



**INTENTION GAP:** Millennials think that business needs a **RESET**

They are having a positive impact but also need to focus on advancement and wellbeing of society



1 **73%** of Millennials believe that businesses are having a positive impact

**75%** of Millennials believe that businesses are focused on their own agenda rather than society

**LEADERSHIP GAP:** Millennials would focus on people, while in their view, today's leaders focus on



**PROFIT & PERSONAL REWARD**

**AREAS OF PRIORITY**



EMPLOYEE WELL-BEING  
**37%**  
17%



EMPLOYEE GROWTH & DEVELOPMENT  
**32%**  
18%



OWN PERSONAL REWARD  
**30%**  
12%



MEETING SHORT-TERM FINANCIAL GOALS  
**27%**  
10%

**IMPACT GAP:** Millennials think that what businesses **should be doing** (Purpose) is not what they **are actually doing** (Impact)



GENERATING JOBS  
**36%**  
33%



GENERATING PROFITS  
**44%**  
34%



IMPROVING SOCIETY  
**27%**  
17%

3 **6/10**

Millennials said a **sense of purpose** is part of the reason they chose to work for their current employer

**77%** of Connected Millennials\* said part of the reason they chose to work where they do is because of the company's sense of purpose

**CONFIDENCE GAP:** **MEN** strongly connect leadership with vision and charisma; for



**WOMEN** personability, employee well-being and social impact are 'more important'



4 **HOWEVER**  
**59%** vs. **47%**  
hope to become the leader or most senior executive within their current organization

**27%** vs. **21%**  
rated their leadership skills as strong

Millennials are people born after 1982  
\* Millennials making greatest use of social media