

# What makes a generation tick?

Insights into the Deloitte  
Global Gen Z &  
Millennial Survey 2024

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**Deloitte.**



**Who's in the  
room?**

68 49 047



[menti.com](https://menti.com/6849047)



**Which generation do  
you belong to?**

# Associations

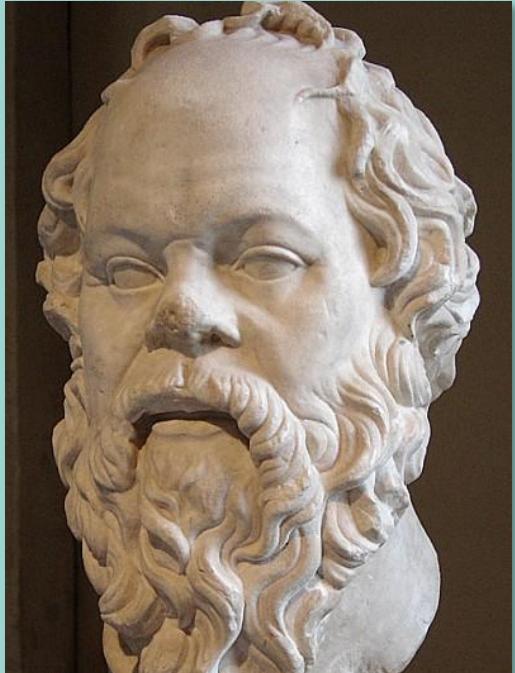
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[menti.com](https://www.menti.com/p/6849047)



What do you associate  
with Gen Z?



Sokrates

“Young people today love luxury. They have bad manners, despise authority, have no respect for older people and gossip where they should be working. They contradict their parents, babble in society, swallow desserts at the table, cross their legs and bully their teachers.”

# US vs. THEM?



# What is a generation?

= an age cohort that shares **a birth period** and **formative social and historical** events in the key personal development stages (childhood, adolescence and young adulthood)

**BABY BOOMER**  
**1956 - 1967**



**GENERATION X**  
**1968 - 1982**



**MILLENNIALS =  
GENERATION Y**  
**1983 - 1994**

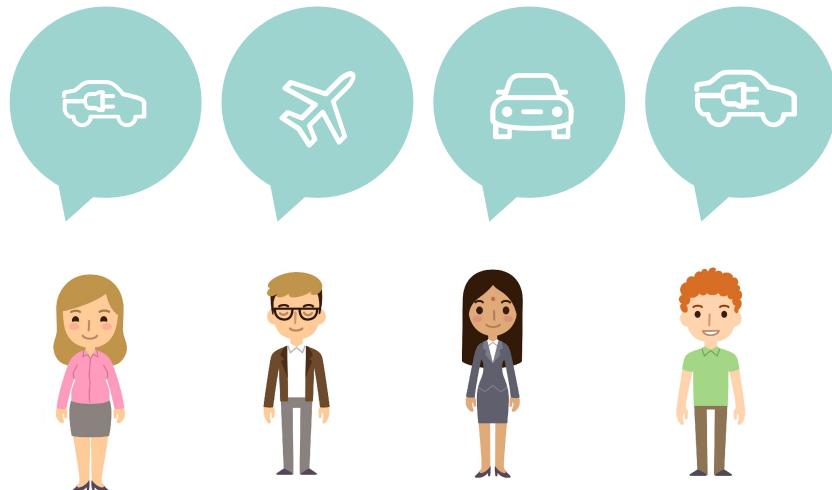


**GENERATION Z**  
**1995-2005**



## BUT let's be mindful

A generation is a large group of diverse people – never capturing the essence of all individuals included.



Trends on a higher level can help us to generate space and time for discussions on how we want to work together



# Deloitte Global 2024 Gen Z and Millennial Survey

## Living and working with purpose in a transforming world

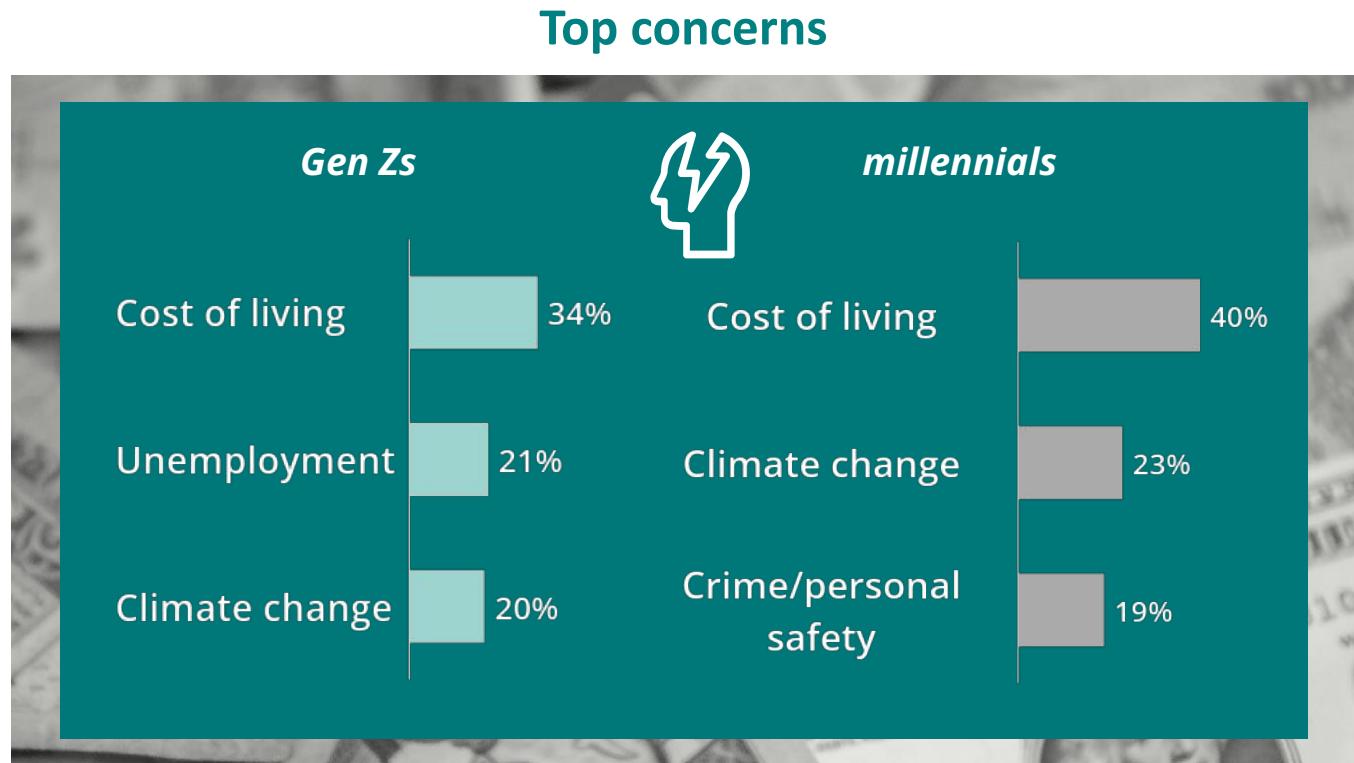
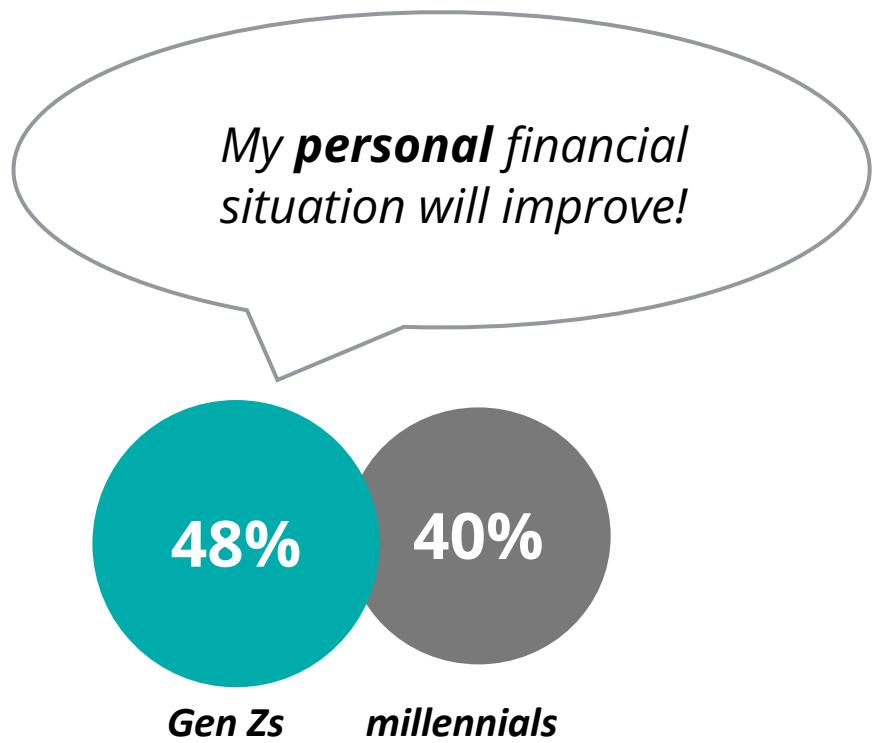


Now in its 13<sup>th</sup> year, Deloitte's Gen Z and Millenial survey explores the state of mind of young people around the world



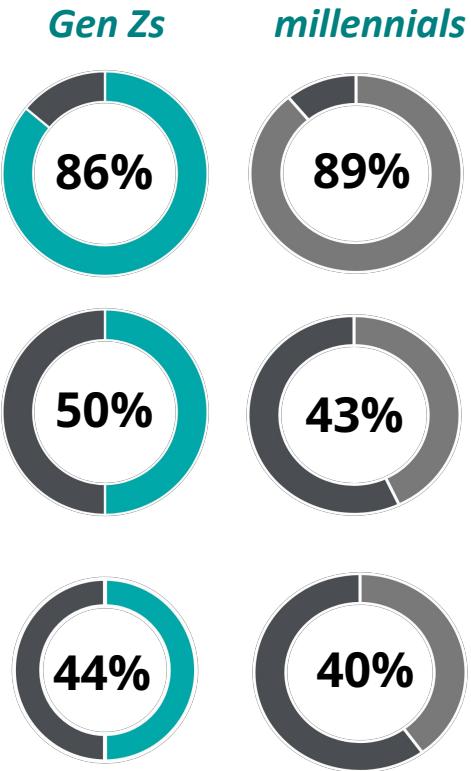


Respondents are cautiously optimistic about the economy and their personal finances, but uncertainty remains.





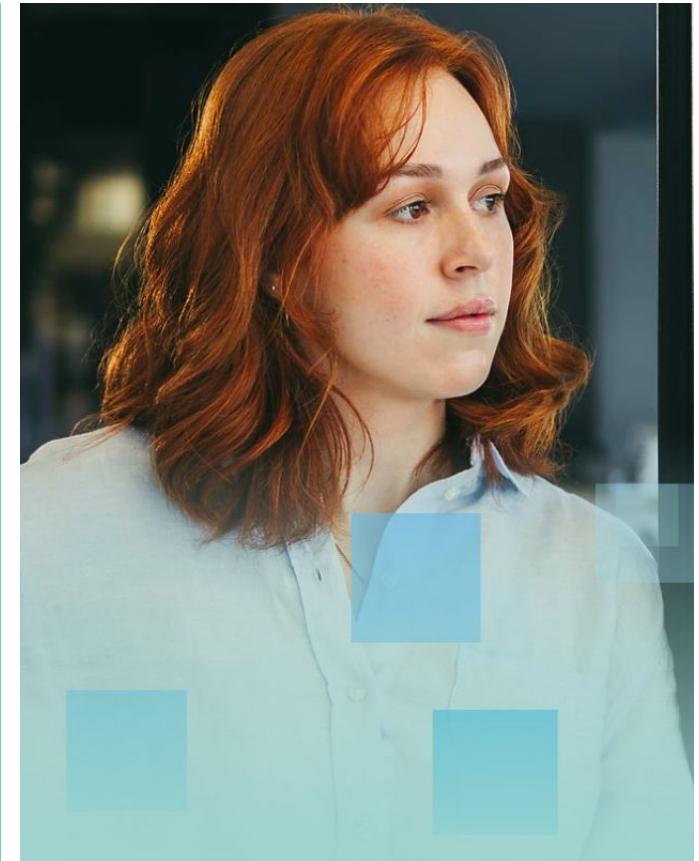
Gen Zs and millennials want purpose-driven work, and they're not afraid to turn down work that doesn't align with their values



say having a sense of purpose is very or somewhat important to their overall job satisfaction and well-being

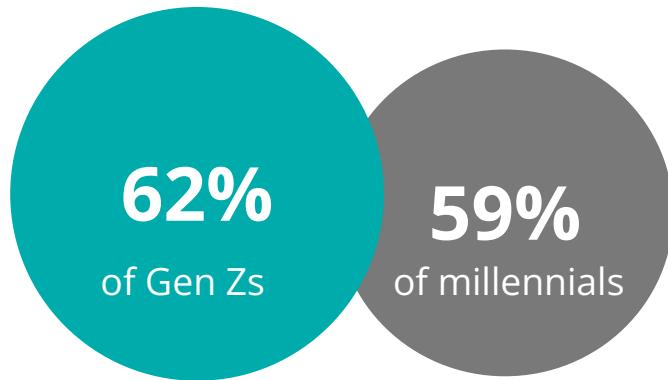
have rejected an assignment or project based on their personal beliefs

have turned down an employer based on their personal ethics or beliefs





Environmental sustainability continues to drive consumer behavior and career decisions



**have felt worried or anxious about climate change in the last month**

*I actively try to minimize my **personal impact** on the environment!*

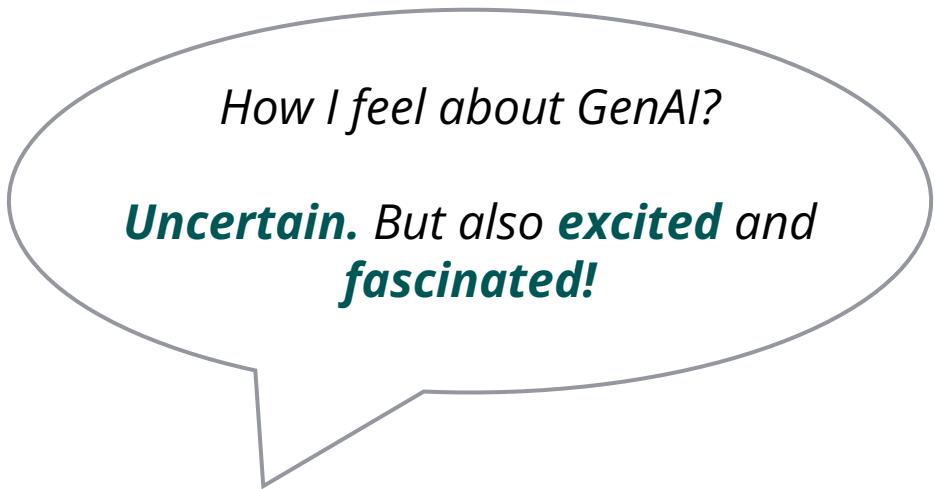


73%  
Gen Zs      77%  
millennials

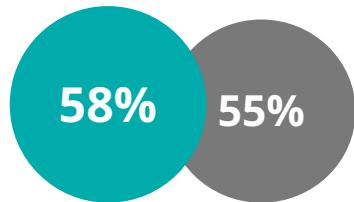




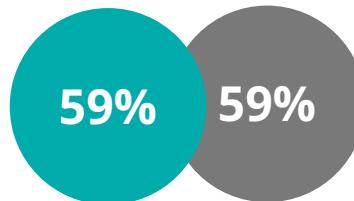
## Uncertainty, excitement and fascination around GenAI



### GenAI in the workplace ...



will free up my time and improve work/life balance



cause elimination of jobs

***Gen Zs   millennials***



## Work/life balance remains a top priority



### Top reasons to choose an employer:



Good work /  
life balance



Learning &  
Development  
opportunities



High salary or  
other financial  
benefits



### Top reasons to leave an employer:



Pay wasn't  
high enough



Lack of career  
advancement  
opportunities



I was feeling  
burned out



### Top areas where Gen Zs and millennials would like employers to focus to improve good work / life balance:

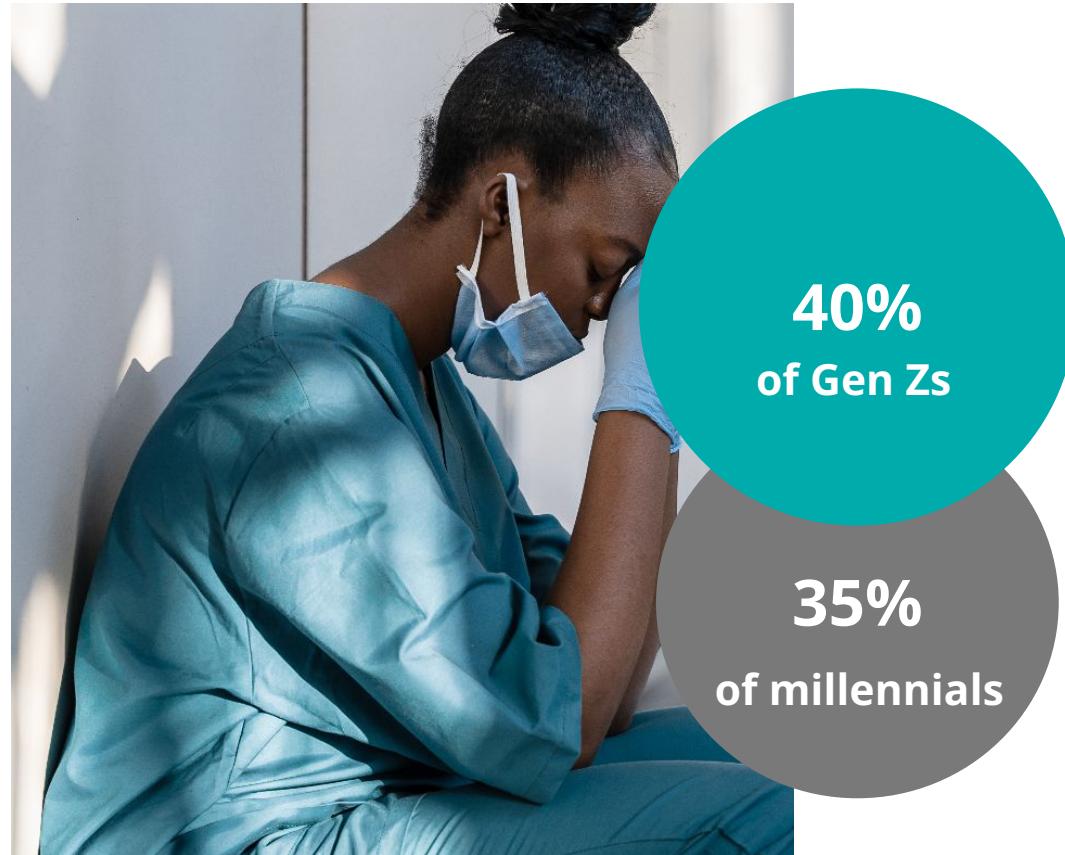
Same **career advancement** opportunities for part-time employees

Creation of more **job-sharing** options

Creation of more **part-time** jobs



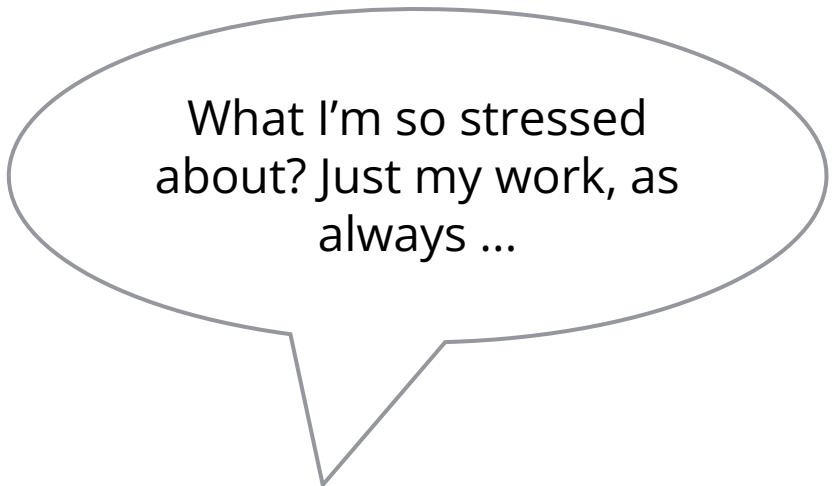
Jobs and poor work/life balance are driving stress



*feel stressed or anxious all or most of the time*



Jobs and poor work/life balance are driving stress



**Top three aspects contributing to those feelings at work:**

Not being recognized / rewarded adequately



Long working hours



Not having enough time to complete work





# Summary



## **A challenge and an opportunity lie ahead.**

Gen Z and Millennials demand a lot from businesses – they are also willing to drive positive change.



## **A diverse workforce needs diverse offerings.**

Do not work on a “one-size-fits-all” solution for a diverse workforce. Driving an inclusive work culture is key.



## **Sense and respond.**

Stay curious – look at the data - just ask: Millennials, Gen Z, Generation Alpha .... are not a black box! 😊

We are looking  
forward to continuing  
the conversation!



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