



Digital Generation Survey – Part 2

THE IDEAL WORLD OF WORK

In partnership with [AIESEC](#)
The world's largest student-run organisation

My ideal work:

- 1. Fellowship** (collaboration)
- 2. Application of ability**
- 3. Altruism** (making a difference)
- 4. Discovery** (learning)
- 5. Humour** (fun)
- 6. Problem solving**
- 7. Completion** (achievement)



Preferred industries:

	'would consider'	%
1.	My own business	53
2.	Entertainment	42
3=	Hi-Tech	29
3=	Government	29
5=	FMCG / Manufact	28
5=	Charity / NFP	28
5=	Financial services	28
8.	Energy / Utilities	17
9.	Retail	15



“More opportunity to control my own future”

Respondent, Ci Redesigning Work Survey, 2005



My ideal employer:

Talented colleagues

Working with highly-educated, passionate people 'at the top of their field'.

Respected company

A multicultural company with global impact. High-quality products. A leader in my field.

Confident leadership

Has authority, determination, credibility, like Bill Gates... Allows me freedom to explore

A great culture

Creative, honest, friendly, innovative, fun, professional, entrepreneurial, progressive.

Making a difference

A organisation with values I believe in, where my work will serve the common good.

Invests in people

Makes me feel valued, gives me freedom, provides opportunities to develop.



Digital Generation Survey – Part 3

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THE REAL WORLD OF WORK

What students want vs what workers experience:

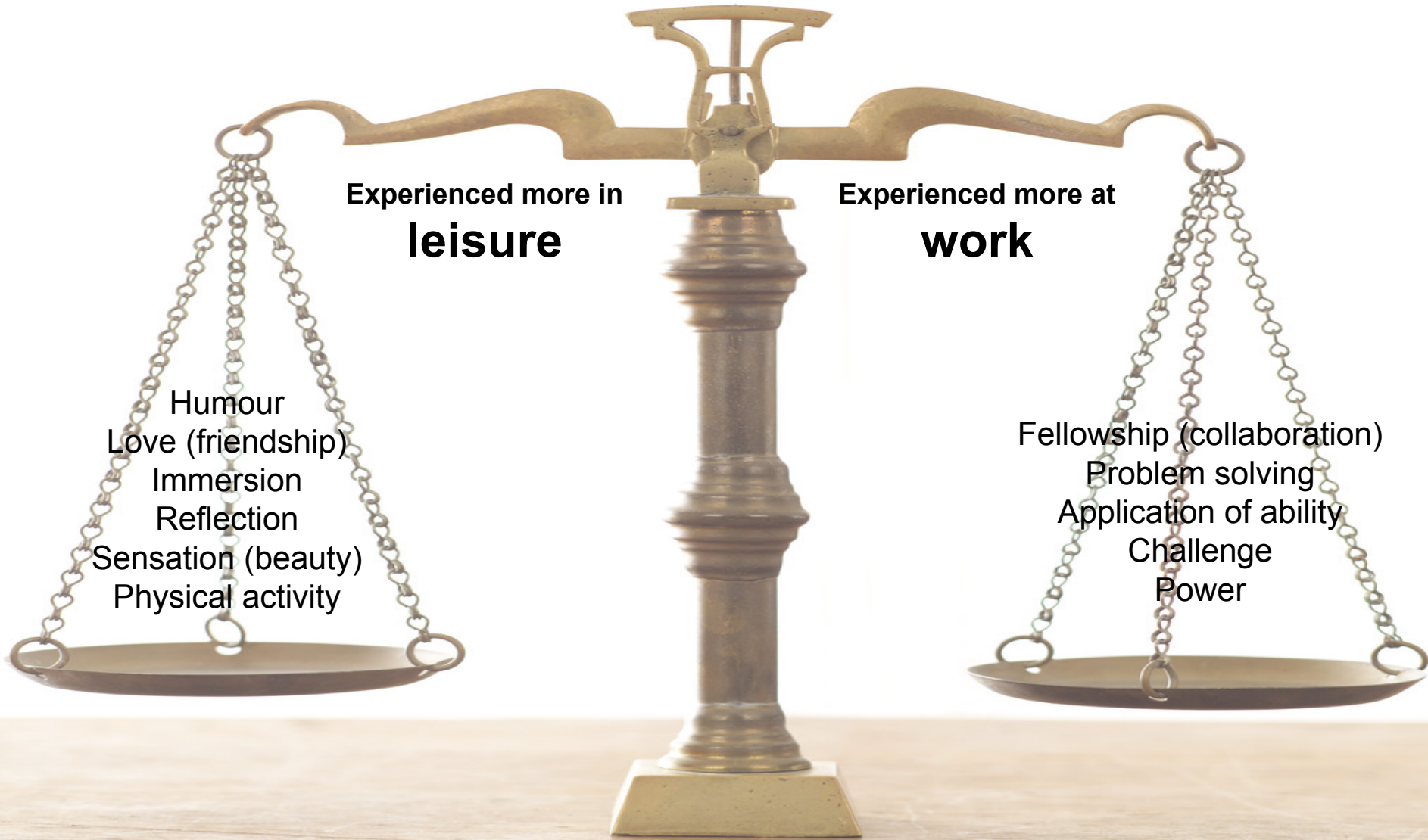
<i>students want</i>	Some want but fewer experience: Making a positive difference to other people Having opportunities to pause, rest and reflect	Many* want and many experience: Collaborating with other people Solving complex problems Discovering things I didn't know Productively applying my skills & knowledge
	Few* want, and few experience: Doing physical activity Seeing or using beautiful or well-made things Competing against others A sense of risk or danger	Few* want but more experience: Following clear procedures or instructions
		<i>workers experience</i>

* Few < 36%, Many > 70%

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HOW WORK AND LEISURE DIFFER





21 TYPES OF FUN



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Women were more likely to mention:

Love (friendship) 40% vs 27%

Immersion 30% vs 22%

Altruism (making a difference) 29% vs 24%

Men were more likely to mention:

Problem solving 32% vs 18%

Competition 15% vs 7%

Risk (danger) 13% vs 8%

The **digitalgeneration** Survey 2008

