

# REVEALING THE

# REAL MILLENNIALS SUCCESSSES and ASPIRATIONS



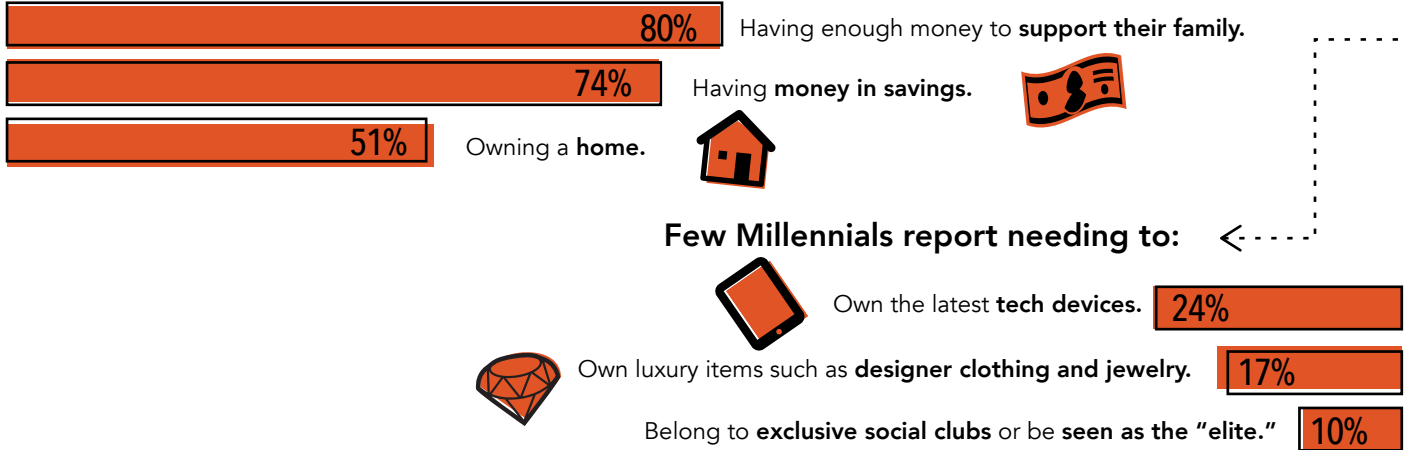
The Millennial generation is projected to be **50%** of the global workforce by **2020**<sup>2</sup>

**MYTH** Millennials don't care about traditional symbols of success.

## FACT

Millennials define success in terms of traditional economic stability.

→ To Millennials, success means:



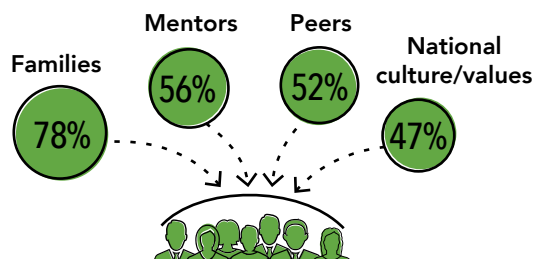
Few Millennials report needing to:

**MYTH** TV and the internet shape Millennials' views of success.

## FACT

Millennials say they are most influenced by the important people and traditions in their lives.

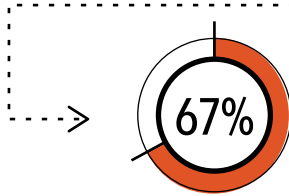
→ Millennials' definitions of success are mostly influenced by their:



**MYTH** Millennials disregard the role of gender as it relates to definitions of success.

**FACT**

Most Millennials think that gender impacts how they define success.

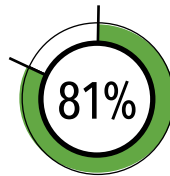


believe that Millennial women define success differently from Millennial men.

**MYTH** Millennials only care about "living in the moment" and don't bother to save for their future.

**FACT**

Most Millennials care about financial stability and manage their money accordingly.



put a portion of their income into savings.

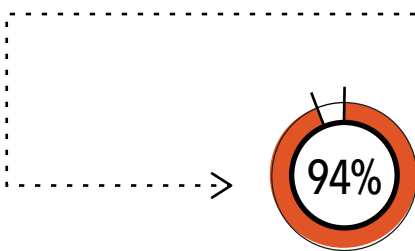


agree that Millennials are less concerned with financial and job stability than other generations.

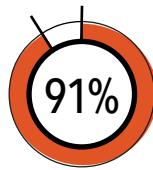
**MYTH** Millennials are happy to just "coast along" and don't have high career aspirations.

**FACT**

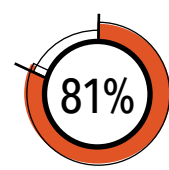
Nearly all Millennials plan to work their way up the career ladder.



believe they will be equally or more successful than their parents.



believe they will be working at a higher level in five years.

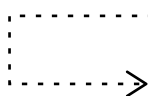


believe their current job is a stepping stone to other positions.

**MYTH** Millennials are narcissistic and don't strive toward meaningful goals.

**FACT**

Millennials have many worthwhile aspirations.



**Millennials believe it is important to achieve:**

Family success

98%

by developing and maintaining fulfilling relationships.

Personal success

98%

through personal growth and contentment.

Social success

97%

by maintaining close friendships and making new friends.

Career success

92%

through job advancement and obtaining a prestigious position.

## Takeaways for organizations seeking to better recruit, advance, and retain Millennials:

### Make the road to advancement transparent.



Connect junior employees with sponsors and high-visibility opportunities to help them achieve their goals.



### Avoid making assumptions about Millennials as a whole.

Listen to individual employee aspirations to better support all employees and retain the best talent.

### Recruit Millennials by providing flexible work arrangements.

Allow employees to arrange their work and personal lives in ways that allow them to achieve family, personal, social, and career success.



#### NOTES:

The findings reported are based on responses to a Catalyst poll conducted in March and April of 2015 from 171 Millennial women and men living in the United States and Canada. Participants ranged in age from 18 to 35 years old and included 91% women and 9% men. The data reported were collected in partnership with Levo League.

#### SOURCES:

1. PwC, *Millennials at Work: Reshaping the Workplace* (2011): p. 3.
2. PwC, *Millennials at Work: Reshaping the Workplace* (2011): p. 3.