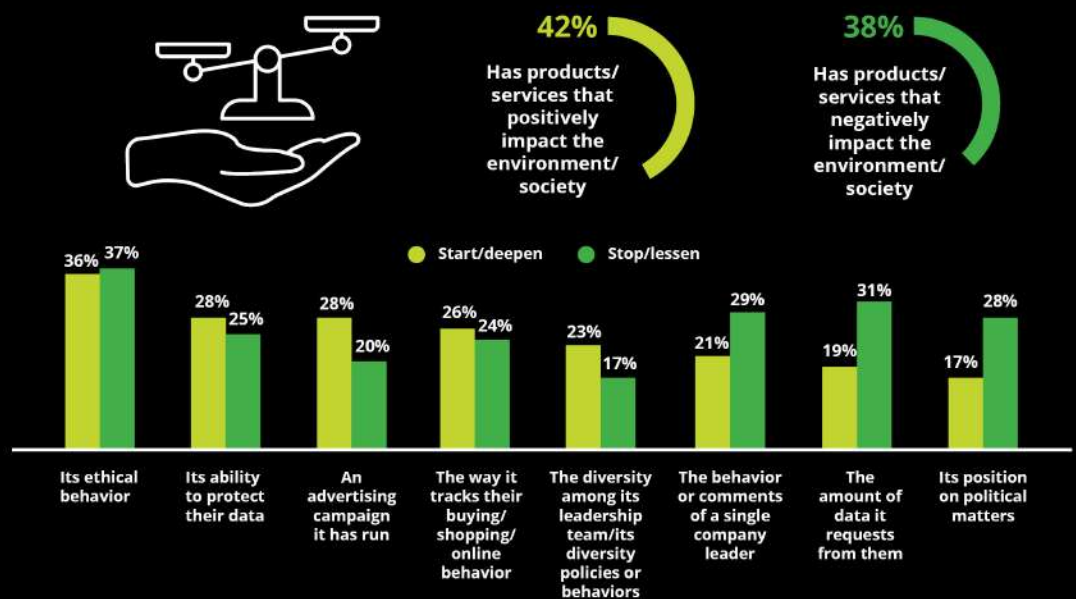
... are skeptical about their online safety



Societal impact and ethics

are the most common reasons why millennials change their relationships with businesses

Percent who would start/deepen or stop/lessen a relationship with a business:



For more information on The Deloitte Global Millennial Survey 2019, visit www.deloitte.com/millennialsurvey.html

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