

# Gen Z and Millennials

## Redefining relationships in the workplace

**Breakfast Discussion**  
**24 January 2023 – 8.30am-10am**  
**London Campus of EDHEC Business School**



# TODAY'S AGENDA

- 9am-9.10am: Welcome remarks
- 9.10am-9.20am: Latest research findings from EDHEC Business School
- 9.20am-9.30am: Insights from Generals Mills
- 9.30am-10am: Discussion with the audience



**Audrey Haverkamp-  
Courty**

Country Manager  
UK & Ireland

**EDHEC**



**Maria-Alejandra  
Larios**

International Corporate Relations and  
Events & Marketing Manager

**EDHEC**

*Make an impact*

# EDHEC: SERVING FUTURE GENERATIONS

**+ 8600**

Students

35% international

**+110**

Different nationalities

**175**

Permanent Professors

**+ 90**

Associations for and by students

**26%**

of students receiving financial support from EDHEC

**€10.6M**

Dedicated to scholarship programmes



# PROGRAMMES RANKED AMONG THE WORLD'S BEST

Challenge<sup>s</sup>

Le Parisien

LE FIGARO

#9

**Master in Management worldwide**  
*Financial Times 2021*

FT

**MSc in Finance worldwide**  
*Financial Times 2021*

5<sup>e</sup>

#7

**Business School in Europe**  
*Financial Times 2022*

FT

#76

**Global MBA worldwide**  
*Financial Times 2021*

**Bachelor Degree in France**  
*L'Etudiant 2021*  
*Challenges 2020*

#1

L'Etudiant

Challenges<sup>s</sup>

# AN OPEN AND STIMULATING INTERNATIONAL ENVIRONMENT

5

Campuses open to the world

*London*



*Lille*



*Singapore*



*Nice*



*Paris*





# EDHEC'S GLOBAL FOOTPRINT

5

Country Managers – 3 continents – 15 countries

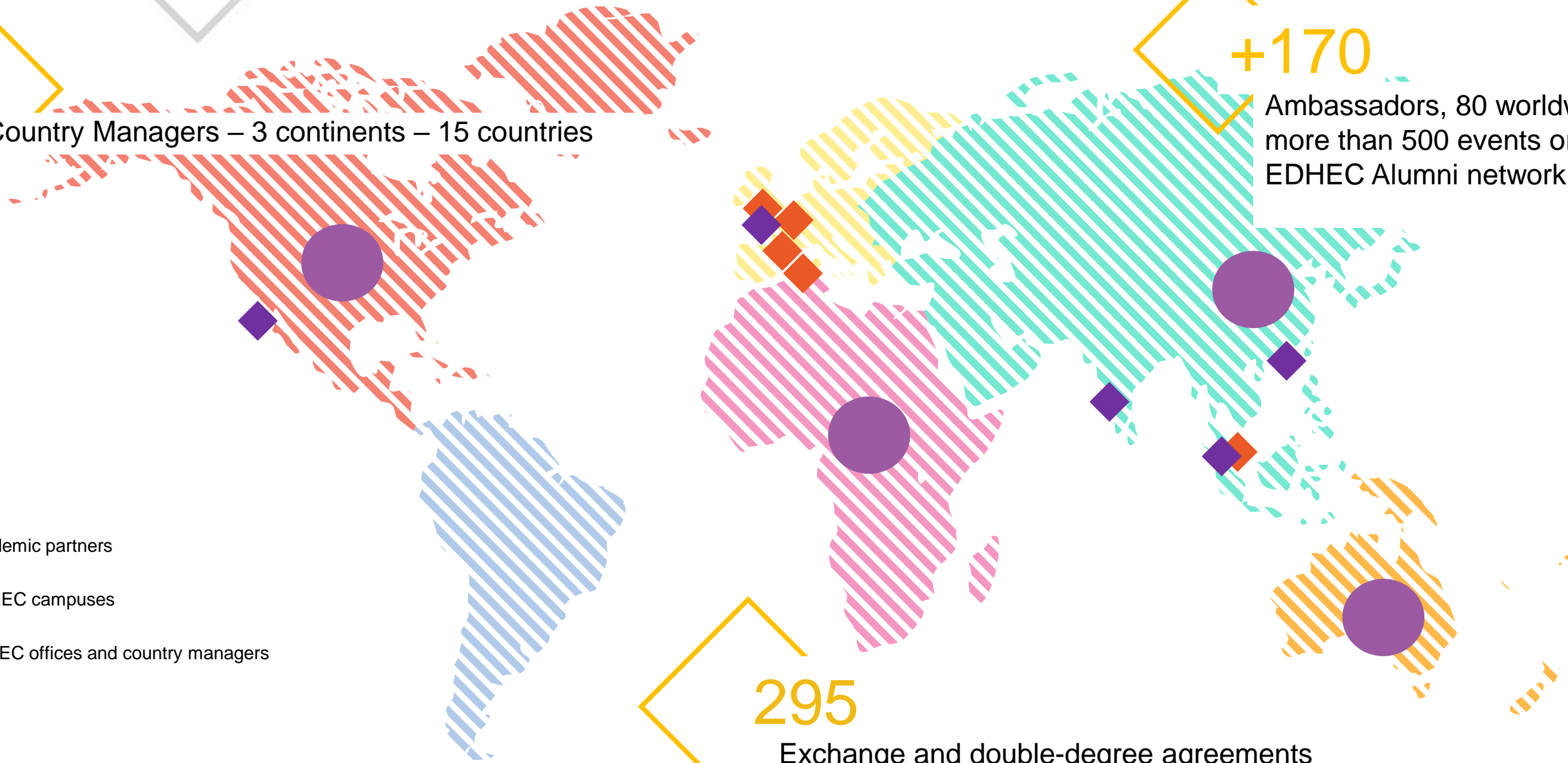
+170

Ambassadors, 80 worldwide clubs and more than 500 events organized by the EDHEC Alumni network.

295

Exchange and double-degree agreements with the world's foremost academic institutions

- Academic partners
- ◆ EDHEC campuses
- ◆ EDHEC offices and country managers



# PRESTIGIOUS INTERNATIONAL PARTNERS AND EMPLOYERS

accenture

Air Liquide  
creative oxygen

Amundi  
ASSET MANAGEMENT

Auchan | RETAIL

BANK OF AMERICA

BERENBERG  
PRIVATBANKIERS SEIT 1590

BNP PARIBAS

BOLLORE  
TRANSPORT & LOGISTICS

Capgemini invent

Carrefour

CHOCO

citi

CRÉDIT AGRICOLE

DANONE  
ONE PLANET. ONE HEALTH

Deloitte.

Disneyland  
PARIS

EY  
Building a better  
working world

GRUPE  
Casino

GR  
GRUPE ROCHER

GROUPE  
SEB

HSBC

KPMG

LA POSTE

GRUPE  
LACTALIS

LAZARD

LEROYMERLIN

L'ORÉAL

LVMH  
MOÛT HENNESSY • LOUIS VUITTON

MARS

Matmut

MAZARS

Microsoft

NATIXIS

LIDL

Nestlé

ODDO BHF

orange™

P&G

UBLICIS

pwc

RENAULT

RICHEMONT

salesforce

Schneider  
Electric

SOCIETE  
GENERALE

sopra steria

Standard  
Chartered

UBISOFT

VINCI



# A STRONG NETWORK WITH COMPANIES

3

structures dedicated to students and companies

- ◆ EDHEC Careers & Employer Engagement
- ◆ NEW GEN TALENT CENTRE
- ◆ EDHEC ENTREPRENEURS

6

pedagogical tools developed with companies

(Corporate Programme Sponsorships, Learning Partnerships, Open Innovation Challenge, Diversity & Inclusion, Business Games, Consulting Projects)

+200

start-ups incubated at EDHEC

+100

EDHEC Business Club partner companies

+70

Recruitment events per year



*Make an impact*





# Our Mission

## French and international business network



- ✓ **Provide** a platform for exchange and networking in the UK
- ✓ **Promote** our members interests to key decision makers
- ✓ **Grow** their business network
- ✓ **Boost** their visibility
- ✓ **Share** expertise and stay informed
- ✓ **Develop** Franco-British economic and commercial relations

# Our Network



**Council of Foreign  
Chambers in the UK**

- ✓ A **global network** of 126 French Chambers of Commerce abroad
- ✓ The **largest private French network** in the world
- ✓ A combined membership base of more than **33,000 companies**

- ✓ A **network of 23 foreign Chambers** of Commerce in the UK
- ✓ A combined base of more than **5,000 foreign businesses**



# Meet the hosts





**Pia Dekkers**

Human Resources and OD Director at Chanel



**Melanie Stancliffe**

Employment Partner at Cripps Pemberton Greenish

# MEET THE SPEAKERS



**Serge Da Motta Veiga**

Professor: Diversity & Inclusion Chair  
Research Associate

**EDHEC Business School**



**Adrien Suquet**

EUAU HR Business Partner,  
Marketing, HD BDT & Shops, Finance

**General Mills**



**Rose Chatterley**

Head of Human Resources for UK &  
Ireland

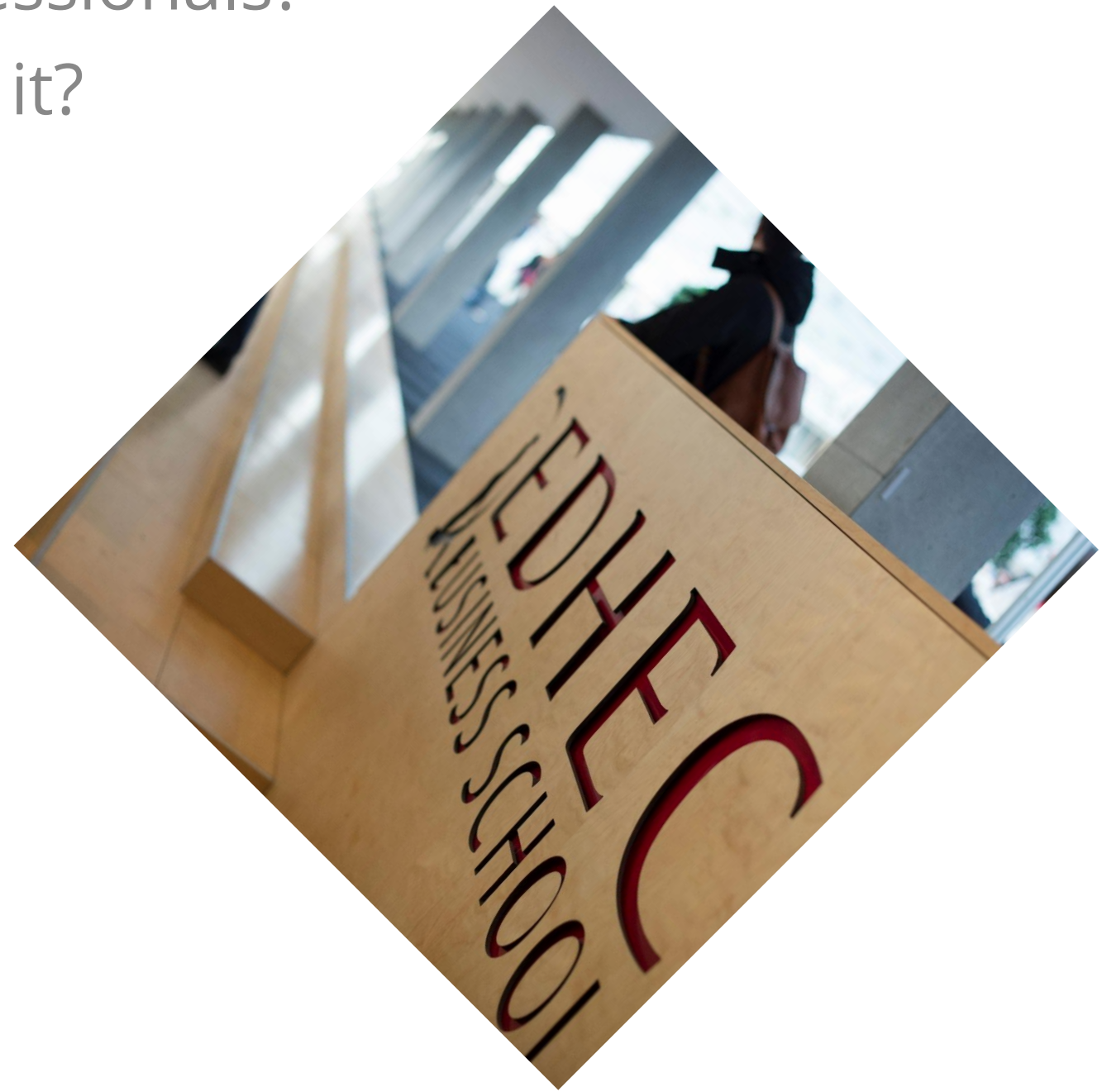
**General Mills**





# EDHEC'S LATEST RESEARCH FINDINGS

What is the deal with young professionals?  
What can organizations do about it?



# WHAT IS THE DEAL WITH YOUNG PROFESSIONALS?

- ◆ 72% of young workers say they have regretted a new job after starting
- ◆ 20% say they would quit within a month if their new job isn't what they expected
- ◆ 41% would give a new job just two to six months before quitting
  
- ◆ Gen Z workers spend an average of two years and three months in a job
- ◆ Millennials stayed for just six months more
- ◆ ... while Gen X employees spend an average of 5 years in the same job, while and baby boomers stay in their jobs for about 8 years
  
- ◆ In 2025, Millennials will represent 39% of the global workforce, while Gen Z will represent 23% (both combined will represent over 70% by 2030)

# WHAT IS THE DEAL WITH YOUNG PROFESSIONALS?

- ◆ So, Why Do Millennials Leave Jobs?
  - 75% of millennials believe that organizations are focused on their own good
  - A majority of Millennials across the world agree with the statement that businesses “have no ambition beyond wanting to make money”
  - 57% of millennials are satisfied with their pay
  - 29% of millennial workers are engaged at work (least engaged generation in workforce)
  - 47% think business leaders are committed to helping society improve
- These statistics are very similar for Gen Z (albeit we have less data right now – they represent only about 8% of the current global workforce).. But we already know they seek companies that care about (1) the environment (no no to greenwashing), (2) ethical practices, and (3) diversity and inclusion

# WHAT CAN ORGANIZATIONS DO ABOUT IT?

- ◆ Young professionals seek:
  - Good work-life balance
  - Flexible working model
  - Learning and development
  - Progression (career) paths
  - Competitive pay and benefits
  - Positive workplace culture (e.g., employees feel valued, a sense of belonging)
  - Social responsibility (and impact on society)
  - Sense of meaning from work
  - Job security
  
- ◆ Research around engagement shows that young professionals also seek:
  - Recognition, transparent communication, respect, and empowerment
  - High-development cultures
  - See the impact of their work on the organization and its customers
  - Opportunities to develop their strengths and purpose into a career
  - 94% of employees will stay at their organization if it invests in helping them learn and develop themselves



# WHAT CAN ORGANIZATIONS DO ABOUT IT?

- ◆ Some ideas to attract Gen Z as they arrive onto the labor market at increased pace:
  - Develop robust training and leadership programs, with a real and tangible focus on diversity and sustainability
  - Establish internal apprenticeship programs
  - Hire smart, talented, and motivated people and then match them with a role once inside the organization
  - Set up internal marketplaces to match projects with skill sets
  - Leverage the expertise of Gen X, Gen Y, and Boomers to help mentor Gen Z into the leaders of tomorrow
  - Consider the attractiveness of the industry you are in and the reputation of your company and plan accordingly



# General Mills

Who We Are & What We Do

Making  
Food  
The World  
& Loves





**Rose Chatterley**

Head of Human Resources  
General Mills UK & Ireland



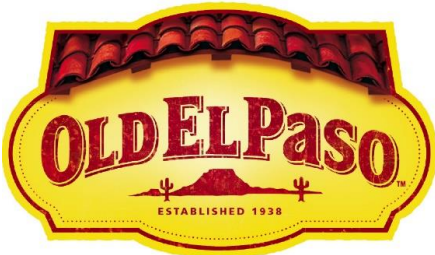
**Adrien Suquet**

Senior HR Business Partner  
General Mills UK & Ireland





# OUR BELOVED BRANDS

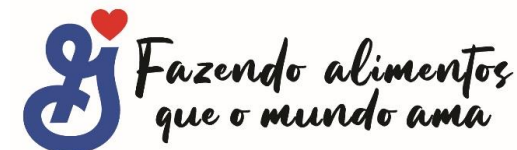
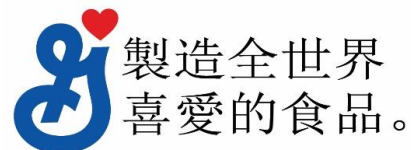


...and many more.

# A SNAPSHOT OF OUR SCALE



- **\$19 billion** in fiscal 2022 net sales
- Our nine largest brands each generate more than **\$1 billion** in annual retail sales
- Our brands are enjoyed by people in more than **100 markets globally**
- Our team of over **30,000 employees** brings passion & creativity to work each day



# EXAMPLES OF KEY INITIATIVES





**THANK YOU**

@  
23





# QUESTION AND ANSWER SESSION