

What accounting millennials want in their careers & workplace

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Fact or Myth?

A young man and woman in business attire are standing in front of a building with a cannon. The man is on the left, wearing a dark suit, white shirt, and patterned tie, with glasses. The woman is on the right, wearing a dark blazer over a white blouse, with glasses. In the background, other people in business attire are visible, including a man on a phone and a woman in a pink jacket. A large orange banner is overlaid on the left side of the image.

MYTH

18-34

Millennials are between the age of 25-35



FACT

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



MYTH

Gen Y

Millennials are known as Generation X



**So what are
millennials?**



**18–34
years young
Otherwise
known as
Gen Y**

“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?

Millennials and Generation X



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*

INSIDE IQ QUEST
WITH TOM BILYEU

**DEFINING
LEADERSHIP**

**LEAD WITH
COURAGE**

**LEADERSHIP
METRICS**

**IT'S ABOUT
OTHERS**

IQ **MILLENNIAL
QUESTION**



Questions

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



Technology addicts



**DEFINING
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Questions

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



4

“They want to communicate via technology”

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





Question

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....
?

Thank you.....

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

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