

Entitled, coddled and lacking  
motivation

Care more about sustainability  
than previous generations









































Want constant acclaim and  
think everyone on the team  
should get a trophy



Digital addicts who want to do  
everything online

More reluctant to buy cars and  
luxury goods and more apt to  
“share”

More likely to jump ship if a  
job doesn't fulfill their  
passions

# Top Attraction and Retention Drivers by Age

	< 30	30 – 39	40 – 49	50+
1	  Base pay/salary	  Base pay/salary	  Base pay/salary	  Base pay/salary
2	 Job security	 Job security	 Job security	 Job security
	 Career advancement opportunities	 Career advancement opportunities	 Career advancement opportunities	 Trust/confidence in senior leadership
3	 Career advancement opportunities	 Career advancement opportunities	 Career advancement opportunities	 Challenging work
	 Length of commute	 Trust/confidence in senior leadership	 Trust/confidence in senior leadership	 Career advancement opportunities
4	 Learning and development opportunities	 Learning and development opportunities	 Organisation's reputation as good employer	 Organisation's reputation as good employer
	 Manage/limit work-related stress	 Relationship with supervisor/manager	 Job security	 Job security
5	 Organisation's reputation as good employer	 Challenging work	 Challenging work	 Career advancement opportunities
	 Trust/confidence in senior leadership	 Length of commute	 Relationship with supervisor/manager	 Relationship with supervisor/manager

 Attraction driver       Retention driver