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What accounting millennials want in their careers & workplace

Myra Lundy-Mortimer, Partner, PwC Bahamas

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Fact or Myth?



Millennials are between the age of 25-35



By 2020 millennials will form 50% of the global workforce as BOTH our employees and clients.



Millennials are known as Generation X



So what are millennials?



"They are our staff"

They are a significant and growing proportion of our workforce.

"They are our clients"

Millennials will be leading organizations in the next decade.

So are they really that different?

Generation X

Transactional needs are more dominant



- Work Comes First
- Structured in work and flexibility
- Follow the rules no matter what
- The boss deserves respect
- Seniority = Promotion
- Career = Wait your turn and be rewarded
- Dress the part at all times
- Face-to-face contact
- Will change to meet the needs of the organisation

Millennials or Generation Y

Social needs are more dominant



- A balance of life first and work is ideal
- Flexibility in work
- Follow rules that work (why?!)
- Equality, transparency, respect must be earned
- Talent = Promotion
- Career = Immediate pathway to success
- Dress the part as necessary; comfort/casual
- Digital contact
- Expect organisation to change to meet their needs and adapt to changes accordingly

How are they alike?



Corporate culture = collaboration and community

They value transparency in careers, compensation and rewards

Equal contributors and need feedback

Career training and mobility

What do they want? What do they value? What do they need?

Instant gratification versus patience



DEFINING LEADERSHIP

LEAD WITH COURAGE

LEADERSHIP METRICS IT'S ABOUT OTHERS





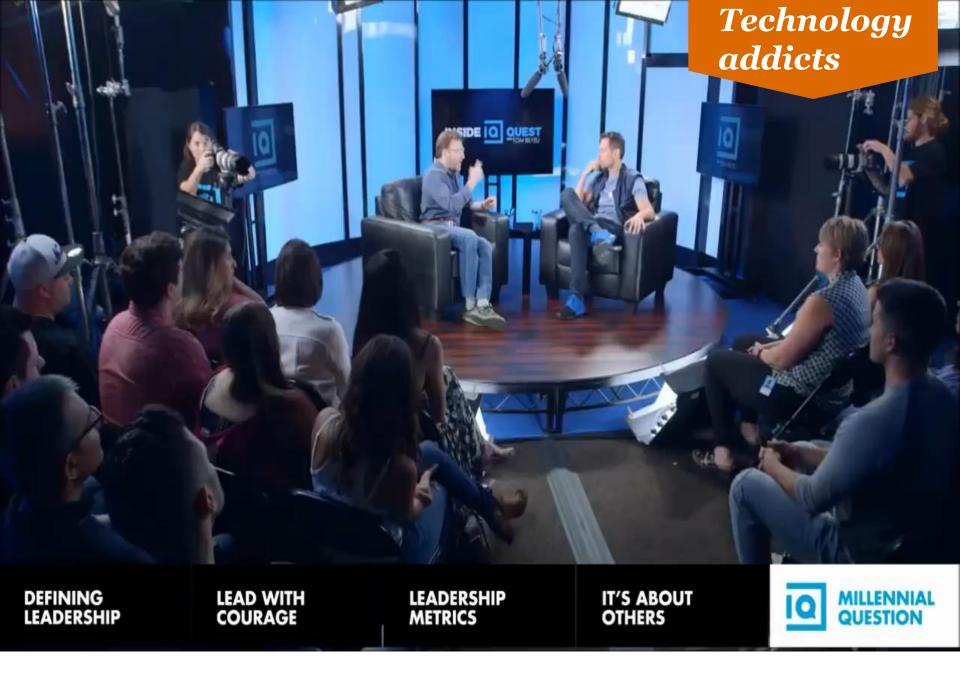
Do you agree or disagree?

Are you experiencing this?

Millennials: super-learners, addicted to technology

Millennials are the most highly educated generation to come through the workforce

They are leading the online technology and online learning movement





Have you observed this?

Are you experiencing this?

Top tips to understand what millennials want



1 "They are not all about the money"

Work and life balance

Feedback and support

Valued for the work they perform

Fast growing careers in shorter time

2 "They want affirmation and to feel valued"

They are the most highly educated generation to come through the workforce

A strong mentorship programme

Value in relationships

3

"They want to collaborate and feel like they make a difference"

Corporate culture = community and teamwork

Career opportunities that allow mobility

Transparency in decisions that relate to their careers



They love technology and are best at multi-tasking

Our millennial clients prefer to communicate via social selling

Mobile communication /digital contact is their preferred tool **5** "They want a flexible and collaborative work space"

Work is a place, not a thing Sociable open working spaces which means less square footage needed

Millennials are creative – think outside the box when you meet with your team and clients



Are you focused on getting the best from your millennials?

The bottom line...

It is estimated that by 2025 the accounting industry will consist of 75% millennials.

The challenge



So.... can you get *more* from this uniquely ambitious generation..... ?



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Thank you.....

.....Now have a chat before you check your phone.