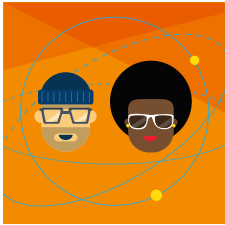


# 2016 Business Impact Survey: Millennial Snapshot



Millennials understand that the multilingual workplace is a permanent fixture in their career orbit. These digital natives with an expanding worldview will soon drive much of the business economy.

Understanding Millennials' career priorities and developing training programs that are meaningful makes good business sense.

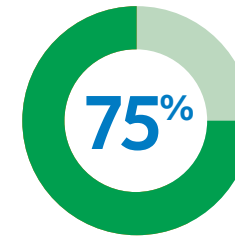
## THE HARD FACTS ABOUT THE MILLENNIAL GENERATION:

- Born 1981-1997, Millennials are now the largest living generation in many countries, surpassing baby boomers.<sup>1</sup>
- Millennials will be 75% of the workforce by 2025<sup>2</sup>
- 50% seek international assignments during their career<sup>3</sup>
- 71% are likely to leave a position if dissatisfied with their professional development<sup>4</sup>
- Training & Development is #1 perk sought after from prospective employers<sup>5</sup>

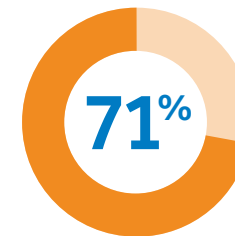
## Top 4 ways Rosetta Stone® language training impacts Millennials:

- 1 Preventing Churn: 59%** report they are more likely to stay with their employer as a result of their company investing in them by providing lifelong language skills. Millennials that are more satisfied with their learning opportunities and professional development are more likely to stay. Conversely, 71% of Millennials dissatisfied with how they are being developed are actively looking for new positions.
- 2 Career Advancement:** A significantly above-average number of Millennials say they have improved career prospects thanks to their language training (**64%** vs. a global average of 57%). This should come as no surprise. Training & Development is the #1 perk Millennials seek when evaluating prospective employers – more than a cash bonus or a 401k.
- 3 Feeding a Global Mindset:** Nearly 7 in 10 Millennials (**69%**) report an expanded worldview thanks to their language training. Since Millennials have a voracious appetite for connecting with others around the globe (50% seek international assignments during their career!) developing language skills helps them set the table for their global future.

- 4 Building Confidence to Lead: At 80%,** Millennials' confidence gains as a result of language training surpassed all other subgroups. This is critical: they will make up 75% of the workforce by 2025, so their ability to grow and develop into leaders capable of voicing their opinions in a variety of languages will make them more effective managers and innovators.



Millennials will be 75% of the workforce by 2025



are likely to leave a position if dissatisfied with their professional development

To learn more about how your organization can use language training to boost your attraction, development, and retention of Millennials, [contact us for a free consultation.](#)

1. <http://www.cbsnews.com/news/millennials-surpass-baby-boomers-us-census-data-largest-living-generation/>  
2. <http://www.inc.com/ryan-jenkins/how-this-huge-liquor-company-plans-to-develop-millennial-leaders.html>  
3. <http://www.inc.com/ryan-jenkins/how-this-huge-liquor-company-plans-to-develop-millennial-leaders.html>  
4. <http://www.inc.com/ryan-jenkins/how-this-huge-liquor-company-plans-to-develop-millennial-leaders.html>  
5. [https://cdn2.hubspot.net/hubfs/1637806/2016\\_GrovoPPL/DisappearingAct.pdf](https://cdn2.hubspot.net/hubfs/1637806/2016_GrovoPPL/DisappearingAct.pdf)