



Bringing you snippets of youth trends and issues compiled from diverse sources such as news reports, journals and press releases. Y+ is a bi-monthly e-newsletter that aims to help you stay in touch with the constantly evolving youth scene.

YOUTH & CAREER

Young people regard career as an important life goal. Having a successful career is among the top five very important life goals of youths in Singapore ([YOUTH.sg 2014 Statistical Handbook, pg. 41 & 42](#); [YOUTH.sg 2014 Research Compilation, pg. 113 & 114](#)). As more millennials enter the work force, it is important to understand what motivates the millennial. Their definition of success is different from Generation X or Baby Boomers. A [follow-up study](#) commissioned by PwC revealed that millennials value work-life flexibility, recognition and appreciation. Another [survey](#) by Deloitte noted that they are attracted to an organisation's sense of purpose. Six in 10 millennials said they chose to work for their current employers due to the organisation's "sense of purpose". Companies are also investing in 'reverse mentorship' programmes, which pair high potential, tech-savvy millennials with senior and experienced executives. It helps close the knowledge gap for both parties, and enhance Millennial's leadership skills. Nonetheless, gender parity at work is a gap that still exists. There are few women role models at the very top for female millennial employees to emulate.

This issue of Y+ provides an understanding of the Millennial employee. It also highlights what Millennials look for in their career, and what employers can do to engage this generation.

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10. Female Millennials are The Most Confident and Ambitious of Any Female Generation [Singapore]

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My News Desk, 5 March 2015

11. Further Readings

1. 4 Things Employers Must Understand About Millennials in Singapore [Singapore]

An organisation's "sense of purpose" is important to Millennials. Six in 10 Millennials cited this as part of the reason they chose to work for their current employers. Millennials care about how a company treat its employees, and if its practices are ethical. According to the [2015 Deloitte Millennial Survey](#), many Millennials feel that their skills are not fully utilised by their current organisations, and that their companies' leadership style is too old-fashioned. This [article](#) provides insights on Millennial employees' perspectives on various issues such as leadership and business practices.

(Source: MoneySmart.sg. Accessed on 16 September 2015)

<http://blog.moneysmart.sg/business/4-things-employers-must-understand-about-millennials-in-singapore/>

2. What Everybody Ought to Know About Millennials [United States]

Data from the US Census Bureau shows millennials as the largest segment of the US population. Businesses have to engage them as both consumers and employees in order to survive. This article shares [seven tips](#) on engaging millennial employees.

(Source: The Huffington Post. Accessed on 16 September 2015)

http://www.huffingtonpost.com/dr-patty-ann-tublin/what-everybody-ought-to-know-about-millennials_b_7999816.html

3. Millennials in Search of A Different Kind of Career [United States]

A new poll by Heartland Monitor found that 64% of older Americans were primarily concerned with "making as much money as possible" or "learning new skills" when they first started working. In contrast, 57% of the younger Americans ranked "doing something that they found enjoyable" or "making a difference in society" as their top priorities when they first enter the workforce. One in three young Americans dreamt of owning their own business and approximately one in five felt that some of the good jobs are from the government, military and public school sectors. Younger Americans are also more likely to indicate a preference to move from company to company compared to older Americans.

(Source: The Atlantic. Accessed on 16 September 2015)

<http://www.theatlantic.com/business/archive/2015/06/millennials-job-search-career-boomers/395663/>

4. What Benefits Do Millennials Want in the Workplace? [United States]

Millennials are fast becoming the majority of workers in the workplace. It is therefore important to know what they want in an employer and from their work, including the types of benefits they prefer. Unlike traditional human resource benefits (medical, dental and life insurances), they are more interested in the culture of the workplace. According to Jobvite, a leading social recruiting software solutions company, thoughtful and fun perks such as napping rooms and chair massages; flexible work schedules; opportunities for training and development appeal to Millennial employees. Millennials want more variety at work and are not satisfied to stay in the same job for extended periods.



(Source: Recruiting Division. Accessed on 16 September 2015)

<http://www.recruitingdivision.com/what-benefits-do-millennials-want-in-the-workplace/>

5. Forget the Career Ladder, Millennials are Taking the Elevator [United States]

Millennials are a "customize-it" it generation who prefer personalized user experiences. In the same manner, millennials would like to create their own career path. A [study](#) by Bentley University found that 66% of millennials are interested to set up their own business. Results show that different generations define and measure success at work differently. While the Boomers defined success as a title or promotion, Gen Xers associated more autonomy and independence with success. For the millennials, success usually includes opportunity for influence, involvement and impact. Are millennials really more ambitious than past generations? Find out [here](#).

(Source: The Huffington Post. Accessed on 16 September 2015)

http://www.huffingtonpost.com/gabrielle-jackson/forget-the-career-ladder-b_7269476.html

6. Use a Recent Graduate as a Career Mentor and Tap the Millennial Mindset [United Kingdom]

Experience may be the best teacher, but a new workplace trend known as “reverse mentoring” has pointed to the benefits and value of learning from those who are younger. Possibly a key to tapping the millennial mindset, the traditional roles are switched in “reverse mentoring”: a younger employee will mentor a more experienced employee/mentee. An innovative way to encourage learning and facilitate cross-generational relationships, “reverse mentoring” offers the senior executives an opportunity to stay up-to-date with the latest business technologies and workplace trends while helping the junior employees see the larger picture. It also gives the latter a glimpse of macro-level management issues. The author offers some [suggestions](#) on how to adopt “reverse mentoring” in the workplace.



(Source: The Guardian. Accessed on 16 September 2015)

<http://www.theguardian.com/women-in-leadership/2015/sep/10/recent-graduate-career-mentor-younger-generation>

7. How to Effectively Manage Youth Millennial Student Intern – Engaging Your Millennial Talent: A Crucial Strategy [Singapore]

The practicality of working is not something that can be taught in a textbook. An internship (temporary position with an emphasis on on-the-job training rather than employment) does not only give students the feel of the working world, it also gives students the opportunity to experience what it is like to be working in the industry of their choice. To ensure that internships work for both employers and interns, it is important to have a common understanding on what to expect, and how to maximize the benefits and outputs. Read [here](#) to learn what makes millennial interns tick.

(Source: Stroff. Accessed on 16 September 2015)

<http://www.stroff.com/employers/intern-singapore/manage-millennial-singapore-intern>

8. More Than Their Mothers, Young Women Plan Career Pauses [United States]

An increasing number of young women now feel empowered to take time off to raise a family or recharge themselves, according to a [study](#) by Harvard Business School Alumni. Results show that 37% of millennial women and 42% of those who are married plans to pause their careers for family. In contrast, only 28% of Gen X women and 17% of Baby Boomers were planning for the same. The [career expectations](#) of women have also declined - 66% of millennial women compared to 79% of baby boomers expect their careers to be equal to those of their spouses.

(Source: The New York Times. Accessed on 16 September 2015)

http://www.nytimes.com/2015/07/23/upshot/more-than-their-mothers-young-women-plan-career-pauses.html?abt=0002&abg=0&_r=4

9. Will Millennial Women Seek Leadership? [United States]



This article discusses a number of factors that influences/hinder women employees from pursuing top management positions. According to findings from a [study by Bain & Company](#) on the law firm landscape, declines in aspiration and confidence are independent of marriage and motherhood. The study attributed the decline to women feeling that they are unable to meet the benchmark of an ideal worker - long hours, sacrificing of free time, constant smartphone use. There is also a lack of supervisory support, with few role models for them to emulate.

The article also highlighted the trend of millennials making an active choice to not take the career path taken by their parents, as they are well aware of the time, dedication and sacrifice involved to move up the ladder. Millennials has chosen to prioritize their personal/ family lives.

(Source: LinkedIn. Accessed on 16 September 2015)

<https://www.linkedin.com/pulse/millennial-women-seek-leadership-michelle-silverthorn>

10. Female Millennials are The Most Confident and Ambitious of Any Female Generation [Singapore]



Female millennials are entering the workforce in larger numbers, and with a different career mindset. They are more highly educated and confident. The millennial woman is also ambitious. According to a new survey commissioned by PwC Network, 31% of female millennials in Singapore are confident that they can rise to the very top levels in their current organisation. They value competitive wages and other financial incentives. They also value employers with a strong record on diversity, equality and inclusion. Read the full report [here](#).

(Source: My News Desk. Accessed on 16 September 2015)

<http://www.mynewsdesk.com/sg/pwc-singapore/pressreleases/female-millennials-are-the-most-confident-and-ambitious-of-any-female-generation-1125508>

11. Further Readings

- ✚ [Should Millennials Follow Their Passion?](#)
- ✚ [More Young People Opting to Freelance](#)
- ✚ [3 Things Millennials Want in A Career \(Hint: It's Not More Money\)](#)
- ✚ [The Real Cost of Selling Millennials the Wrong Bill of Goods](#)

✚ [EY Global Job Creation and Youth Entrepreneurship Survey 2015 – Boosting Employment, Inspiring Youth](#)



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