



AFRILLENNIALS™

2015



STUDENT VILLAGE  **COZA** **WHERE IT'S AT**

AFRILLENNIAL vs employer

I'm TECHNO SAVVY

I WORK SMARTER

i WANT LOTS OF FEEDBACK

i SEEK FLEXIBILITY
NO MORE 8AM – 5PM

i REALLY DON'T WANT TO FAIL

I'm AMBITIOUS

I ONLY want WORK THAT
CHALLENGES ME

YOU'RE CONSTANTLY ONLINE
& NOT WORKING

YOU'RE LAZY

YOU'RE SO NEEDY

YOU'RE TOO LAZY! HOW DO YOU
EXPECT PROGRESS WITHOUT
APPLYING YOURSELF?

YOU WANT IT ALL BEFORE
YOU'VE EARNED IT

YOU'RE ARROGANT

YOU HAVE UNREALISTIC
EXPECTATIONS OF THE
WORKPLACE

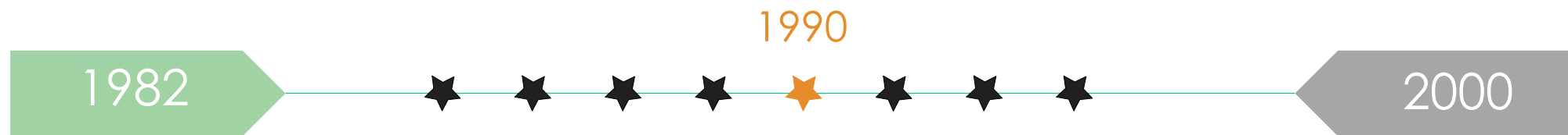
Gain an understanding of millennials' needs & expectations on entering The workplace,
In order to be able to attract & retain millennial talent within A south African context.



THE PURPOSE

SA'S born free generation

Millennials (AKA Born Free generation; Generation Y)



They are young **adults** currently entering the **workforce** in vast numbers. **AFRiLLENNIALS**, the South African millennial, have been described as “The Google generation” who are “Lazy, self-centred and entitled young adults” who “Depict confidence but are hooked on instant gratification, recognition & are needy for constant feedback”



About the research

QUESTIONnAiRES, focus groups INDEPENDENT INTERVIEWS

Research partner: Amoeba Insights & jag method

1275 respondents

19 – 25+ age group

JAG | method

amoeba
insights

STUDENT VILLAGE  COZA WHERE IT'S AT

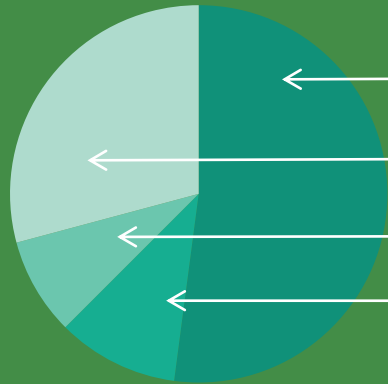
Survey sample

gender

40%
male

60%
female

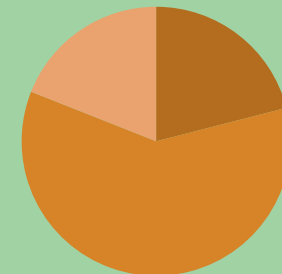
Racial profile



28% BLACK
10% COLOURED
8% ASIAN
28% WHITE

AGE

21% Under 20yrs
60% 21- 24yrs
19% 25+ yrs



Work status

48% Full time studying, not working. 29% full time working, finished studying. 24% working & studying.

PARTICIPATING COMPANIES

SASOL
reaching new frontiers



accenture
High performance. Delivered.



MASSMART

Deloitte.



DE BEERS
JOHANNESBURG STOCK EXCHANGE

CORONATION
FUND MANAGERS



health
Department:
Health
REPUBLIC OF SOUTH AFRICA



NORTON ROSE FULBRIGHT



AngloAmerican



South Africa's born free generation

Their career aspirations, needs, attitudes & knowledge of new technologies will **define the culture of our workplace**

They will influence the way we do things & will shape our work environment, ethics & practices for years to come

Understanding, attracting & retaining the best of these **AFRILLENNIALS™** ARE needed for the success of your business



MEET THE afrilennials™



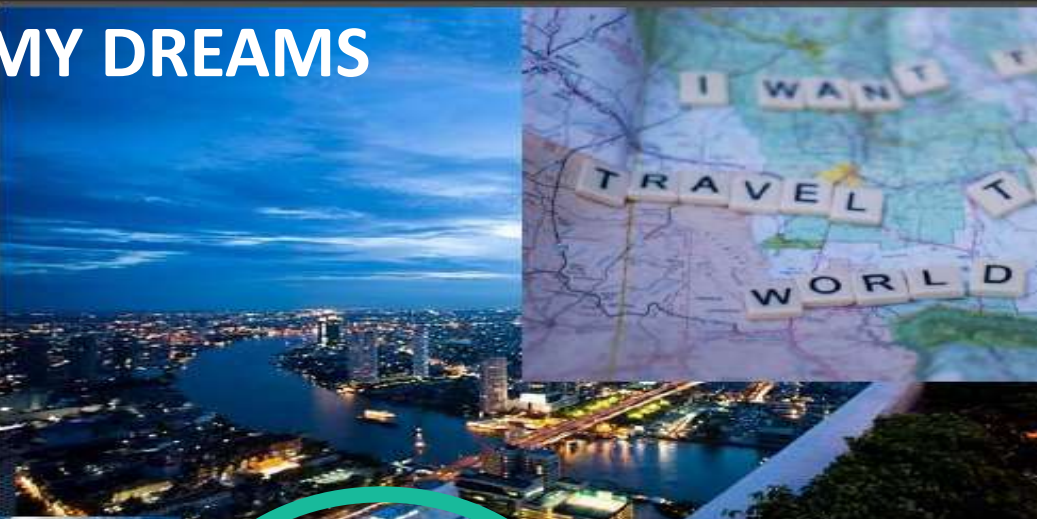
it's all
about
me



Private Pilots Licence



MY DREAMS



Play live guitar in my spare time



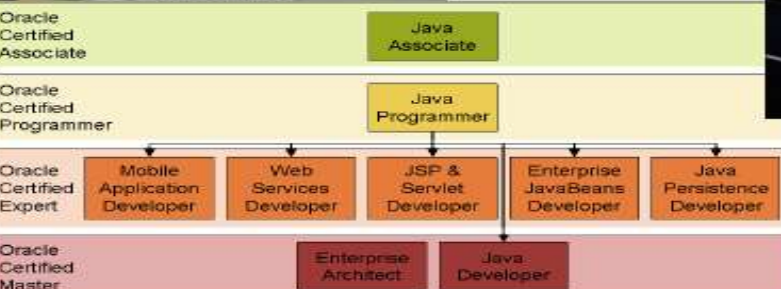
Start a business



Live in a house I bought



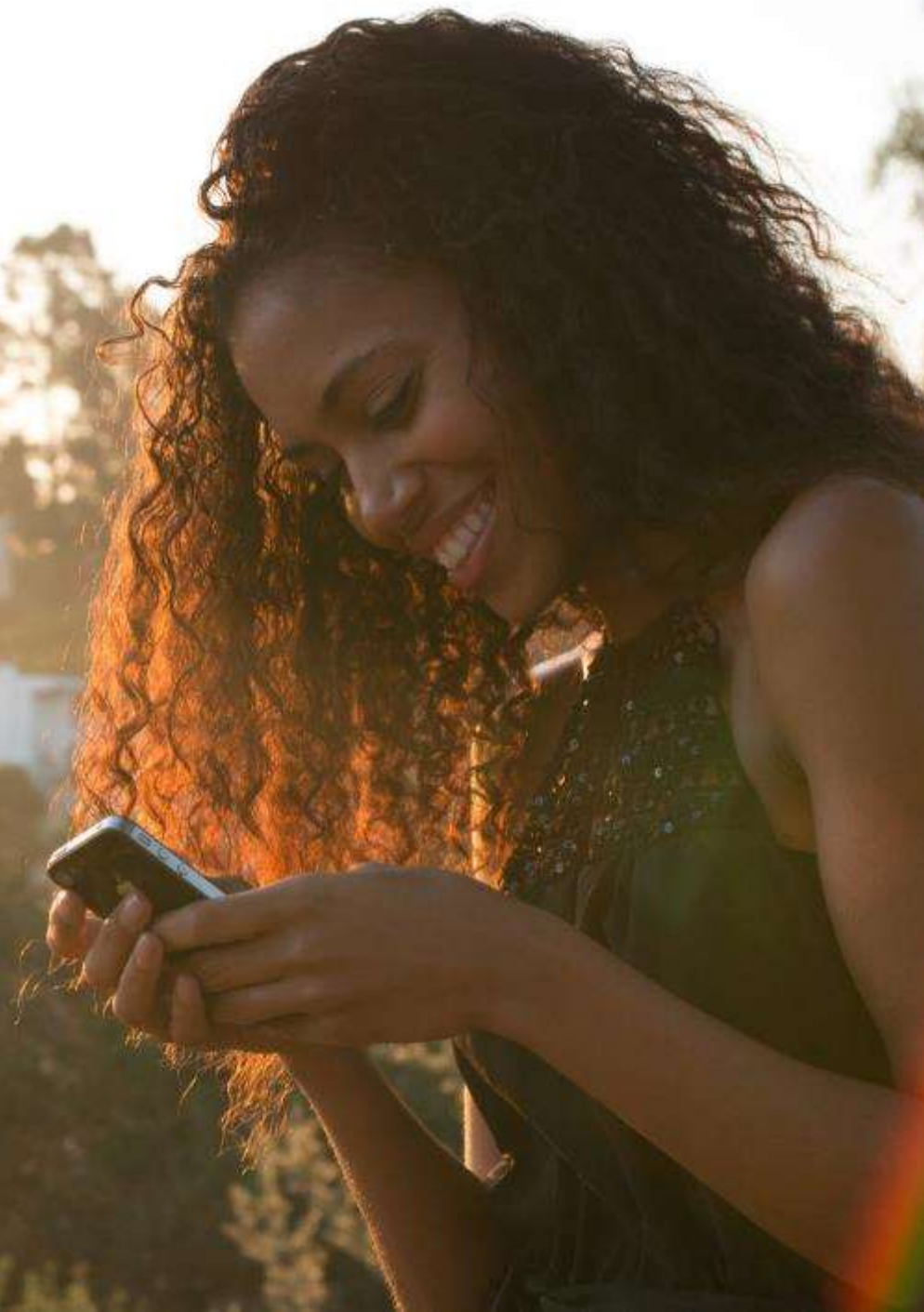
Be FIT
Be Healthy
Look good



Get my programming certification

I WANT TO BE
GREAT

AND LEAVE A
LEGACY





I will be a
failure

Delusions of grandeur

I DESERVE so much

vs

Humble pie



REALITY CHECK

dream

vs

reality



I WANT IT ALL FOR NOTHING

DREAM BIG

VS

No risk



WHAT WEIGHS ME DOWN



TRAVEL

CULTURE SALARY

CHALLENGE COMMUNITY

TRAINING & DEVELOPMENT

FINANCIAL INDEPENDENCE

RISK

Every day is a monday

Work life balance

vs

lazy

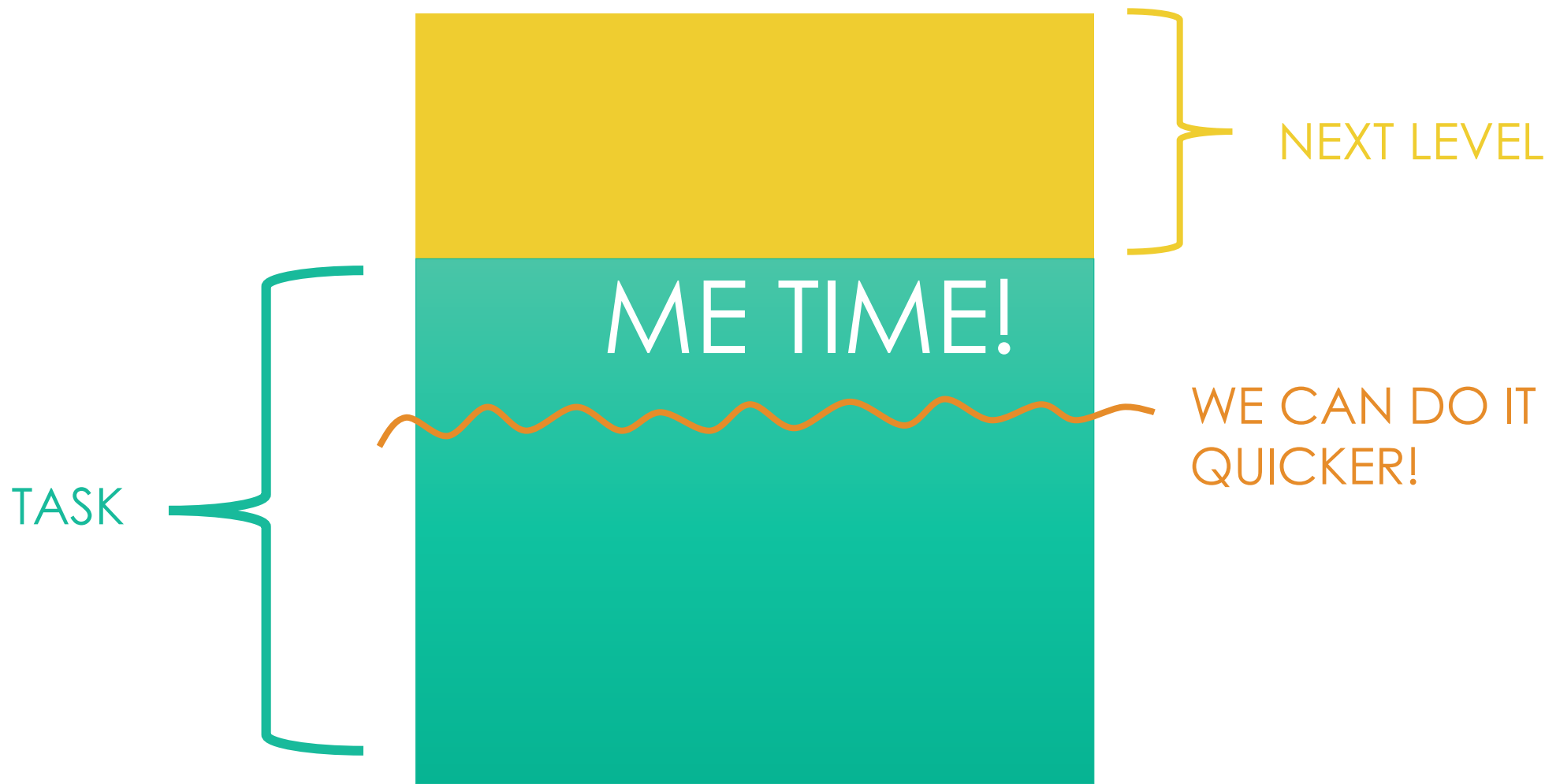


0 – 100 REAL QUICK

ambition

vs

Work smarter not harder



Challenge accepted

Challenge

vs

BOREDOM



WHAT VIBE DO I GIVE OFF?

confidence



vs

NEEDY





I WANT TO help
improve

The community

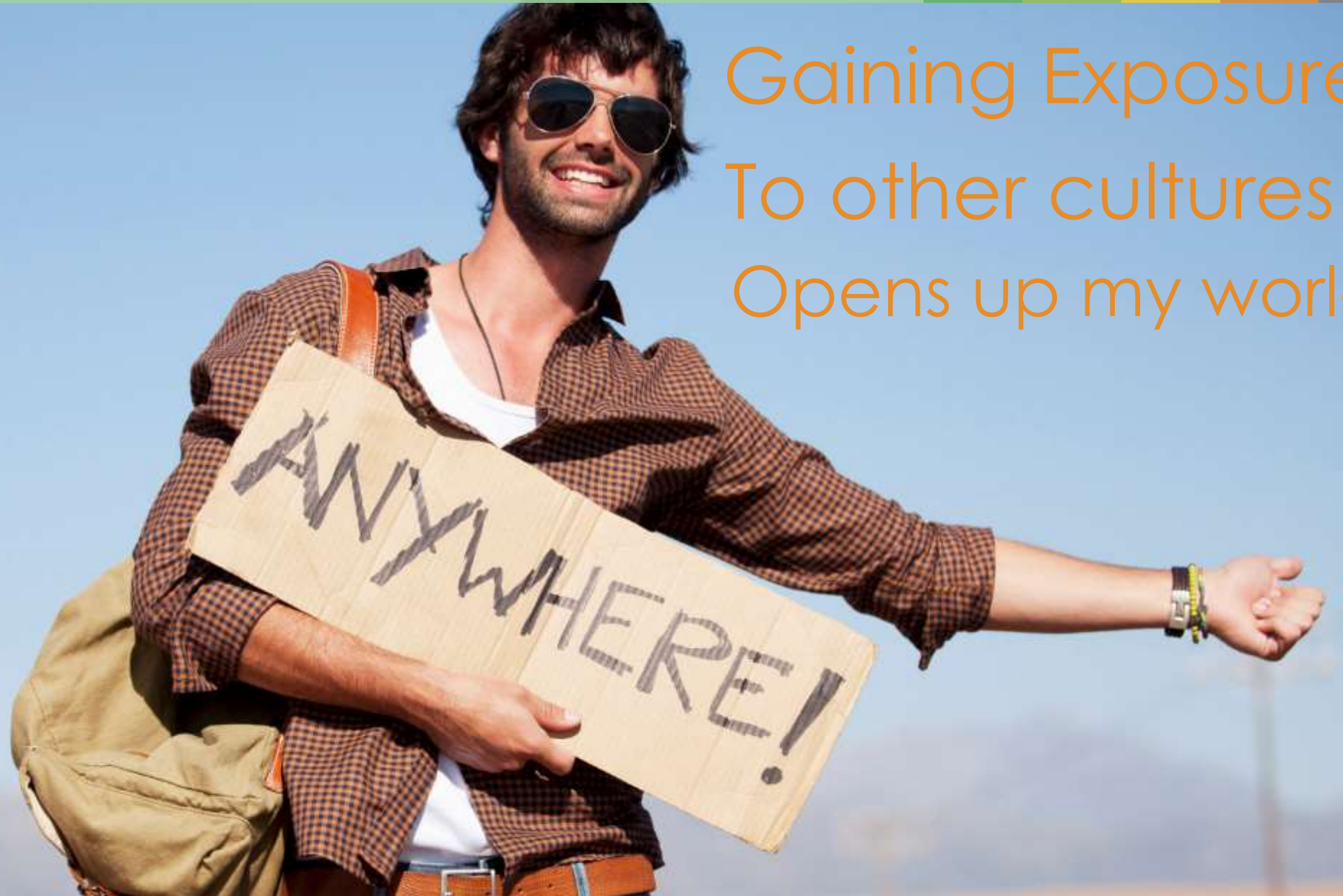
Ubuntu tax



My paycheck
Is not my
own

Going global baby !!!

Gaining Exposure
To other cultures
Opens up my world



Naturally diverse



We are
who you
think
you are

WTT! - What the Tweet!



 **Chris Colfer** 
@chriscolfer  [Following](#)

Seriously. My boss disproves the theory of evolution!!!! #FML

 Reply  Retweet  Favorite  More

RETWEETS 2,278 **FAVORITES** 1,488 

12:09 PM · 3 Jul 2014

CHALLENGES IN THE WORKPLACE

The need for skilled and experienced graduates

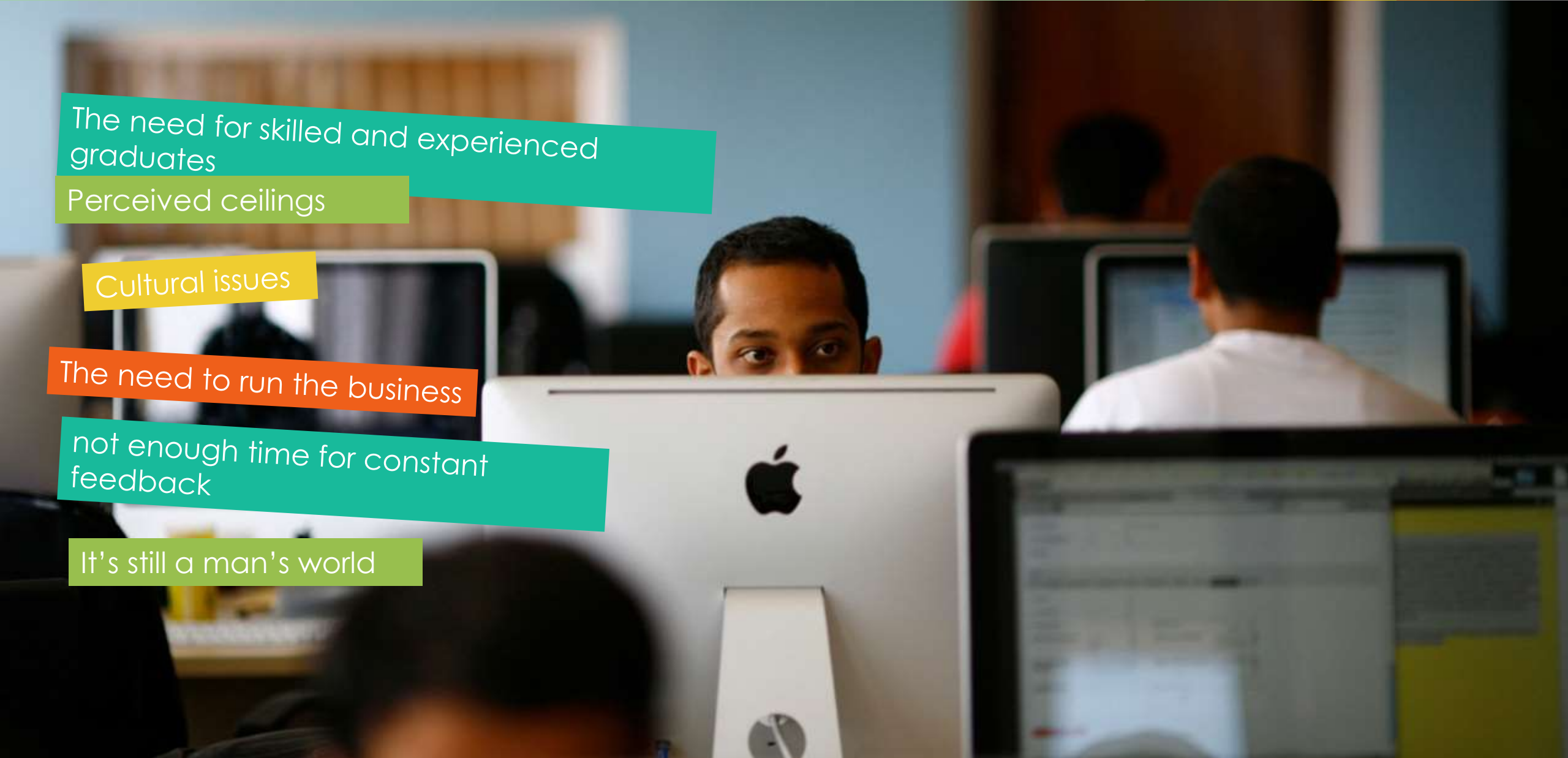
Perceived ceilings

Cultural issues

The need to run the business

not enough time for constant feedback

It's still a man's world



Bridging the gap



Take a pic of this slide!

Guide them on
their journey to
**be great and
leave a legacy**

Be
inclusive

Be
engaging

Invest in the
short term
to secure
medium term

Encourage
reasonable
failure

Remember
the "why"

Make work
meaningful

Open door
policy

show them
What's
appropriate

Constant
feedback

Ongoing
training

Earned
flexibility and
responsibility

reciprocal
mentoring

Be conscious
of what issues
you bring to
the table

Career
path

FREE RADICALS



WARNING!

COMING SOON

TO A WORKPLACE

NEAR

YOU!

Find me @

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[@CampusMarketing](#)