

# MISSION DRIVEN

## HOW MILLENNIALS PRIORITIZE BLENDING PURPOSE & PROFIT

### MAKING GOOD @ WORK:

A RESEARCH PROJECT INVESTIGATING THE SHIFTING ROLE OF MILLENNIALS IN THE WORKPLACE.

92% of Millennials believe that a business should be judged on more than just the bottom line and should engage with societal issues.<sup>2</sup>

2 of 3 Millennials believe a petitioning ambassador spreading the word through social media can create more change than a person rallying on the street.<sup>3</sup>



58% of students would take a 15% pay cut to work for a mission-driven organization with values like their own.<sup>1</sup>

Millennials have grown up exposed to new forms of social participation, inviting them to act, donate and participate in solutions to local and global challenges in a range of traditional and more novel ways. This influence manifests itself in millennials deep commitment to volunteering, online engagement, community service and driving business to “do good”.

An ever-increasing number of Millennials want a job that is “mission-driven”. Work is the way they believe they can make a difference in the world. 86% of [Millennials] believe business will have at least as much potential as government to meet society’s challenges.<sup>4</sup>

# MILLENNIALS + FINDING PURPOSE IN THE WORKPLACE

Companies and organizations that offer Millennials a way of doing well (generating profit) by doing good (creating positive social outcomes) are increasingly attracting the best and brightest talent. Millennials want the companies they work for to make a positive difference and companies themselves are increasingly innovating their approach to social impact to meet these demands.

**“Through our community engagement programs, Millennials at AIMIA feel that they are actually using the same skills that they use at work everyday, but to do good. It makes people more proud of their work.”**

**- ALDEN HADWEN, DIRECTOR OF COMMUNITY ENGAGEMENT, AIMIA CANADA**

## CASE STUDY: HOW CORPORATIONS ARE MAKING GOOD

### 1. Marketing First Approach:

Deloitte’s launch of the Social Innovation Pioneers awards in the UK, commits over £1 million to leading social enterprises and businesses.<sup>5</sup> The awards also provide an opportunity for staff to work with selected businesses to help them scale.

### 2. Launching “Do Good” Subsidiaries

The Accenture Development Partnerships (ADP), a “corporate social enterprise”, provides an opportunity for Accenture employees to apply its core business capabilities to development sector organizations. Employees take a voluntary salary reduction (up to 50%) when they work on ADP assignments. Hundreds of employees have worked on over 400 projects across 65 developing countries, including projects to help link small and medium size companies into corporate supply chains.

### 3. Employee Engagement for Good

IBM has developed a comprehensive employee engagement program focused on corporate responsibility: the Corporate Service Corps. The program provides the opportunity for IBM employees to work with entrepreneurial companies in emerging markets as part of a larger effort to develop their employees as global citizens and leaders.<sup>6</sup>



<sup>1</sup> Zukin, Cliff. Talent Report: What Workers Want in 2012. Net Impact, 2012. Print.

<sup>2</sup> Bersin, Josh. “Millennials Believe Business Can Do More.” Forbes. 27 Jan. 2014. Web.

<sup>3</sup> Faw, Larissa. “Are Millennials Lazy Or Avant-Garde Social Activists?” Forbes. 23 Oct. 2012. Web.

<sup>4</sup> Salzberg, Barry. “What Millennials Want Most: A Career That Actually Matters.” Forbes. Forbes Magazine, 7 Mar. 2012. Web.

<sup>5</sup> Isles, Euane, and Ananda Harrison. Whats on the Mind of Social Enterprise Leaders. London: Deloitte, 2013. Print.

<sup>6</sup> Meister, Jeanne. “Corporate Social Responsibility: A Lever For Employee Attraction & Engagement.” Forbes. June 2012. Web.