

What do GenZs and millennials value? How can business leaders support them?

In 2022, we see economic conditions and quality of life have deteriorated in many parts of the world. Geopolitical conflicts, extreme climate events, and a steep rise in inflation – it seems disruption have become part of the new normal.

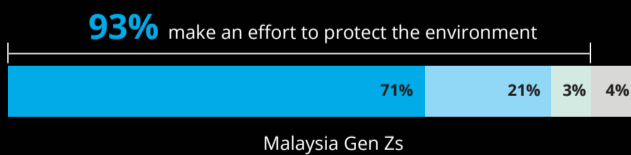
Gen Zs and millennials are deeply worried about the state of the world and are fighting to reconcile their desire for change with the demands of everyday life. They are struggling with financial anxiety, while trying to invest in environmentally sustainable choices.

Workplace changes they've been asking for include higher compensation, more flexibility, better work/life balance, increased learning and development opportunities, better mental health and wellness support, and a greater commitment from businesses to make a positive societal impact-are also the strategies that will help employers attract and retain talent.

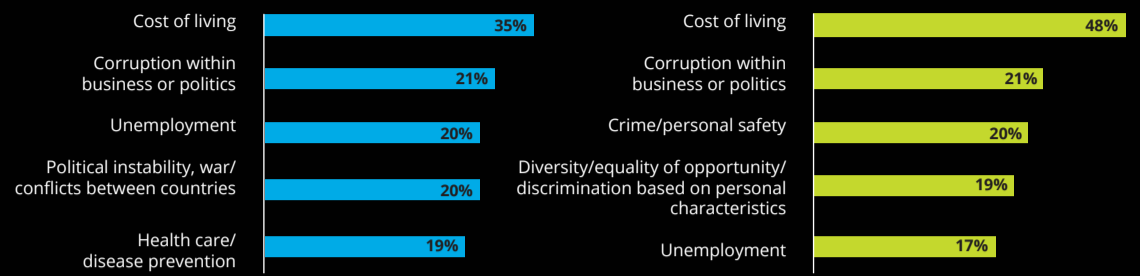
What can business leaders do?

- 1 Support those struggling with economic uncertainty and financial stress
- 2 Empower people to drive change
- 3 Implement hybrid work strategies
- 4 Prioritise climate action and empower people to help
- 5 Support better workplace mental health

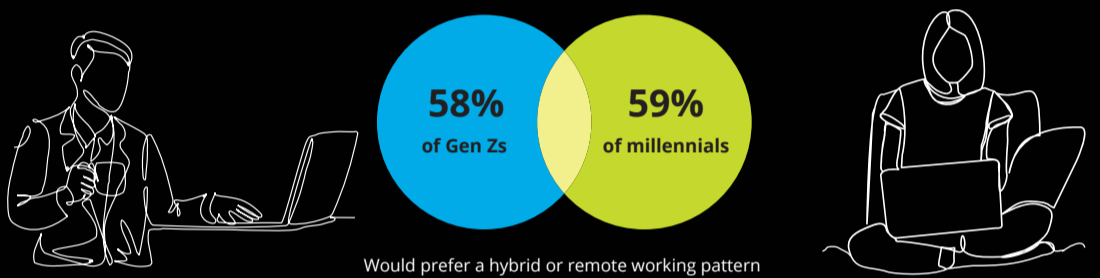
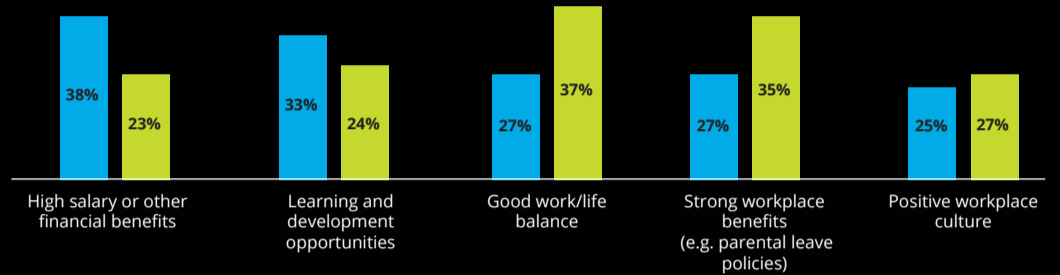
Gen Zs and millennials are willing to spend money in the short term for sustainability, but currently some are hesitant to make large, long-term financial investments, likely due to financial constraints.



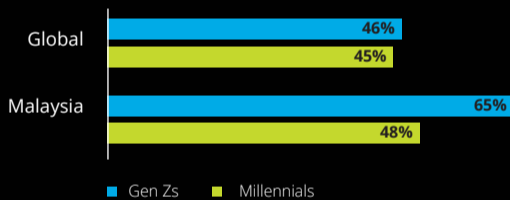
Top 5 issues of greatest concern to Malaysia Gen Zs and millennials:



Top reasons Gen Zs and millennials choose to work for an organisation:



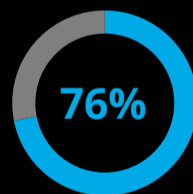
Percentage who feel burned out due to the intensity/demands of their workloads (Strongly/somewhat agree):



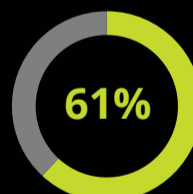
Percentage who said many people have recently left their organisation due to the pressure of their workloads (Strongly/somewhat agree):



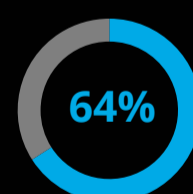
Percentage who agree that workplace well-being and mental health has become more of a focus for their employer since start of the pandemic (Strongly/somewhat agree):



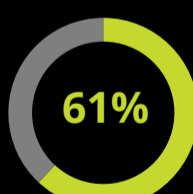
of Gen Zs in Malaysia vs. 57% of Gen Zs globally



of millennials in Malaysia vs. 53% of millennials globally

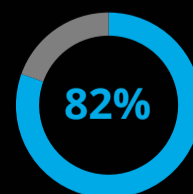


of Gen Zs in Malaysia vs. 53% of Gen Zs globally

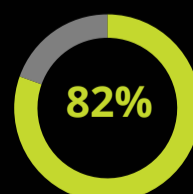


of millennials in Malaysia vs. 51% of millennials globally

Those who have been personally impacted by at least one severe event in the last 12 months:



of Gen Zs in Malaysia vs. 68% of Gen Zs globally



of millennials in Malaysia vs. 66% of millennials globally

Based on the 11th annual edition of Deloitte's 2022 Gen Z and Millennial Survey

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited ("DTTL"), its global network of member firms, and their related entities (collectively, the "Deloitte organization"). DTTL (also referred to as "Deloitte Global") and each of its member firms and related entities are legally separate and independent entities, which cannot obligate or bind each other in respect of third parties. DTTL and each DTTL member firm and related entity is liable only for its own acts and omissions, and not those of each other. DTTL does not provide services to clients. Please see www.deloitte.com/about to learn more.

© 2022 Deloitte PLT

Deloitte.