

What do the Digital Native expect from their future employer?

The latest People+People survey shows evidently patterns regarding the Digital Native's expectations to his or her future employer. We have scrutinized how important the Digital Native generation finds criteria such as social life in the company, whether teamwork or internationalization has something to say and whether the next generation rather prefer job-, company- and career-switching or instead of a long, developing career in one single company.

The next generation is about to enter the labour force. Trades and industries cannot neglect the fact, that knowledge of employer branding and of this gap between the generations will play a central role in the future. If you know how to deal with this, you possess the important tools to attract these young employees.

We offer you tailor-made advising/coaching!

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