



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



2 **AREAS OF PRIORITY**

<p>EMPLOYEE WELL-BEING</p> <p>37% 17%</p>	<p>EMPLOYEE GROWTH & DEVELOPMENT</p> <p>32% 18%</p>
<p>OWN PERSONAL REWARD</p> <p>30% 12%</p>	<p>MEETING SHORT-TERM FINANCIAL GOALS</p> <p>27% 10%</p>

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



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