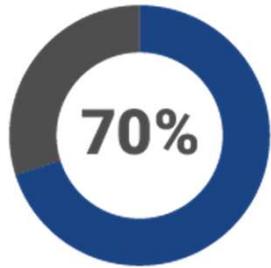


WORLD SERVICES GROUP

Generation Now

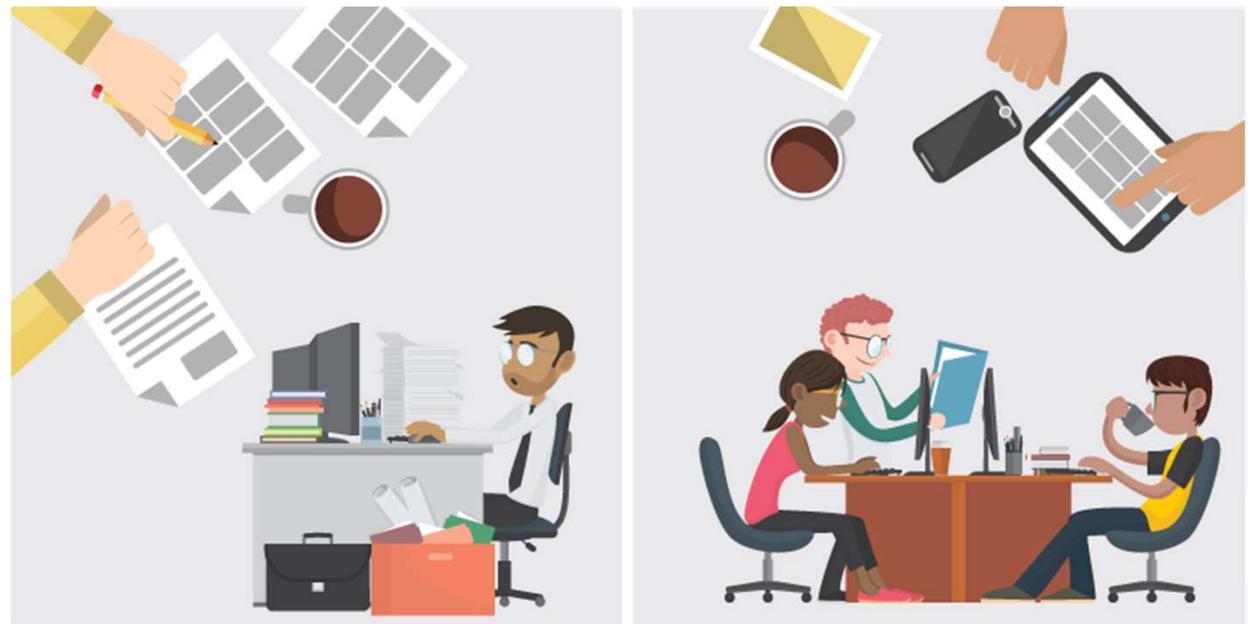


Is your firm changing as fast as your most demanding clients and your Gen Now professionals?



Over the last 40 years and by 2013, **70% of Fortune 1000 companies were replaced by new ones**. This pace of change will continue to increase: only a third of today's major corporations are expected to survive the next 25 years.

The combined power of today's megatrends affects all industries and demands that professional services firms respond – not just to impacts on their clients, but also to how the trends affect them.



GENERATION NOW: THE BASICS



Builders	Baby Boomers	Gen X	Millennials	Gen Z
Work before any life pleasures	Work-life Expectations Solid career defines life	Work-life Balance Defined Time for Work and Personal	Work-life Integration Freedom & flexibility	Work-life Dreamers Revolving short term goals
Digital Prohibitors	Digital Resisters	Digital Immigrants	Digital Natives	Digital Innovators
Communication through written correspondence and personal contact	Communication through phone, and face-to-face exchange	Communication through Computer and Email	Communication Through Tablet/ Smartphone, Text, Social Media, or Video	Communication by digital means only
Believe promotions, raises and recognition should come from tenure	Careers defined by loyalty, teamwork and relationship building	Early "Portfolio" Careers – Loyal to Profession, Not Necessarily to Employer	Digital Entrepreneurs – Work "With" Organizations Not "For"	Will fill career roles that have yet to be created

GENERATION NOW: THE STUDY

3,500+

GEN NOW
PROFESSIONALS
ACROSS THE WORLD

1,590+

SURVEY
RESULTS

84

FIRMS ACROSS
THE WORLD



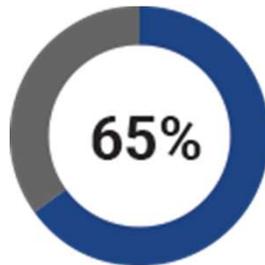
GENERATION NOW: THE CAREER

MYTH

Millennials are not loyal, don't accept authority or direction.

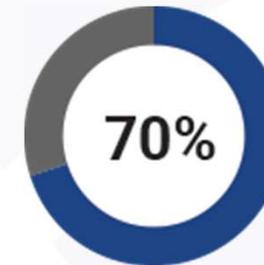
Do you want to stay with the firm for a long term career?

Global Average
Yes



Do you want to become partner for your firm?

Global Average
Yes



Millennials are considered a very loyal generation. Millennials want to be led by mentors; they want to be setup for success and then given room to succeed.

FACT

GENERATION NOW: THE JOB

MYTH

Millennials don't want to work.

What do you like most about your job?

- #1 People
- #2 Office Culture
- #3 Complexity of Work & Tasks



What do you dislike most about your job?

- #1 Expectation of Work Hours
- #2 Billable Hour Target
- #3 Billable Hour Structure



FACT

Millennials want to understand the objectives of their work; identify problems nobody else has identified and solve problems nobody else has solved while having fiscal security.

GENERATION NOW: THE CAREER

MYTH

Millennials are interested only in material rewards, and organizations will go bankrupt trying to satisfy the millennials' desires.

What would you like to see implemented in your firm?

A clear path of career development - Mentor Programs



What are the priorities of your career?

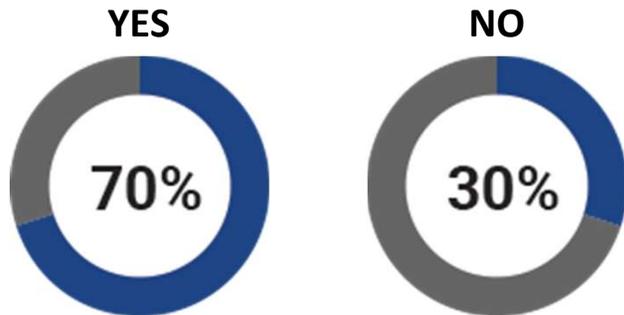


Millennials are digital natives. They know how to be productive everywhere in order to create their own balance. The flexibility to achieve this priority makes them more likely to commit to the position, the career, and further develop leadership.

FACT

GENERATION NOW: CLIENTS

Do you think there are differences between Generation Now and traditional clients?



How do you think Generation Now clients prefer to be charged for your firm's services?



In your opinion, how do Generation Now clients prefer to communicate with your firm and its members?



GENERATION NOW: CLIENTS

What do you think Generation Now clients expect with regard to the services your firm provides?

1st Choice



2nd Choice



3rd Choice



In what industry are your firm's Generation Now clients?



TECHNOLOGY & TELECOM



FINANCIAL SERVICES



PROFESSIONAL SERVICES

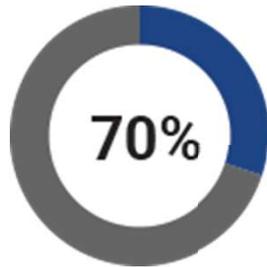
Millennials are the largest workforce now even surpassing baby boomers

GENERATION NOW: CLIENTS

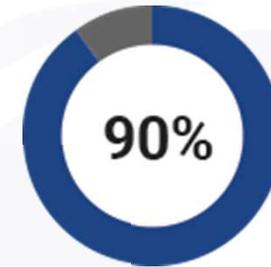
Does your firm have a clear strategy regarding engagement, retention and/or provision of services to Generation Now clients?

If you were a client, would you hire your current firm for your business?

Global Average
No



Global Average
Yes



GENERATION NOW

May you get as much
praise and attention
on your birthday as
an average millennial
feels entitled
to every day.

somee cards

