



# Decoding Millennials

Tips to engage your workforce today and tomorrow

# What we do

*“We provide companies with engaged and productive employees with our app for new hire success.”*



Focus on the employee journey and cultural experience



Engaging Mobile app for self-learning



Easy to use for content creation and distribution



Connection with manager, peers and buddies



# Customers



**PHILIPS**



*Johnson & Johnson*



**PEPSICO**

★ **Heineken®**

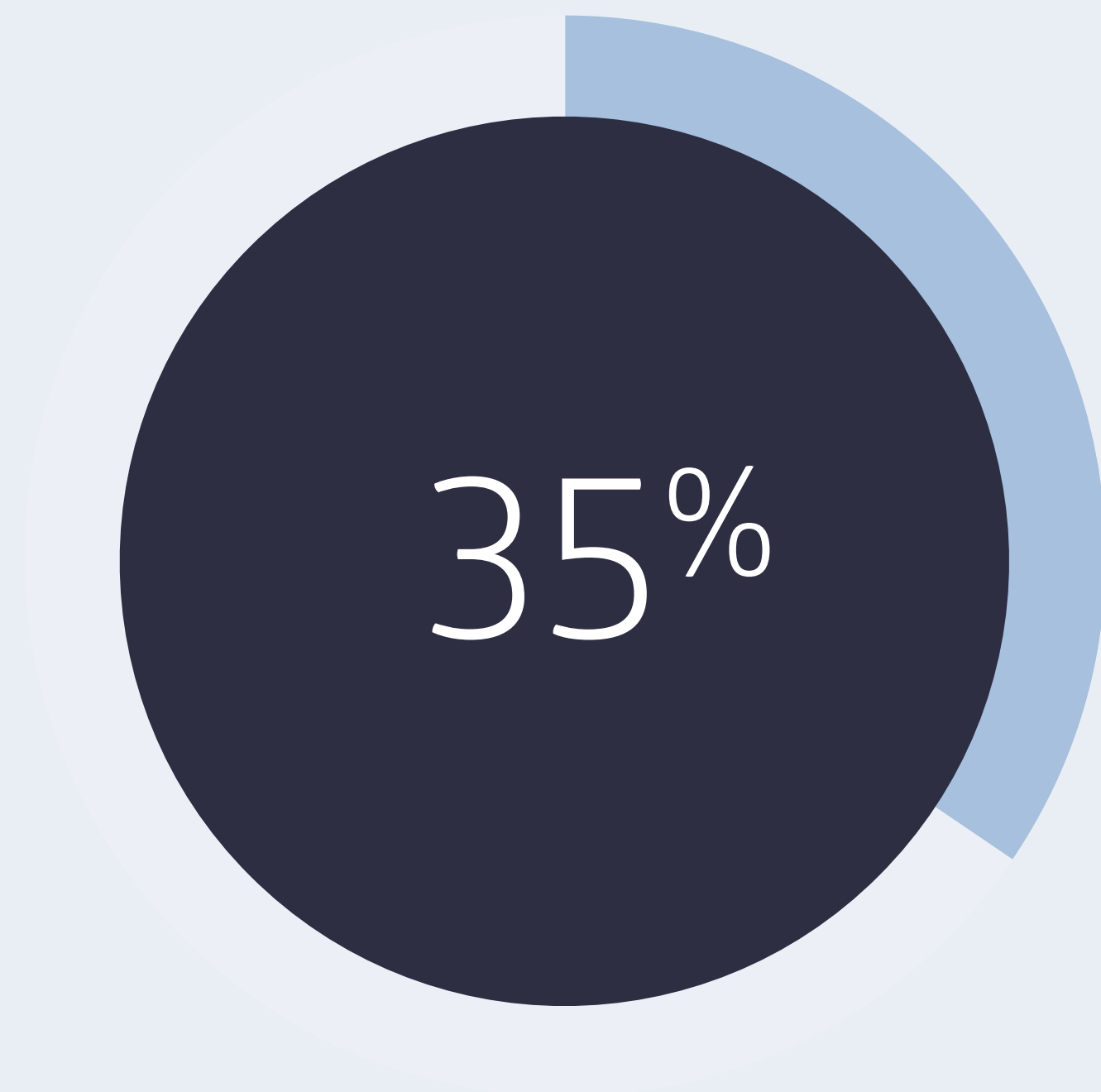
**AON**



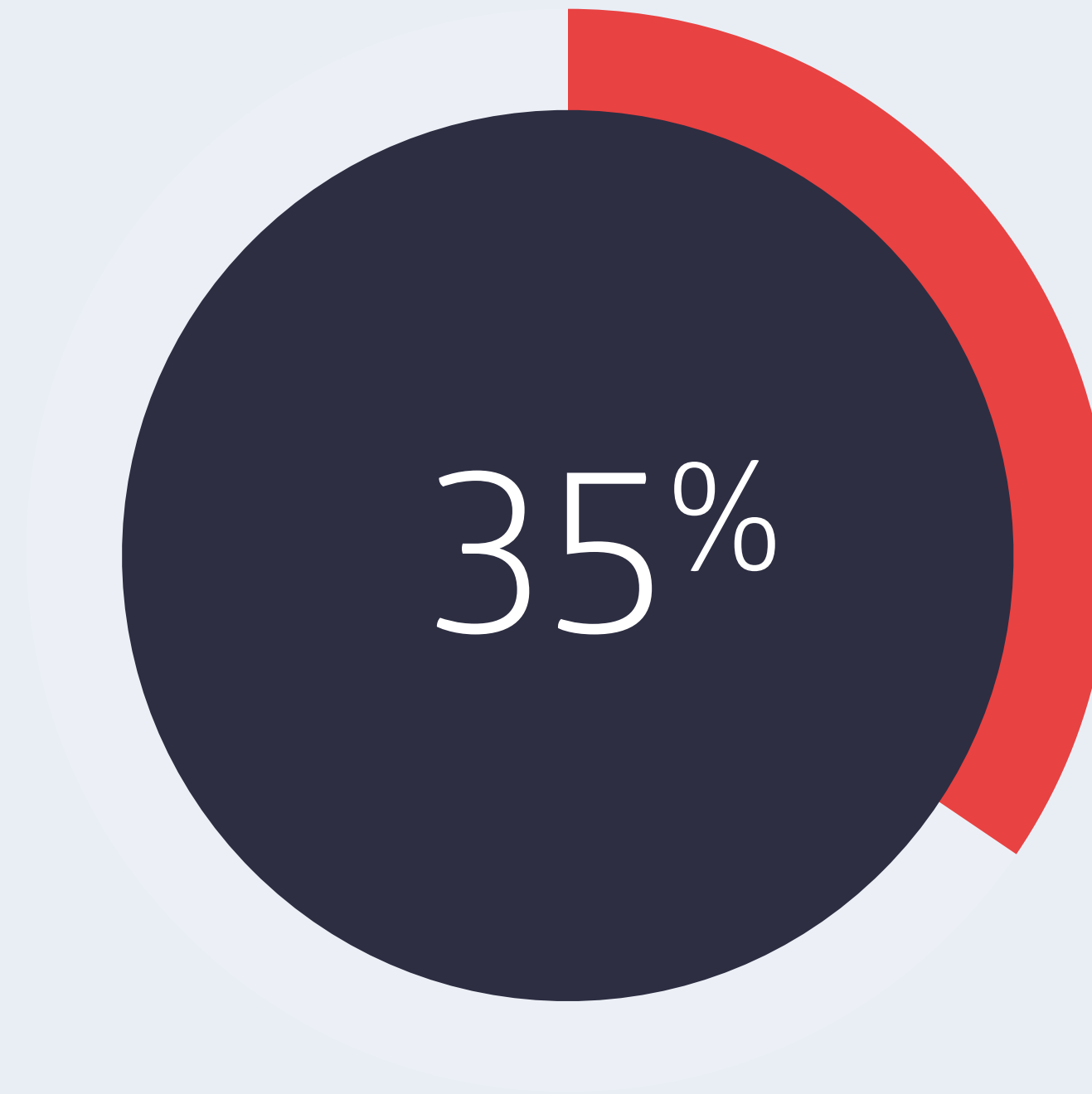


# Global workforce in 2020

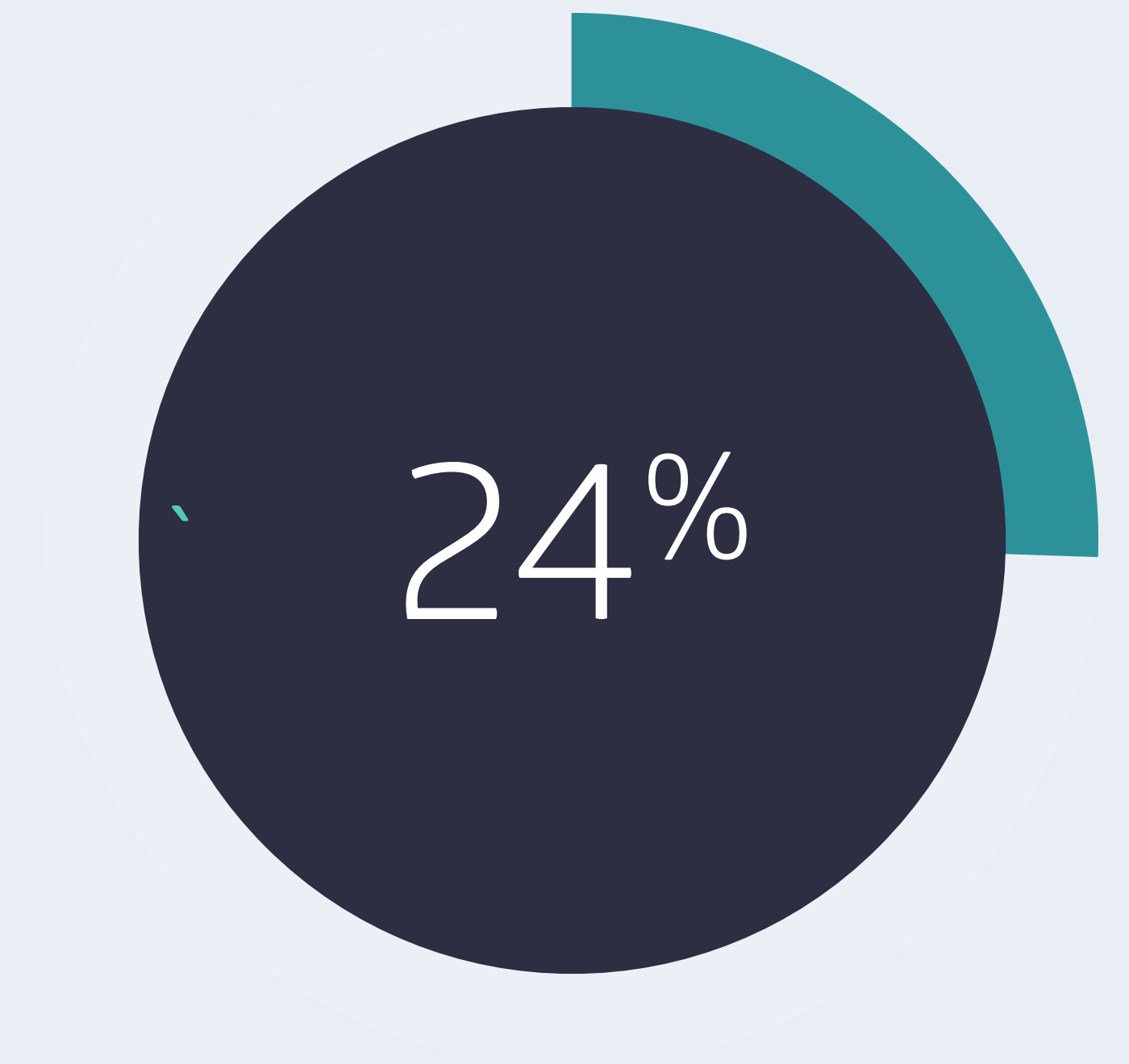
Babyboomers only comprise 6%



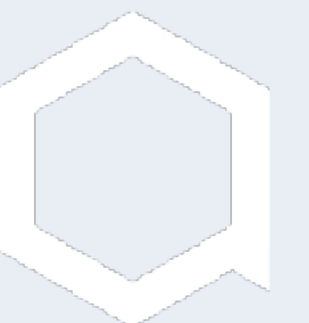
Millennial > Generation Y (1981 and 1995)



Generation X (1961 and 1980)

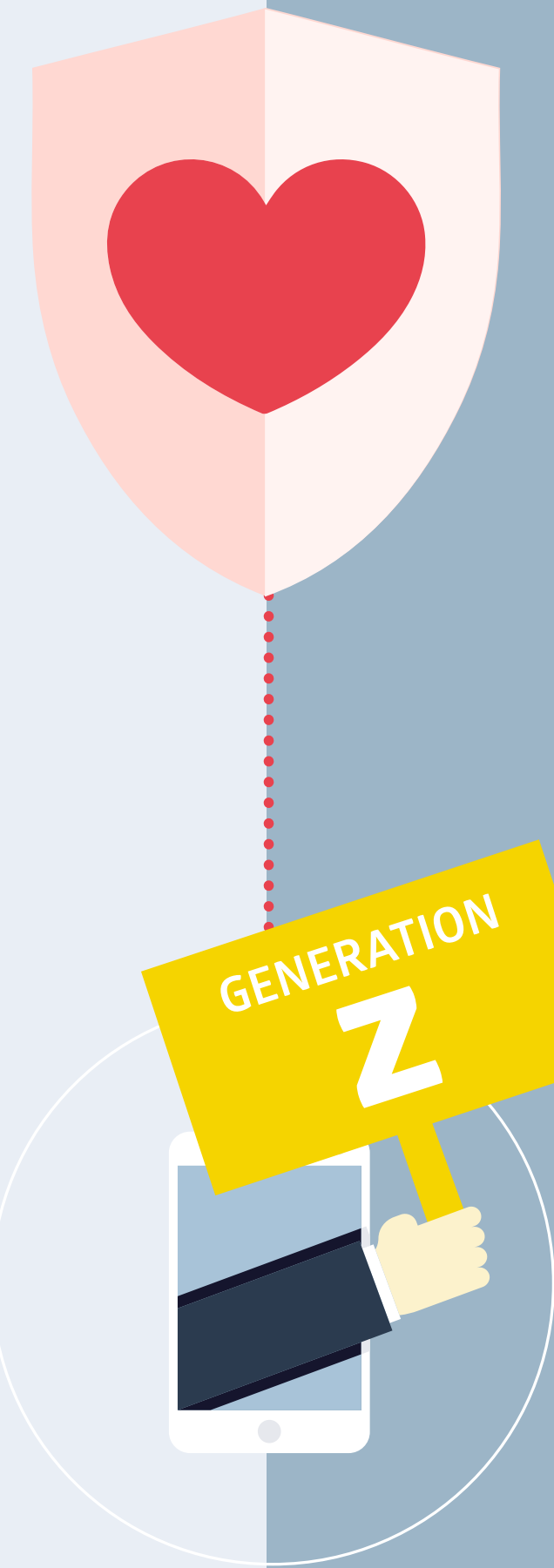


Generation Z (1996 and 2020)



# Companies are struggling

- Old habits & patterns
- Approach talent earlier in process
- Personalisation
- Apply technology



# Millennials expect more

- Drive change
- Leapfrog corporate tech
- The millennial mindset
- Connected everything

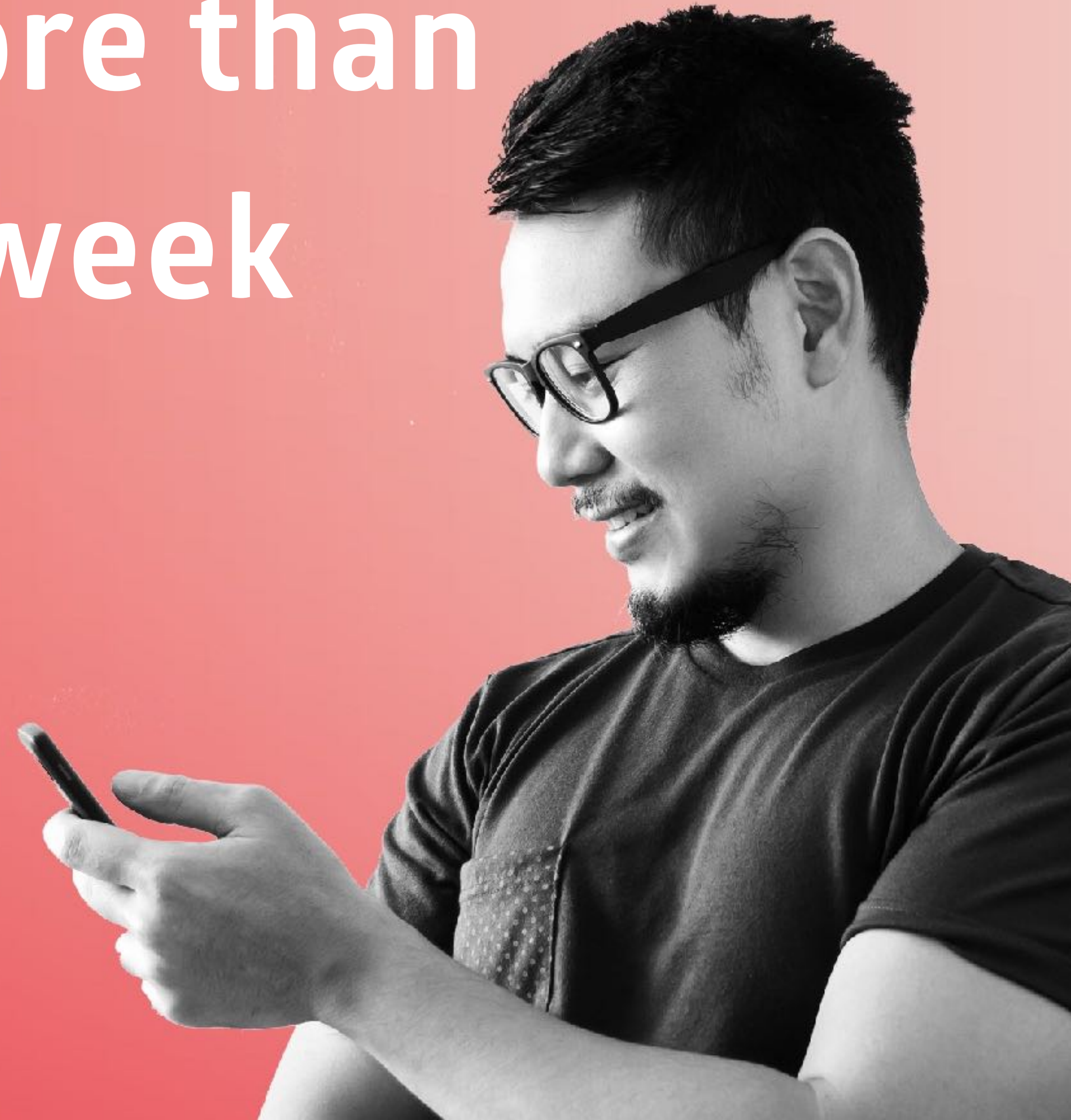


# A regular day at the gym





73% works more than  
40 hours per week



# Geographic impact

Spread of Millenials across the globe





# The Millennial Mindset



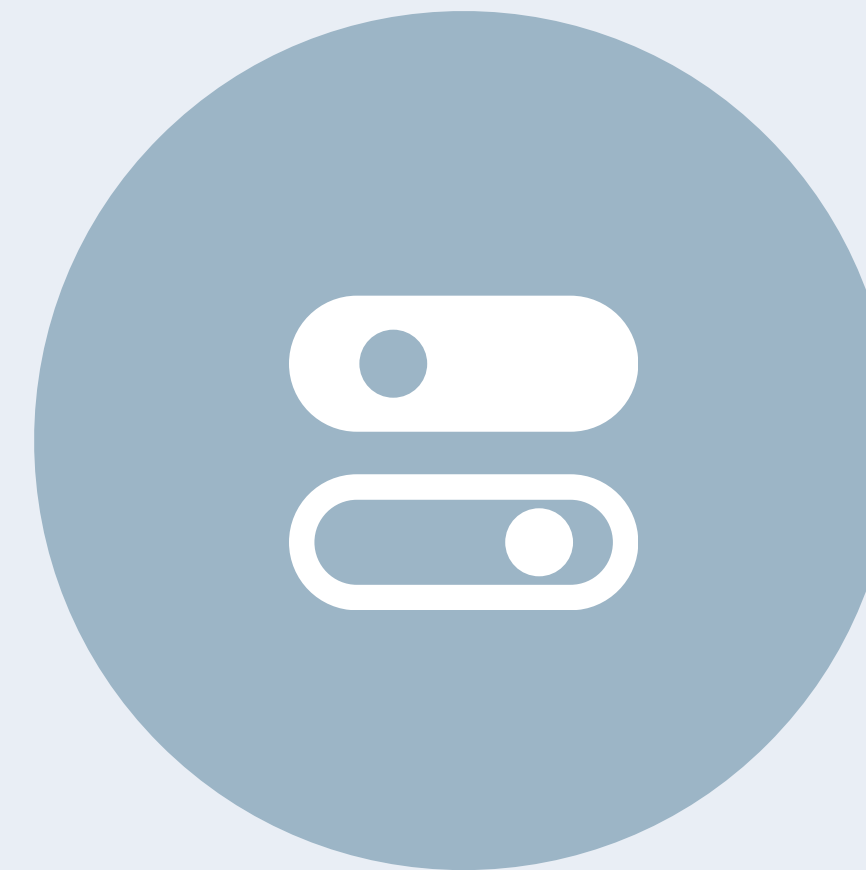
**Freedom at  
work**

~~No bureaucracy~~



**Fast and to-the  
point feedback**

~~No annual  
performance review~~



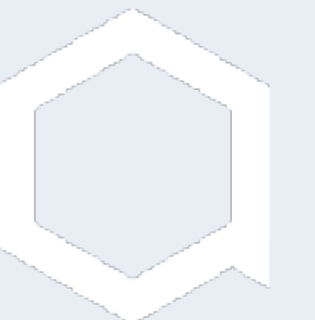
**Tech Savvy**

~~IT top down~~



**An eye for old  
cultures**

~~No nay sayers~~



# They require an experience





# 3 key environments

The feeling employees  
get working for in  
your organization

**Cultural  
Environment**

**The 3 employee  
Experience environments**

The tool employees  
use to get their  
jobs done

**Technological  
Environment**

**Physical  
Environment**

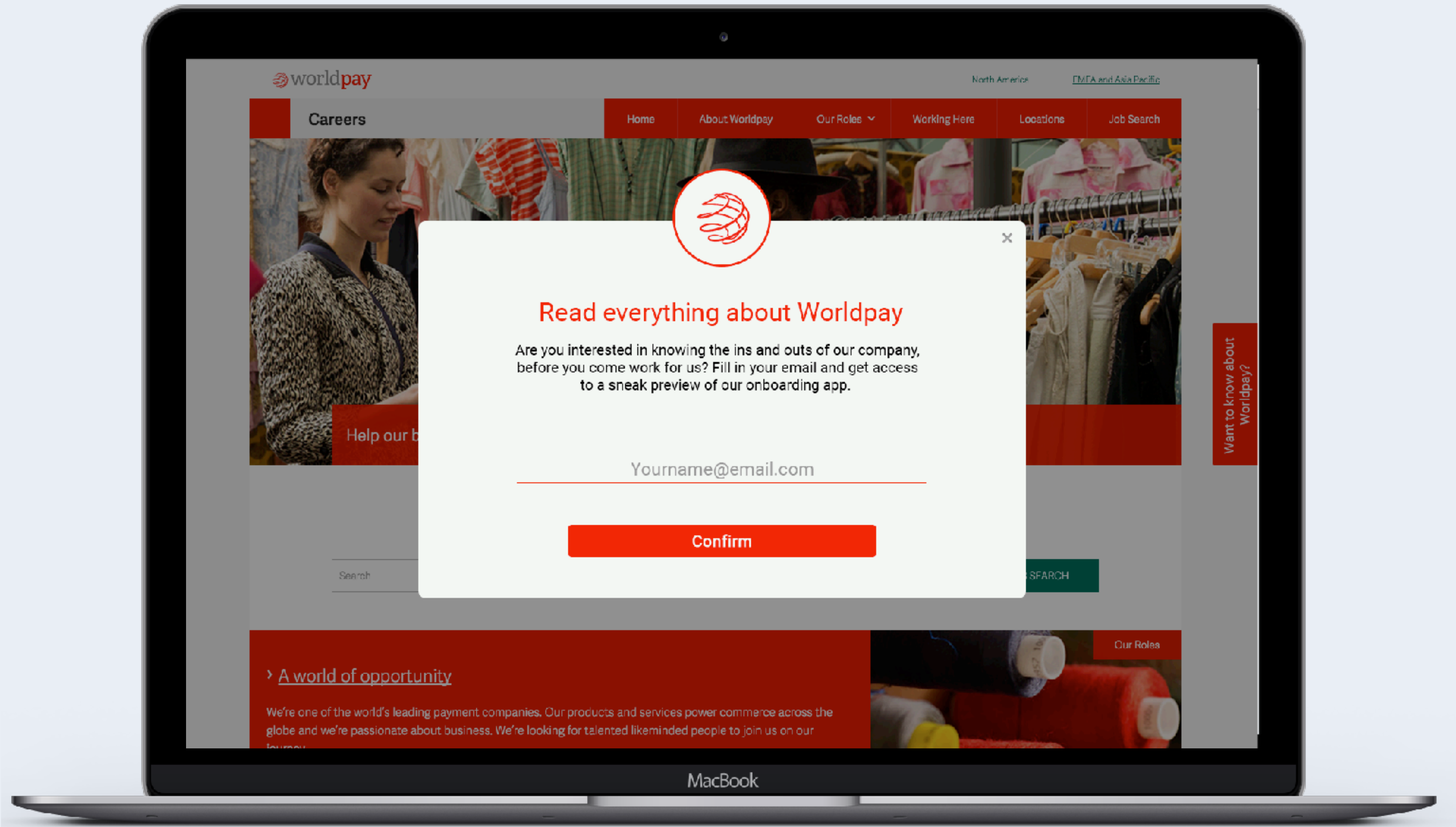
The actual spaces  
in which employees  
work

# What is best-in-class doing?



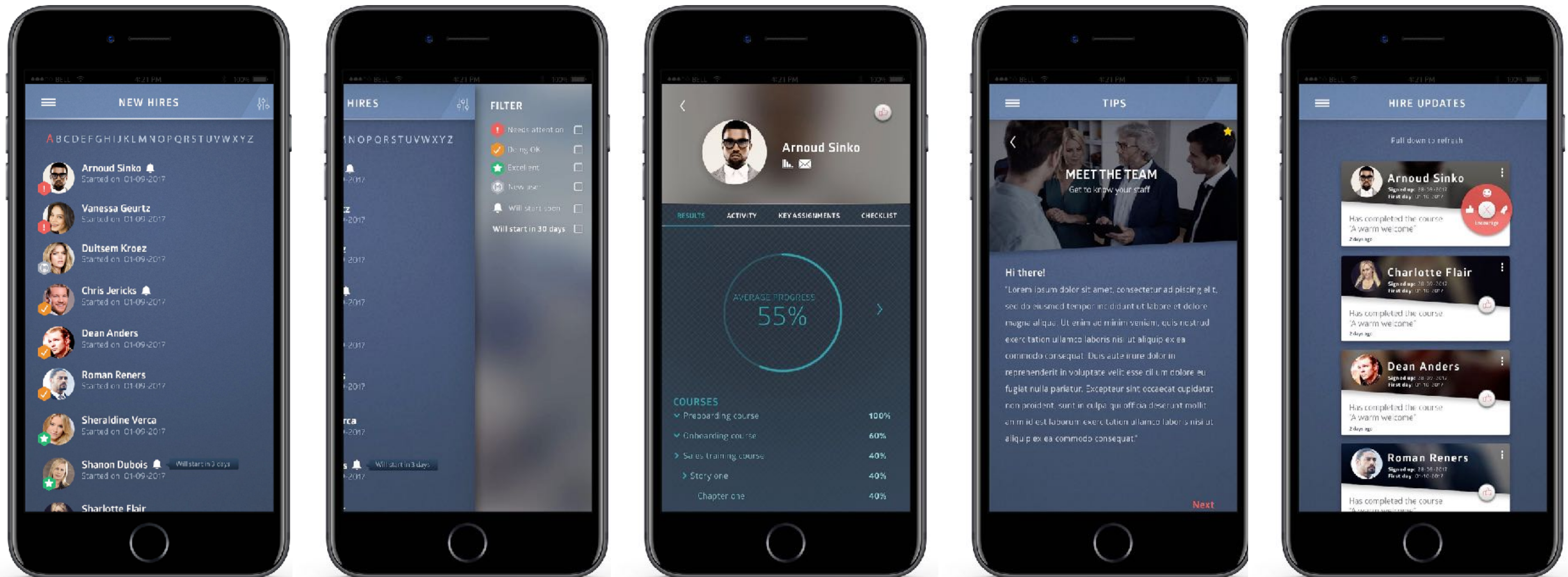


# Pre-hire engagement



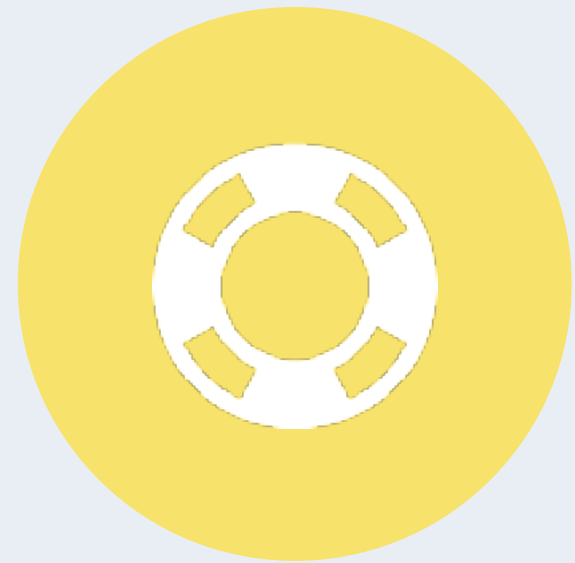


# The Millennial Mentorship





# A new type of employee is rising



## **Employees are consumers**

And they love mobile. Millennials are stuck to their smartphone.



## **Management layers disappear**

Employees need to be empowered to show initiative. Hierarchy structures disappear.



## **Collaborate & co-create**

Work in projects, squads or POD's instead of always in the same team.



## **They change jobs more often**

Switching jobs is no longer a no-go. New joiners stay on average 2-3 years.



## **They want an experience**

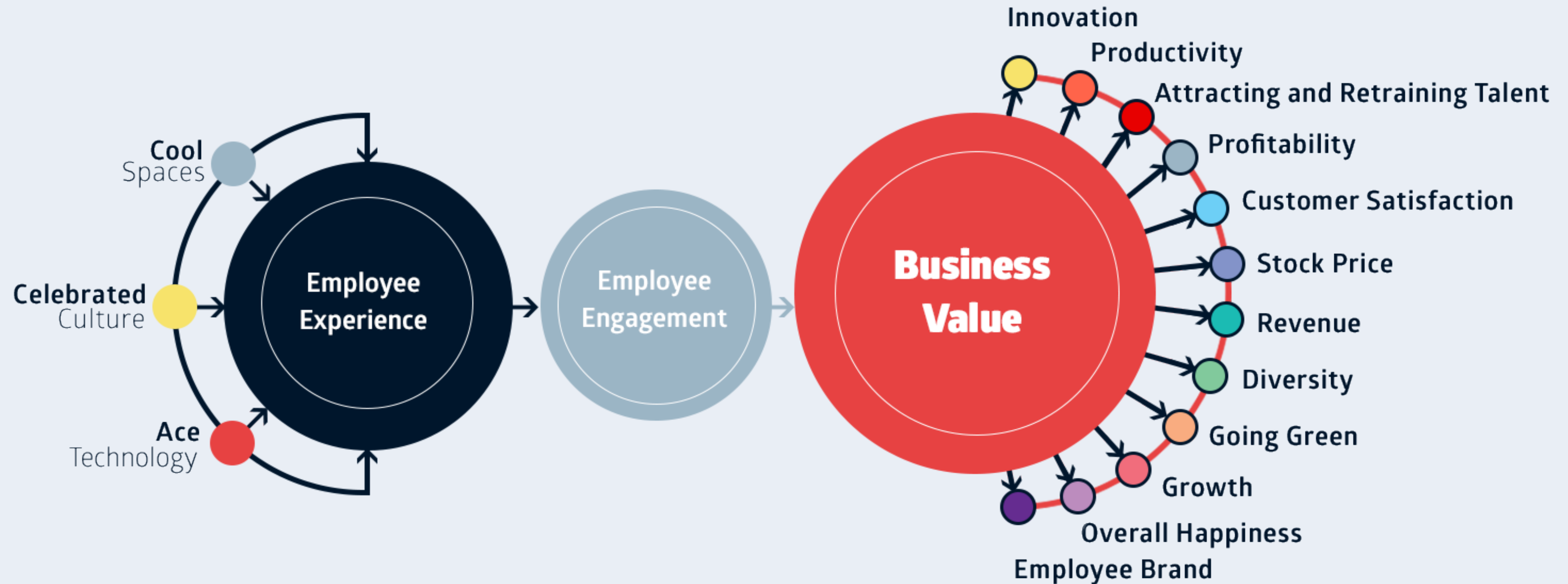
To make a difference you have to indulge your employees in an immersive experience.



## **Work at any location**

With everything in the cloud remote working will become more easy.

# True business impact is out there

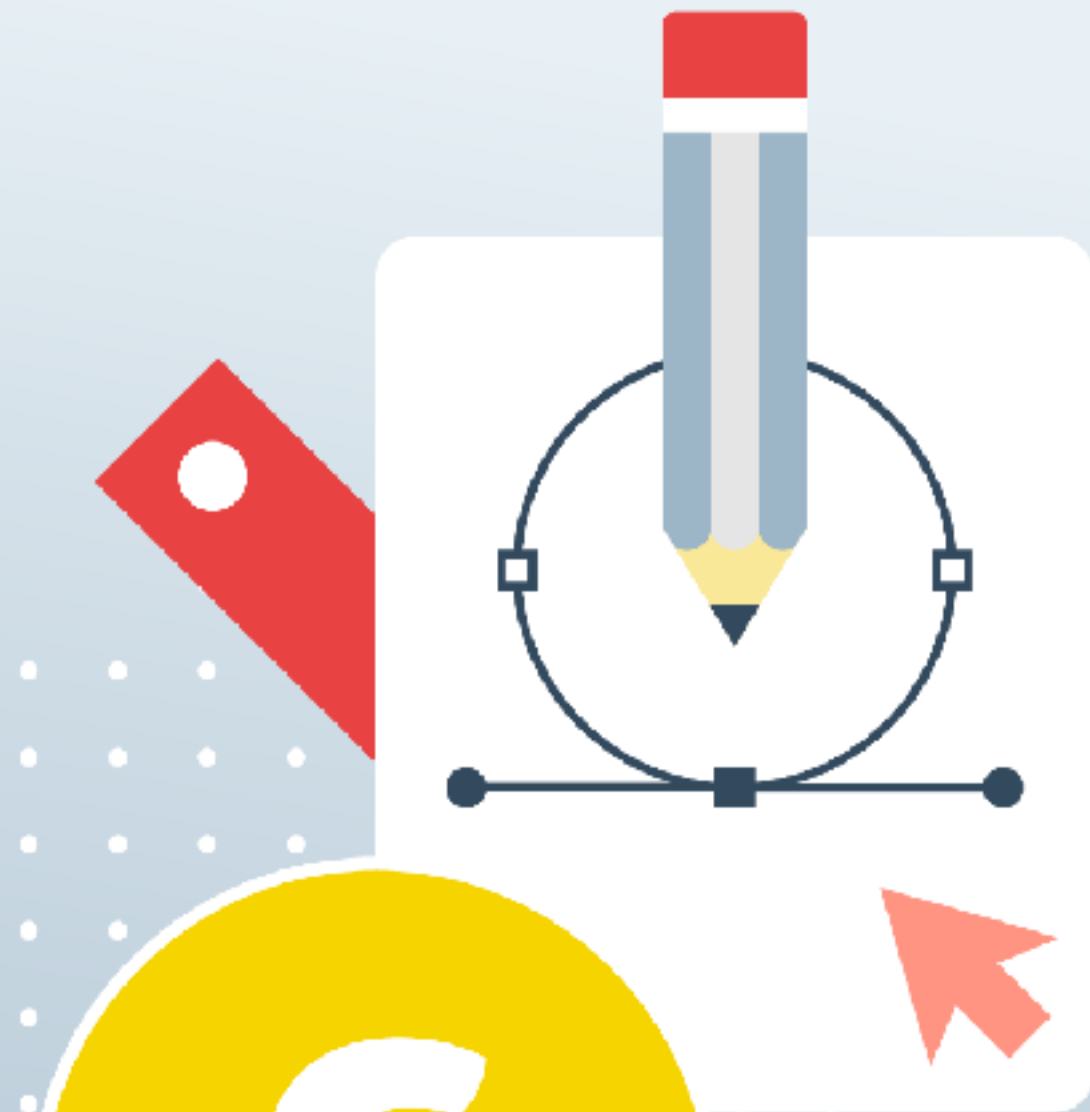




# Our research continues

Register here for our Whitepaper

New research coming up: be part of  
it? Register at Appical





# Thank you!

Turning talent into heroes