

<< Back

GenZ MISSION ASPIRATIONS REPORT

Total Respondents

85,560

Gender

F

M

Other

Country

Afganistan

Canada

Germany

India

Ireland

Malaysia

Nigeria

Other

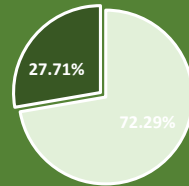
Pakistan

SriLanka

United Arab Emirates

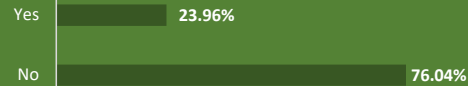
United States of America

Work for Company with Unclear Mission

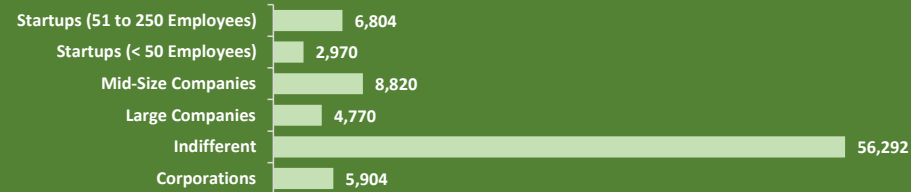


No
Yes

Interested in Company with Misaligned Product and Public Actions



Preferred Company



No Social Impact



Insights:

1. Over 70% of respondents are not willing to work for companies without clear missions.
2. About 76% of respondents are not interested in companies with misaligned products and public actions.
3. Most respondents are willing to work for any organization as long as they have significant social impact.

Recommendations:

1. Organizations should ensure they have well-defined and compelling mission statements.
2. Ensure that the company's products and public actions align with its stated values and mission.
3. Prioritize and enhance the organization's social impact initiatives.