



High performance. Delivered.

Messages from the Millennials
Lessons For The Future Employer

Marc Schuuring



Millennials: Who Are They?



- Born 1982-2004
- Optimistic & long-term planners
- Larger population than baby boomers
- Lowest level of violent crime, teen pregnancy, smoking, alcohol abuse
- Master negotiators – very capable of rational thought and decision making
- Oblivious to authority
- Committed to success/good for all



What do Millennials Think About Technology?



- Heavily influenced by technology throughout daily life
- Assume the (universal) presence of the Internet
- Email passé
- Average US\$109 spend on technology monthly
- Think software and content is free
- Expect 7x24 services
- Expect state-of-the-art technology

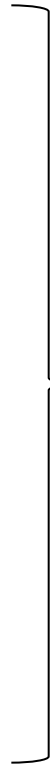




Survey Coverage

- Netherlands
- 370 employees/students

- Canada
- USA
- Brazil
- France
- Germany
- Belgium
- UK
- Spain
- Japan
- China
- India



- Another 5184 employees/ students



from June 2008 to June 2009



Findings

IT Policy? What Policy?



60% of working Millennials:

- Aren't aware of IT policy
- Find IT policy incomprehensible
- Won't follow policy anyway

- USA: 60%
- Europe avg: 59%
- Germany: 52% (low)
- France: 65% (high)



Only 34% of all respondents in the Netherlands (similarly to the global average) said their employers have published detailed policies related to posting work or client information on public websites.

Ours Sucks, Millennials Will Use Their Own



- Millennials in the workplace and in school expect to use their own technology and mobile devices for work rather than those supplied by their employer
- In nearly every category of workplace technology, 25-50% stated that employer-provided technologies did not meet expectations
- Working Millennials regularly download non-standard software from free public websites (15-45%)



NL: four in ten (41%) mid-Millennials expect to use the computer of their choice and 32% expect to access their preferred technology applications once in the workforce;

41% of who use online applications for work said the online applications they use are not supported by their employer.

End Of E-mail As We Know It?



- Sharp decline in e-mail use as Millennial age declines
- E-mail replaced by short-form, transactional communications, social network posts, F2F
- European Millennials spend <50% of Americans' time doing email
- In France, email has already died almost completely among Millennials



Dutch Millennials spend overall less time on email, but the same trend applies: older Millennials in the Netherlands spend an average of 4.7 hours a week writing or receiving work-related emails and mid-Millennials only spend an average of 1.2 hours a week doing the same.

Privacy Is Melting Away



- One out of four working Millennials said that they write openly about themselves and friends online
- One in six share openly details of their life online
- One in eight will share confidential employer data online



40% of Dutch working Millennials never or rarely post information about themselves and friends online. They, like their Indian (50%), Canadian (50%) and French (45%) counterparts are among the most discrete of those surveyed.

Won't Work For Us Unless We Upgrade



- More than half (52 percent) of USA Millennials and 72% of India Millennials surveyed said that state-of-the-art technology is an essential consideration in selecting an employer
- Europe avg: 30%
- Netherlands: 38% (high)
- France: 26% (low)



What Should Companies Do?



Work with them!

Learn to learn from the Millennials

Or...?



What Should the CIO Do?



Enlighten the Board

Make IT policy:

- Meaningful and comprehensible
- In-your-face, politely
- Sold effectively

- Mobilize everything
- Bring social networking in-house
- Broaden device support
- Network yourself





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