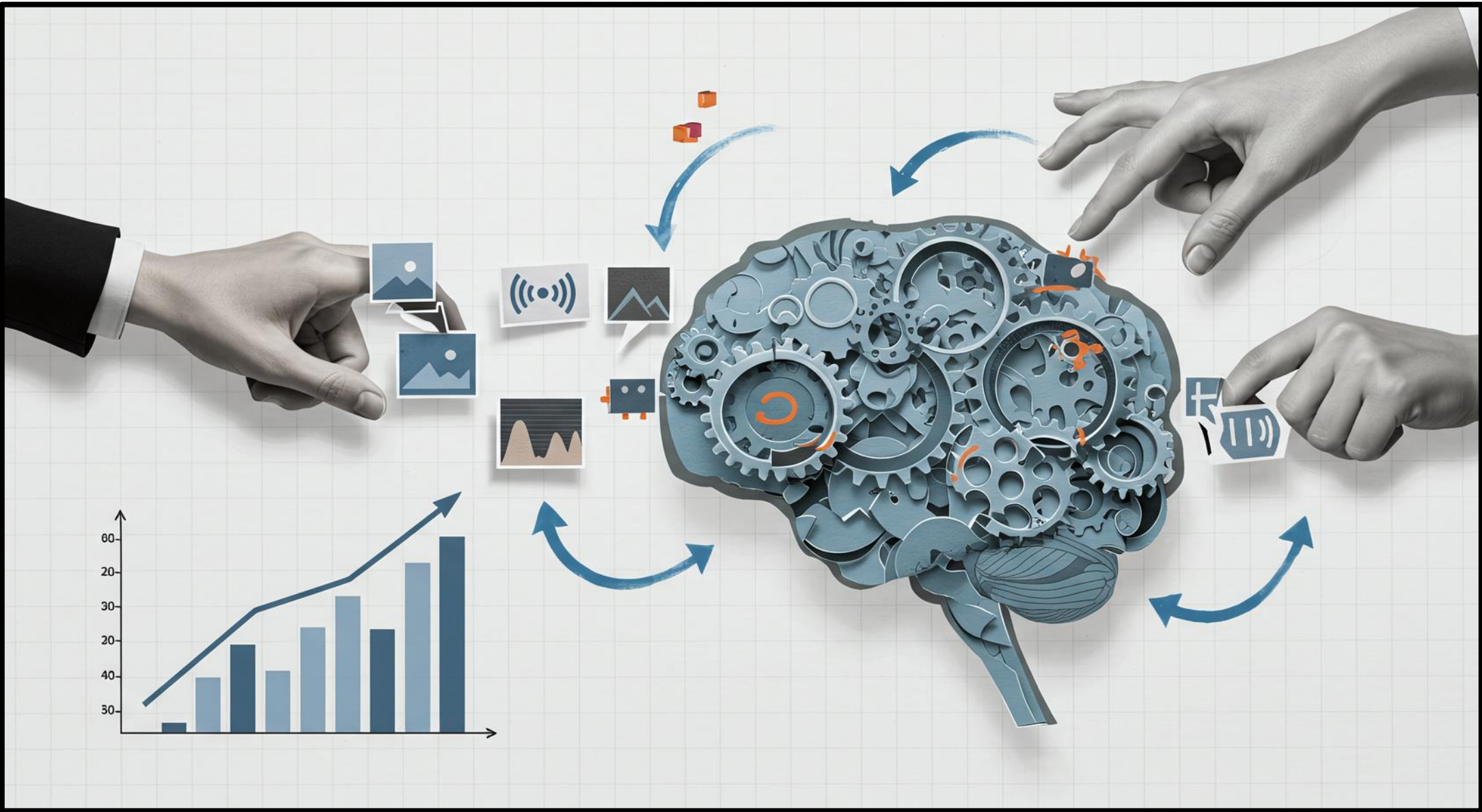




Our Evolving relationship with “Work”



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 The Guardian

We millennials lack a roadmap to adulthood

My parents and grandparents knew just what kind of adult they should be at 25. I don't - but it's not my fault. Mon 30 Mar 2015 07.45 EDT Last modified on...

Mar 30, 2015



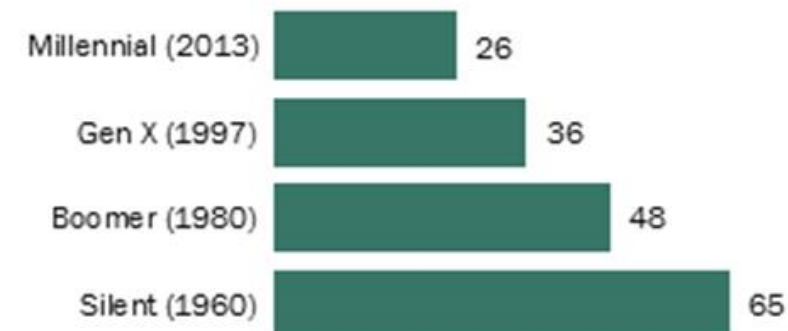
MILLENNIALS INCREASINGLY MORE CHALLENGING TO WORK WITH

FEBRUARY 19, 2019

CHIRS HICKEY

The Decline in Marriage Among the Young

% married at age 18 to 32, by generation



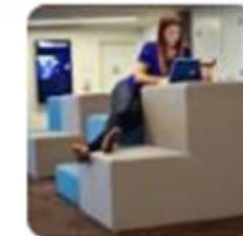
Source: Data from 1980, 1997 and 2013 are from the March Current Population Survey; 1960 data are from the 1960 Census

PEW RESEARCH CENTER

 The Atlantic

Career Goals For Younger Americans Aren't the Same as Their Parents

According to a new poll, younger workers do in fact care less about money and more about fulfillment.



 Spectrum News

Millennials change jobs more than any other generation, study says

A study by LinkedIn and Census Wide finds that 66% of millennials are considering changing their job in the next 12 months.



The Myth of the Broke Millennial

After a rough start, the generation is thriving.

By Jean M. Twenge

Forbes

ADVISOR > BANKING > SAVINGS

Why The 'Broke Millennial' Stereotype Is Wrong

Audited & Verified: Sep 16, 2024, 6:00am

MONEY

Millennials are building wealth faster than older generations. What's their secret?



Daniel de Visé

USA TODAY

March 4, 2025 | Updated March 10, 2025, 12:17 p.m. ET



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Jun 2020



Joshua Dias ✓ • You

Business Strategy & People Leader | Customer & Employee Exp...
5yr • Edited •

...

At the heart of it, we are/were all the SAME, with technological differences.

Reflect on this piece written in 400 BC by Socrates the next time you hear one generation compare/contrast/complain/ about the next generation of people being entitled...etc.



171

15 comments · 5 reposts



“The children now love luxury; they have bad manners, contempt for authority; they show disrespect for elders and love chatter in place of exercise. Children are now tyrants, not the servants of their households. They no longer rise when elders enter the room. They contradict their parents, chatter before company, gobble up dainties at the table, cross their legs, and tyrannize their teachers.”

~SOCRATES

~SOCRATES

and tyrannize their teachers.”
dainties at the table, cross their legs,



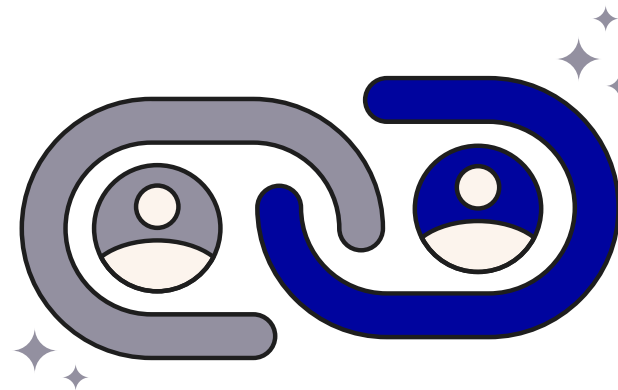
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As a Sales Leader

CUSTOMER ATTRACTION

+

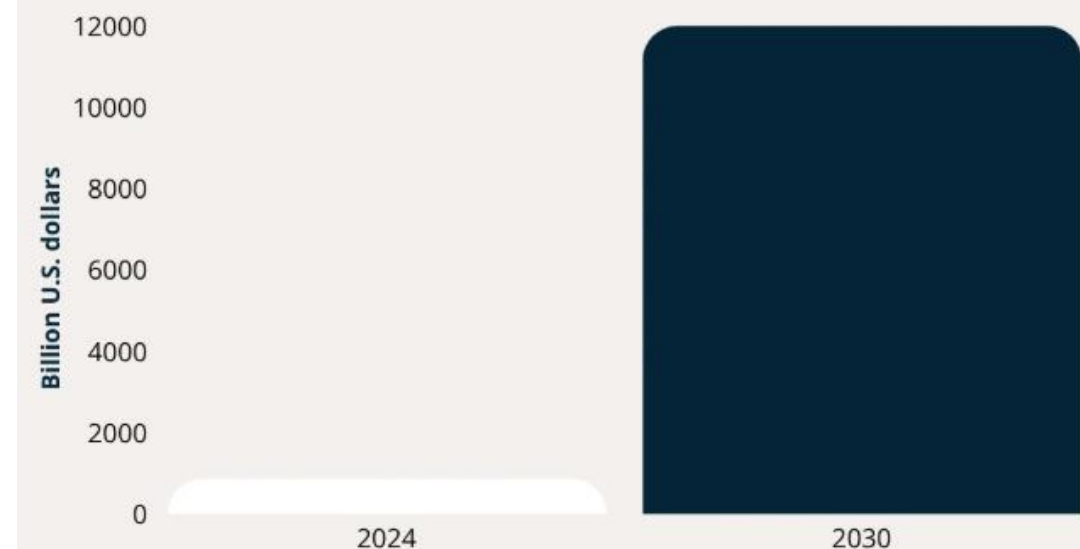
EMPLOYEE RETENTION



SOURCE: DELOITTE 2025

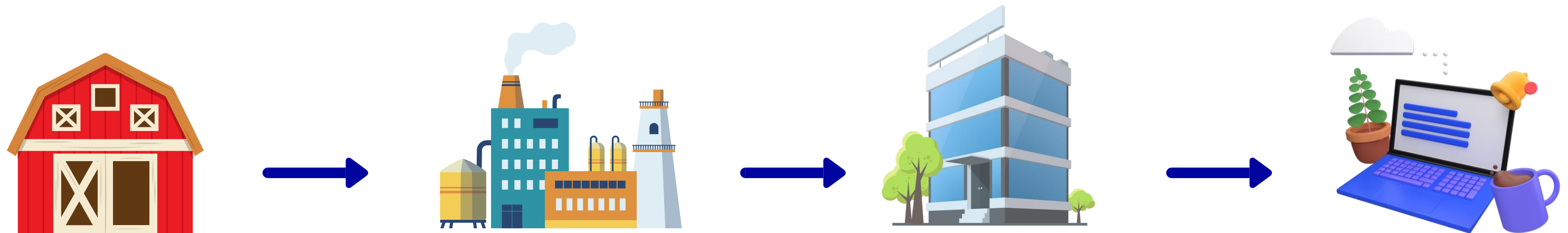
By 2030, Gen Z and millennials are expected to make up **74%** of the global workforce.

In 2024, Gen Z's spending power was \$860B, projected to hit \$12T by 2030



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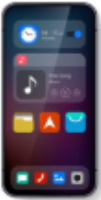
Relationship with **Work**



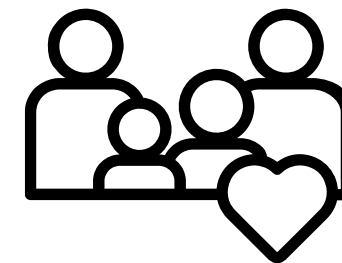
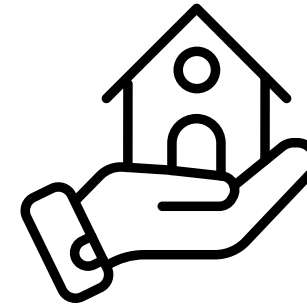
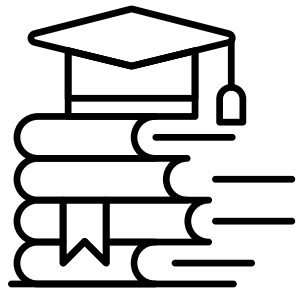
Different generations operate in **different economic** realities
They form **identity** through fundamentally **different processes**.

While every generation has faced challenges...
GEN Z *confront a **massive reckoning** between
technology, economic opportunity, and **personal** identity.*

Gen Zs 3 Cohorts

	1.0 - The Bridge Generation	1.5 - The Covid Cohort	2.0 - The Digital Natives
Formative Years			
Technology Relationship			
Institutional Relationship			
Workforce / Economic Outlook	Entered the workforce during Covid; Gaps in workplace interaction and in-person development.	Shaped by institutional breakdown and digital resilience; value flexibility and authenticity over hierarchy.	Entering the digital economy directly; see opportunity in creator markets, decentralized work , and AI fluency.

End of Predictable Progress



Previous Gens: Career progression + home appreciation + retirement savings,
supported by mostly predictable returns on education.

Barbell Theory

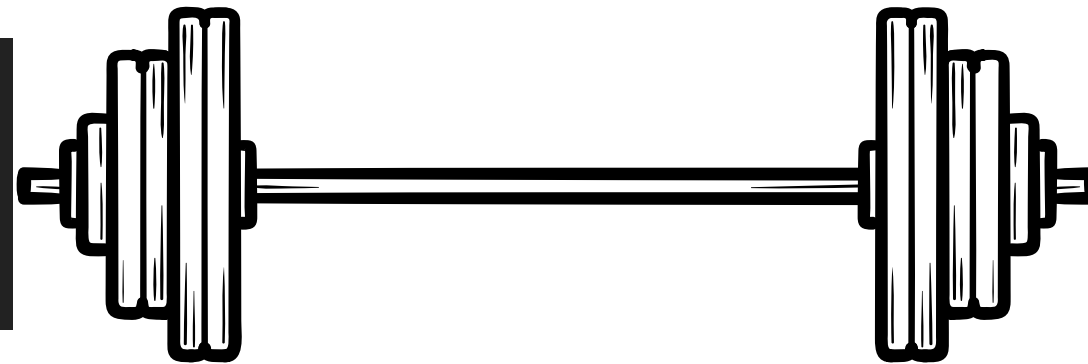
Safety Seeker

LIFESTYLE | CAREERS

How Gen Z Is Becoming the Toolbelt Generation

More young workers are going into trades as disenchantment with the college track continues, and rising pay and new technologies shine up plumbing and electrical jobs

Finding identity in stability



Digital Gamblers



Gamblemerica: How Sports Betting Apps Rewired a Generation's Relationship to Risk

In dialogue with Jon Cohen on sports betting, dopamine, and the strange ways we turn human vulnerability into infrastructure

Finding identity in potential



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- Nearly **40% of US GDP** growth this year comes from AI.
- Roughly 75% of S&P 500 returns, 80% of earnings growth, and 90% of capital expenditures growth” can be attributed to the AI data center build out.

Outside of AI, the US economy is wobbling.

- Manufacturing activity has contracted.
- ADP data showed that in 3 out of the past 4 months, the private sector lost jobs.
- Other components of the economy - like inflation and GDP growth - don't show signs of a recession.

***THE EQUITY MARKET
BELIEVES THE AI
STORY OVERRIDES
EVERYTHING ELSE***



Technology is accelerating differentiation.



Economic paths are becoming more extreme.

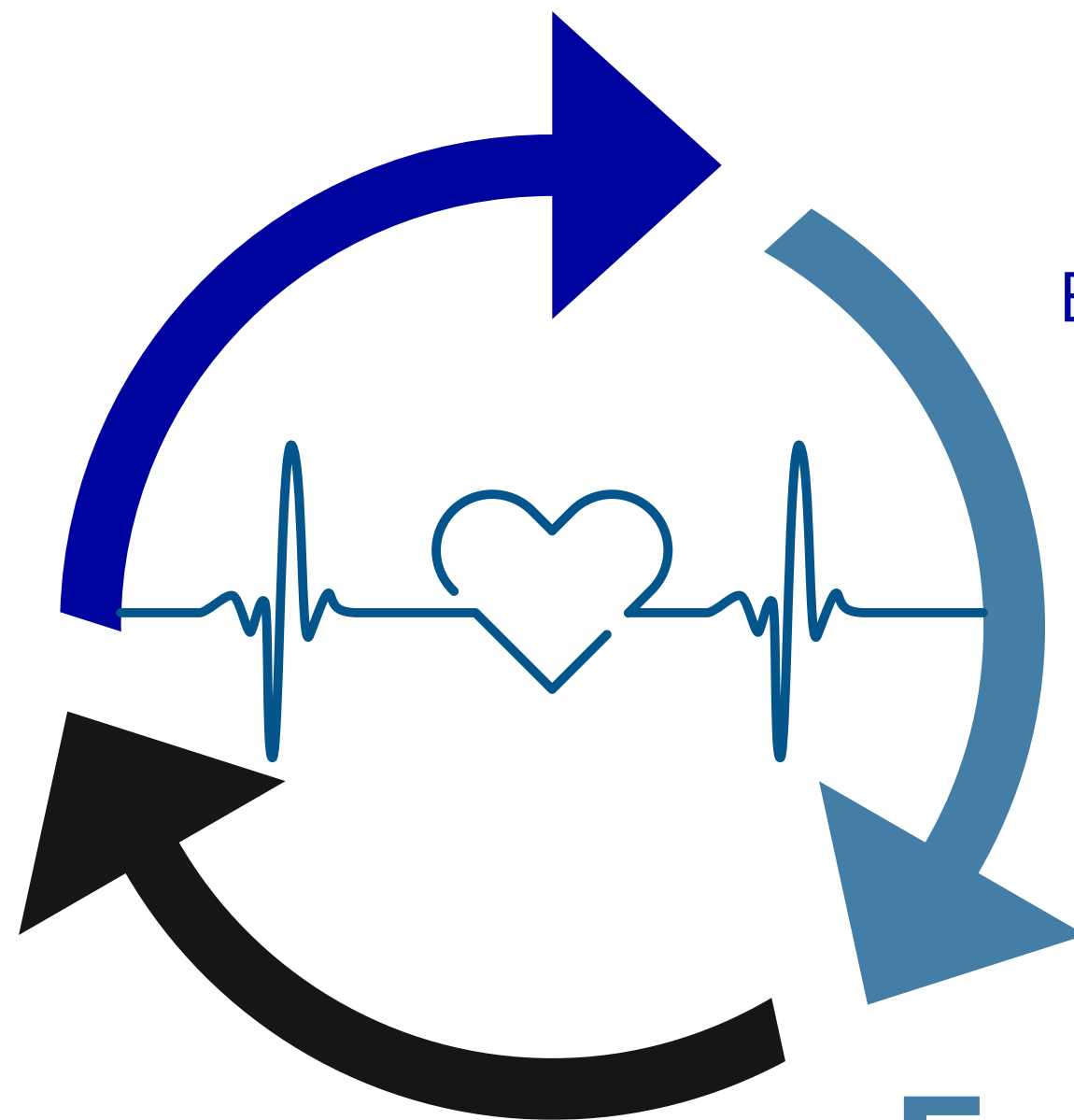


Identity formation is becoming more fluid.

Identity



How we see ourselves shapes
how we use technology.



Technology

Each new platform turns attention
or participation into value.

Economic

Your relationship with money
can become about how you see
yourself in the world.



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The Attention Economy

The New York Times

How the Attention Economy Is Devouring Gen Z — and the Rest of Us

July 8, 2025



Share full article

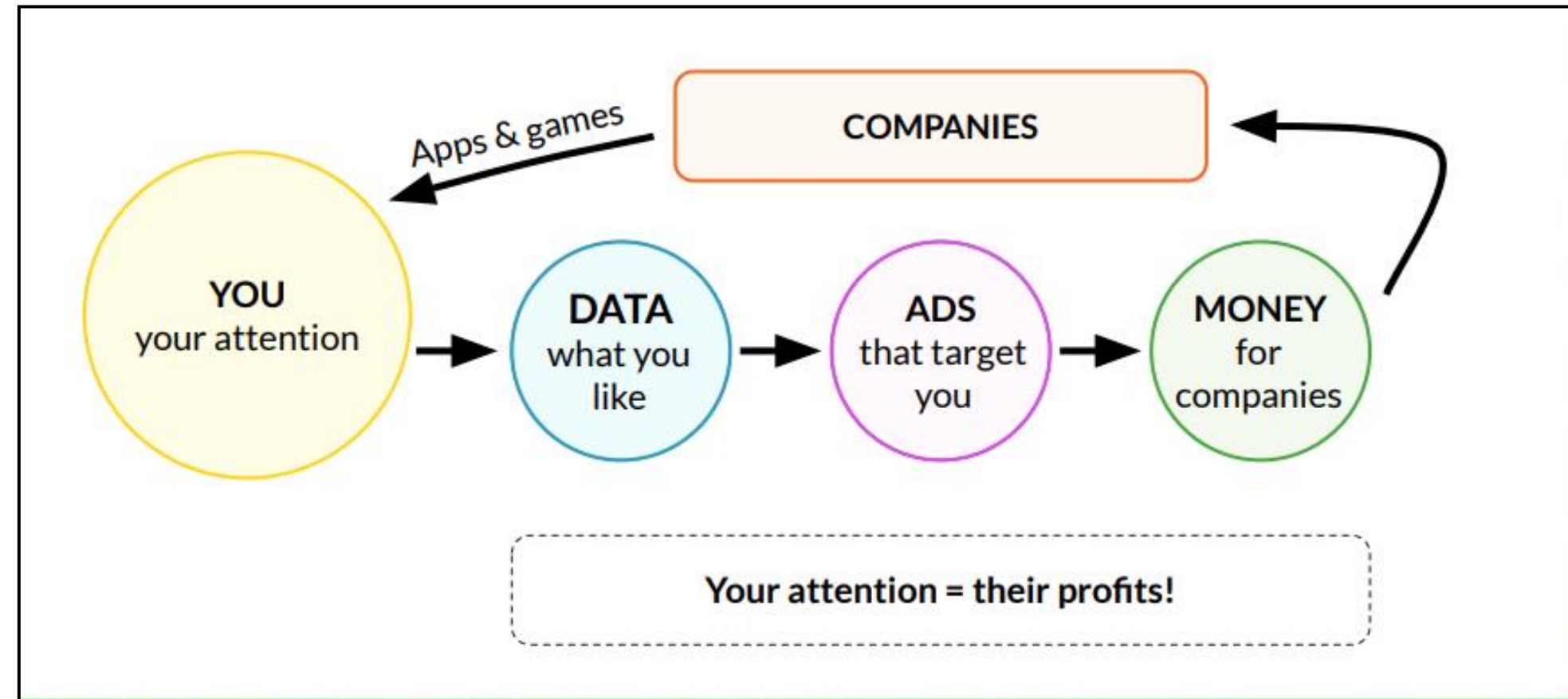


370



By Ezra Klein

Attention is a limited resource that is captured & sold



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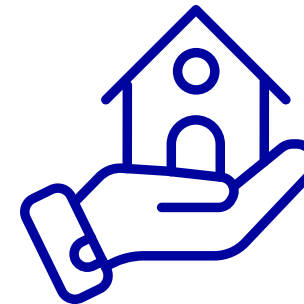
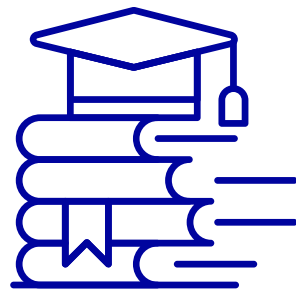
The Attention Economy



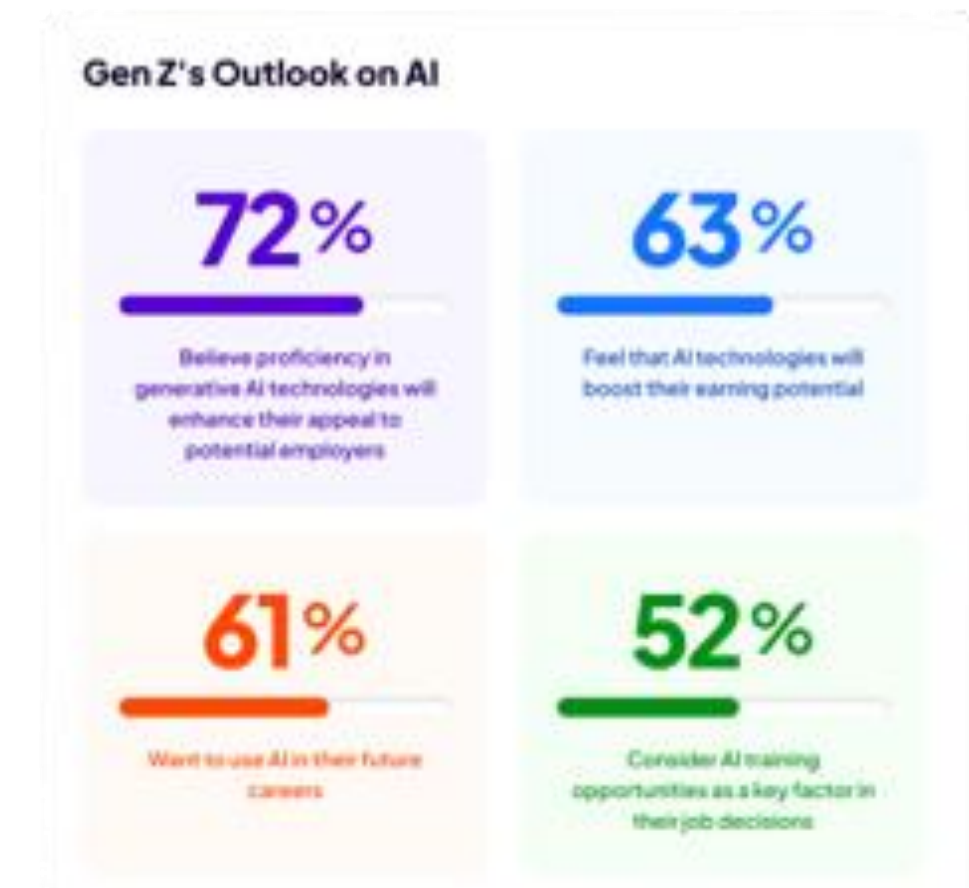
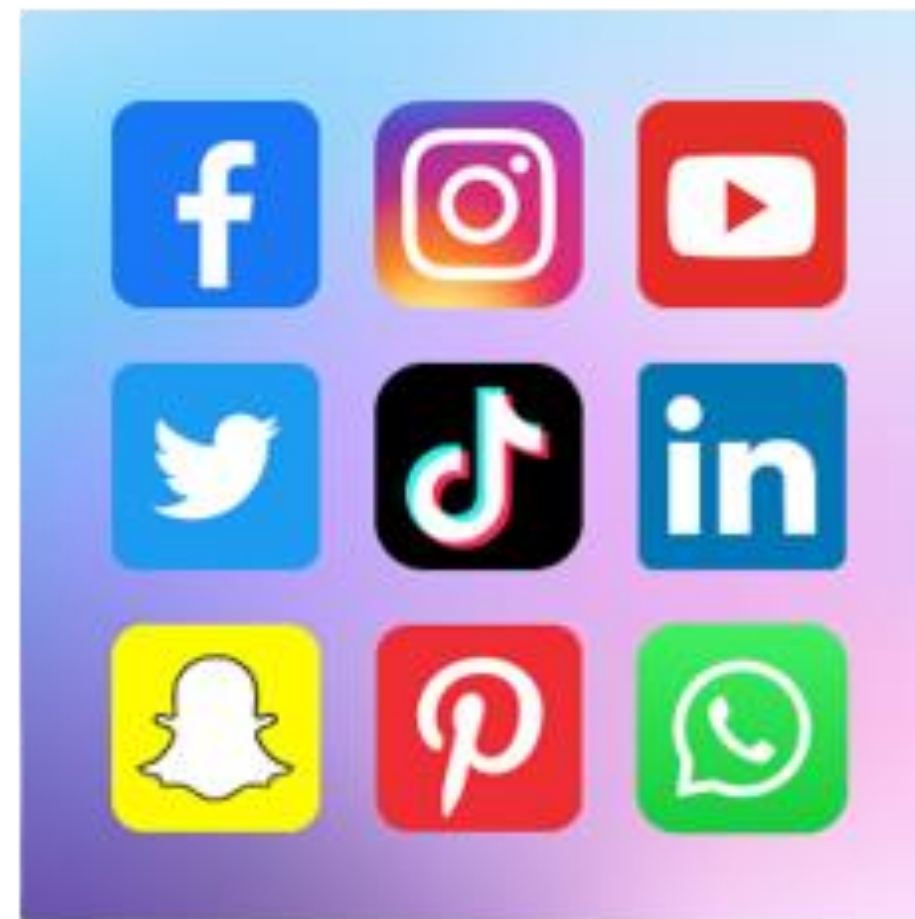
The scale of the world's **largest** companies, the wealth of its **richest** people, and the **power** of governments are **all rooted in the extraction, monetization, and custody of attention**

The Great Uncertainty

where traditional pathways to security are disappearing
affecting how Gen Z think about their entire economic future



We are **no longer competing** in the Environmental Space



The organizational **burden**

1

The Emotional Workplace

The emotional aspects of work: culture, wellbeing, social capital, trust.

2

The Physical Workplace

The future of physical offices; evolving roles and purpose, and whether we will even need offices in the future.

3

The Technological Workplace

How technology will foster new business models, ways to work and employee experiences.

4

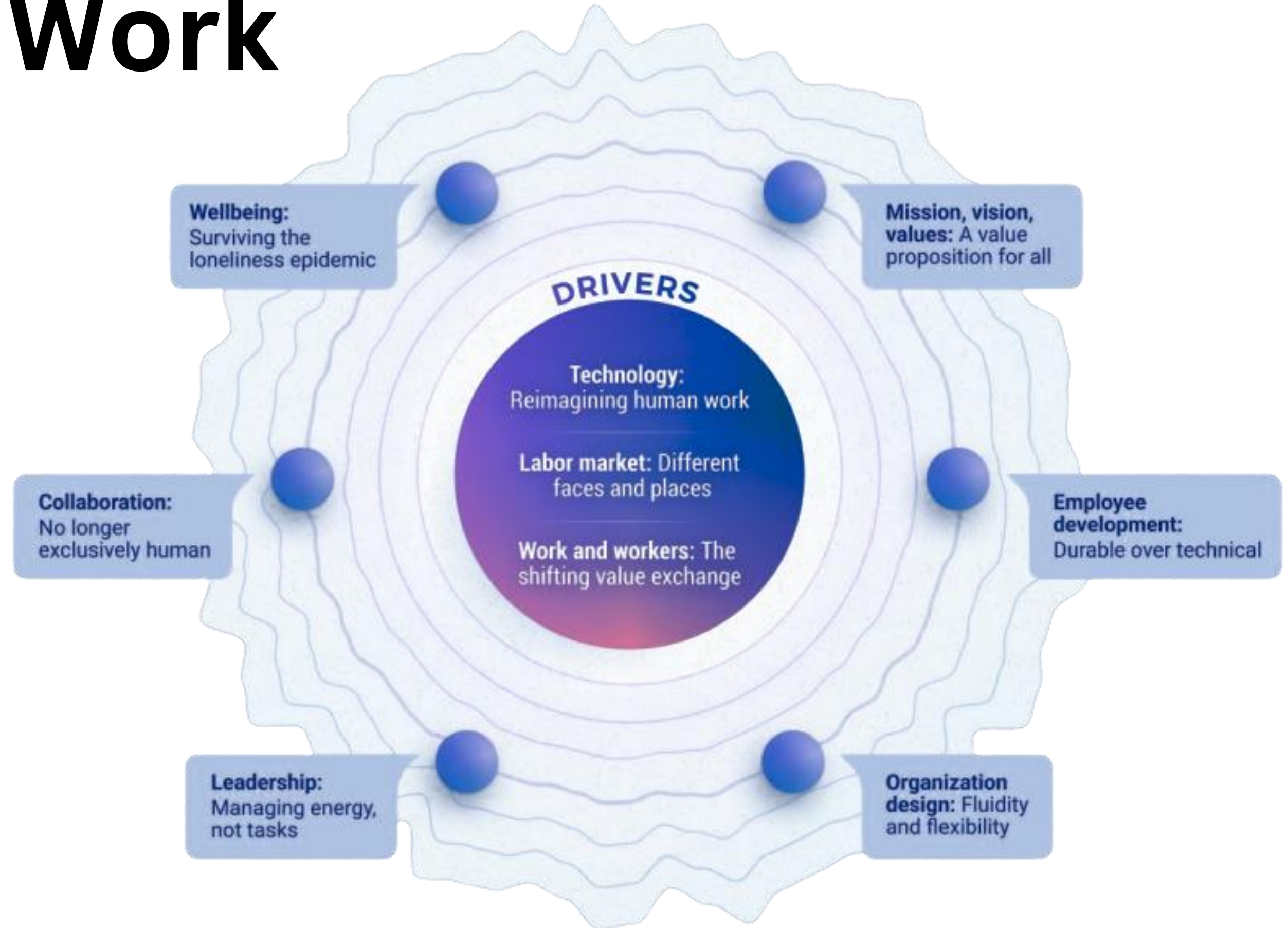
The Purposeful Workplace

Evolving ideas of leadership, organisational models, value(s) and employee engagement.



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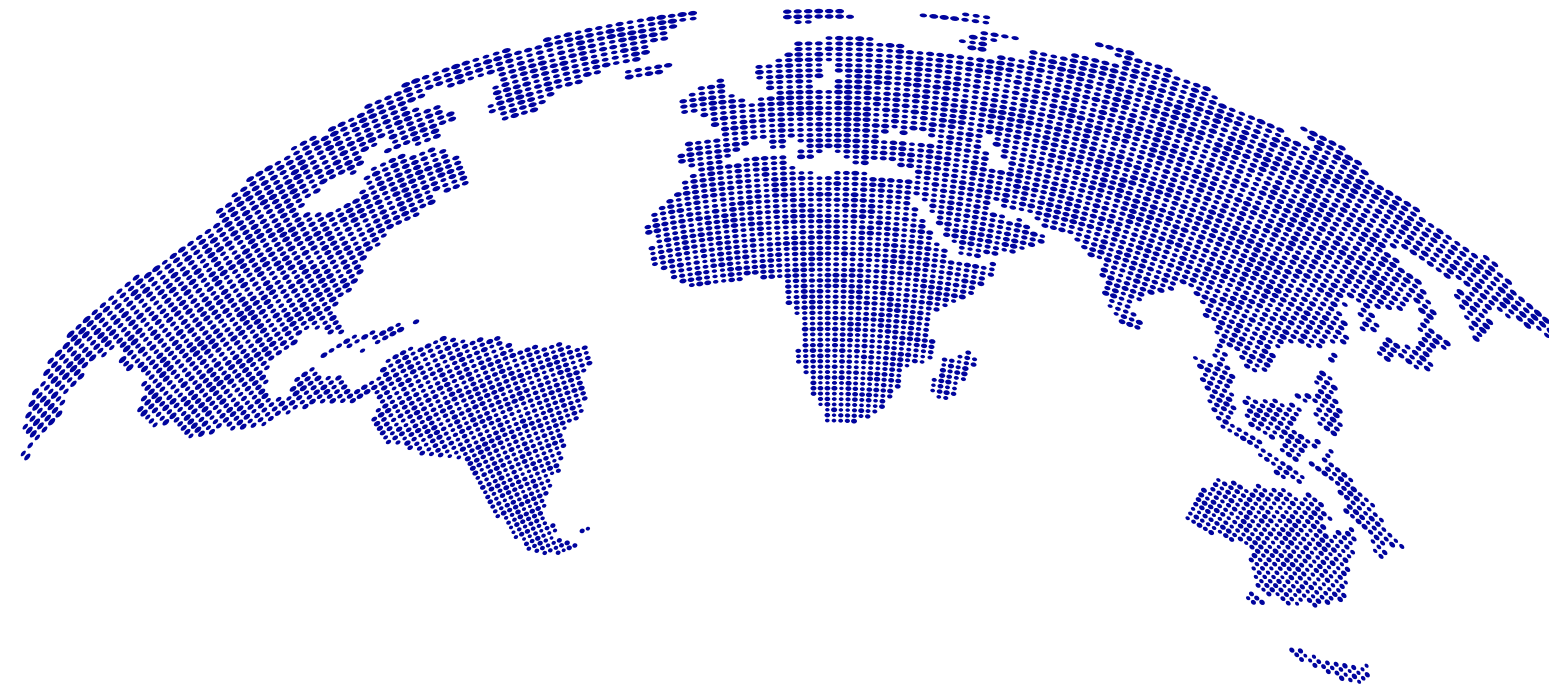
Future of Work



Create Potential ~~End of Predictable~~ Progress

THE
INFINITE
GAME
**THE
INFINITE
GAME**
SIMON
SINEK
THE
INFINITE
GAME





‘Future workplaces require visionary leaders, and they will be those people who want to be not only ‘best in the world’ but **‘best for the world’**.