

2025 Gen Z and Millennial Survey - Deloitte

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Executive Summary

This article presents the results of Deloitte's 14th annual global survey on Gen Zs and millennials, focusing on their career goals, priorities, and expectations. The survey reveals that these generations prioritize growth, learning, and a balanced lifestyle over leadership positions. They value work-life balance, learning and development opportunities, and meaningful work. However, they express dissatisfaction with the current level of guidance, inspiration, and mentorship from their managers. The survey also highlights the impact of GenAI on the workforce and the importance of developing both technical and soft skills. Lastly, it underscores the interconnectedness of money, meaning, and well-being in shaping career decisions.

Key Insights

1. Gen Zs and millennials prioritize growth and learning over leadership positions
2. They value work-life balance and meaningful work
3. Many feel their managers are missing the mark on key areas of development
4. Three-quarters of Gen Zs and millennials believe GenAI will impact their work within the next year

Practical Takeaways

- Emphasize work-life balance and learning opportunities in recruitment strategies
- Invest in manager training to improve guidance, inspiration, and mentorship skills
- Prepare for the integration of GenAI by focusing on skills development

Critical Analysis

The survey provides a comprehensive overview of Gen Zs and millennials' work priorities. However, it does not delve into the reasons behind the rising financial insecurity or the subjective nature of 'purpose'. Also, the survey does not include data on other generations or compare results with previous years.

Organizational Practice

Deloitte's global survey on Gen Zs and millennials

Strategic Implications

The findings suggest a shift in focus for organizations to prioritize work-life balance, learning opportunities, and meaningful work in their strategies. They also highlight the need for manager training and skills development to prepare for the integration of GenAI.

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