



**Generation
Next**

Young professionals in the East Midlands survey

Message from Generation Next

Dear members,

We are pleased to share the findings of Generation Next's young professionals in the East Midlands survey, carried out between 11 July 2023 and 15 September 2023.

The survey has gathered the views of professionals aged between 18 and 35 working in the East Midlands around three subjects – networking, working styles, and learning and delivery.

The results paint a landscape of the development requirements of young professionals working in the region across a variety of industries. They are intended to inform employers and business leaders to aid in staff retention and recruitment. Thus, we hope the survey will help the business community's effort in retention and recruitment.

Thank you to all the participants,

Lucy Robinson

Director of Resources



Daniel Nikolla

Chair of Generation Next



Introduction

The aim of the survey is to:

- ❑ Help raise the voice of young professionals in the workplace
- ❑ Demonstrate the offer of young professionals to the East Midlands business community
- ❑ Give employers the tools to support their young workforce

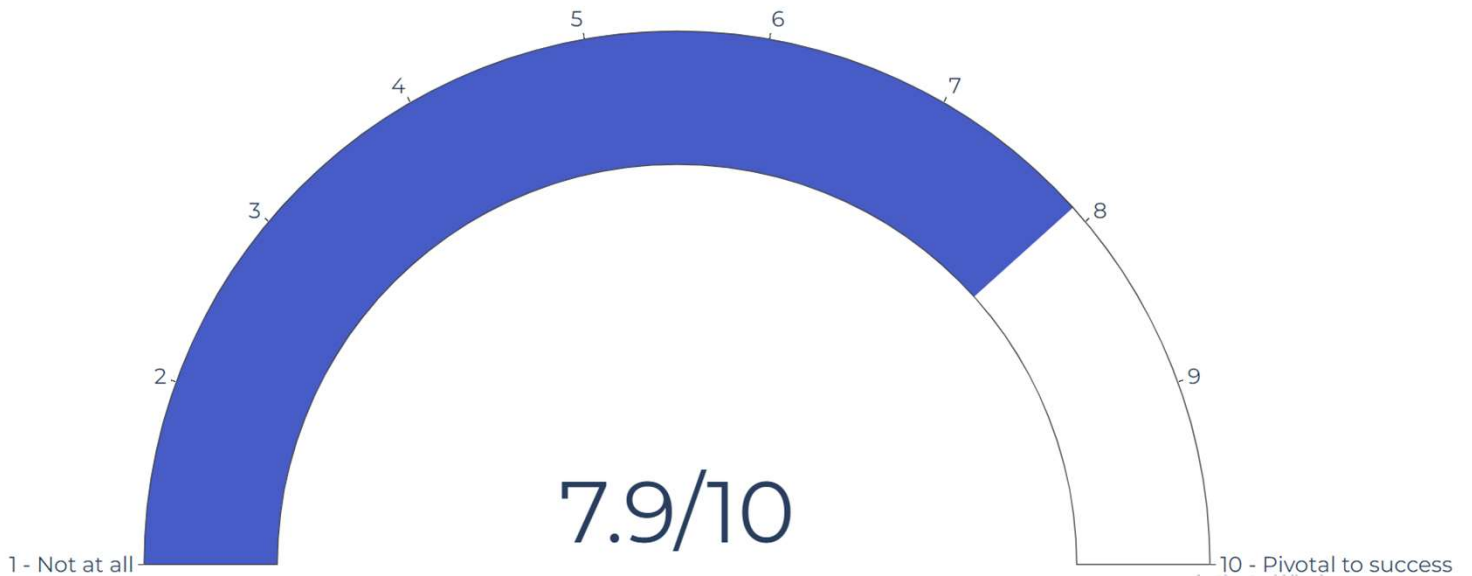
Summary

In total, there were 116 responses. Of these, 87% can be attributed from participants in the services sector and 13% from the manufacturing sector.

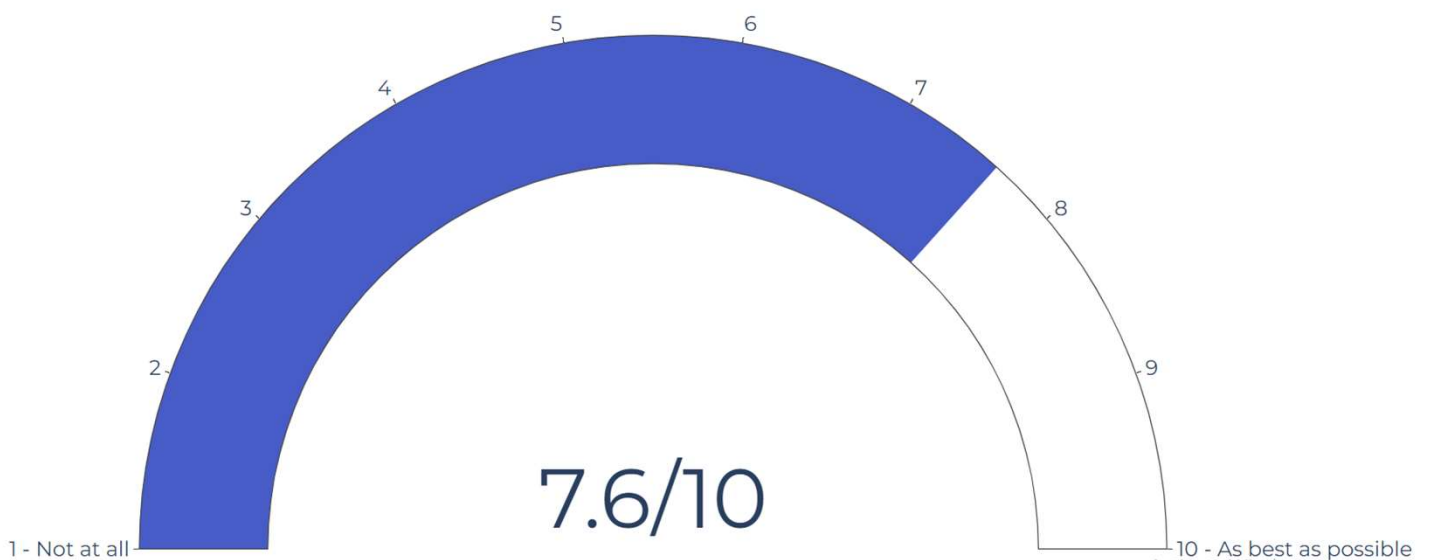
Out of 116, 78% of respondents were aged 23 and 35, 13% were aged between 18 and 22. Only 7% were 36 and above.

Networking

What value do young professionals place on developing their professional network?



How much is networking supported by the organisation?

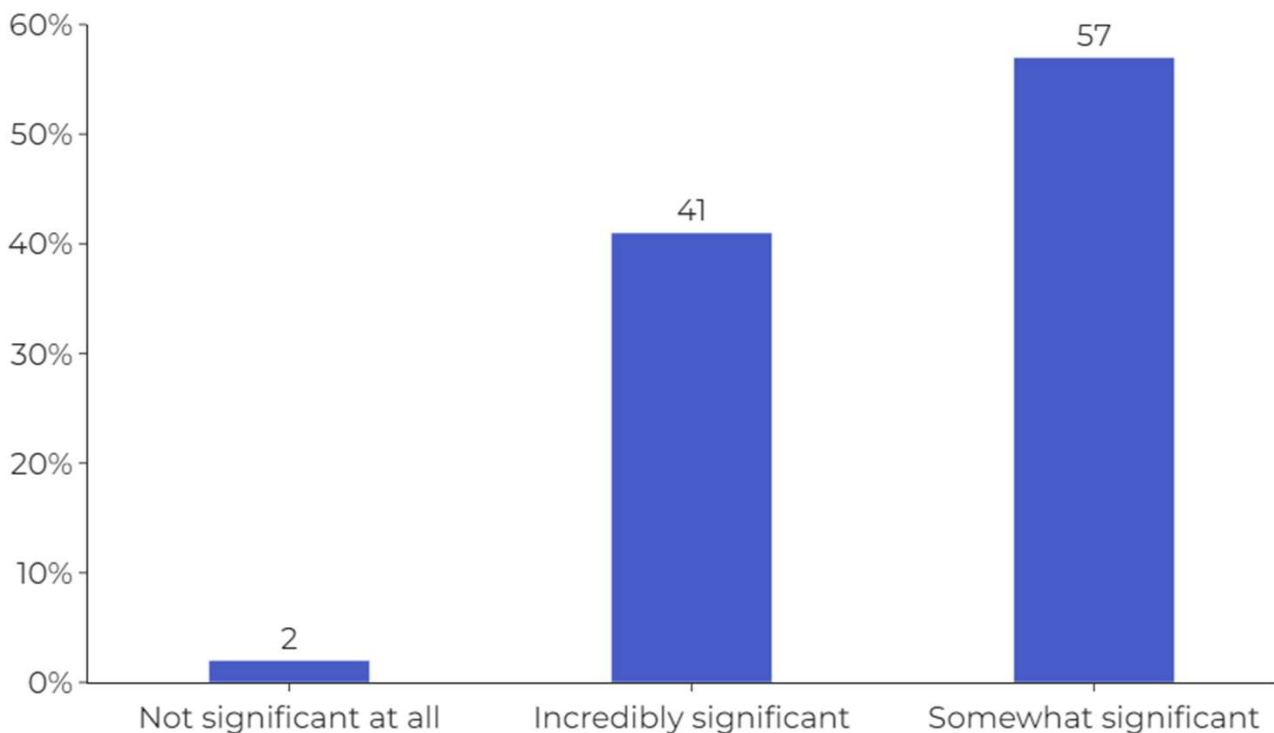


Networking

When joining a membership organisation, which elements are most attractive? Ranked in order of priority:

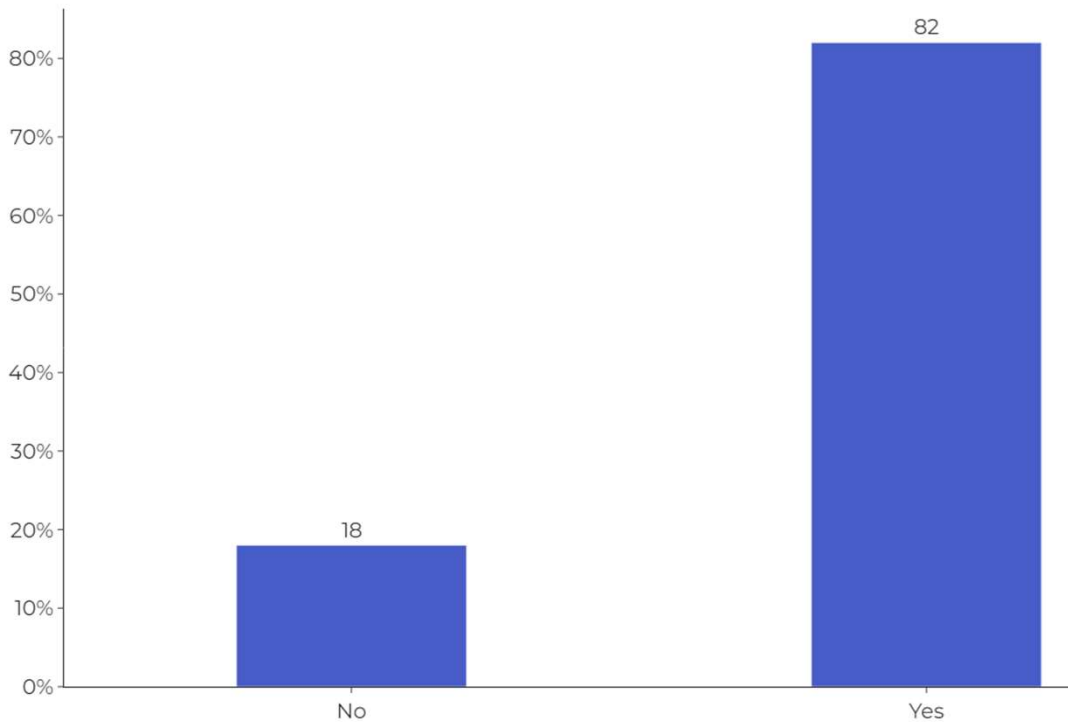
Rank	Indicator
1	Career development
2	Personal development
3	Exposure to industry
4	Social events
5	Content
6	Awards

How significant is networking to advancing career development?



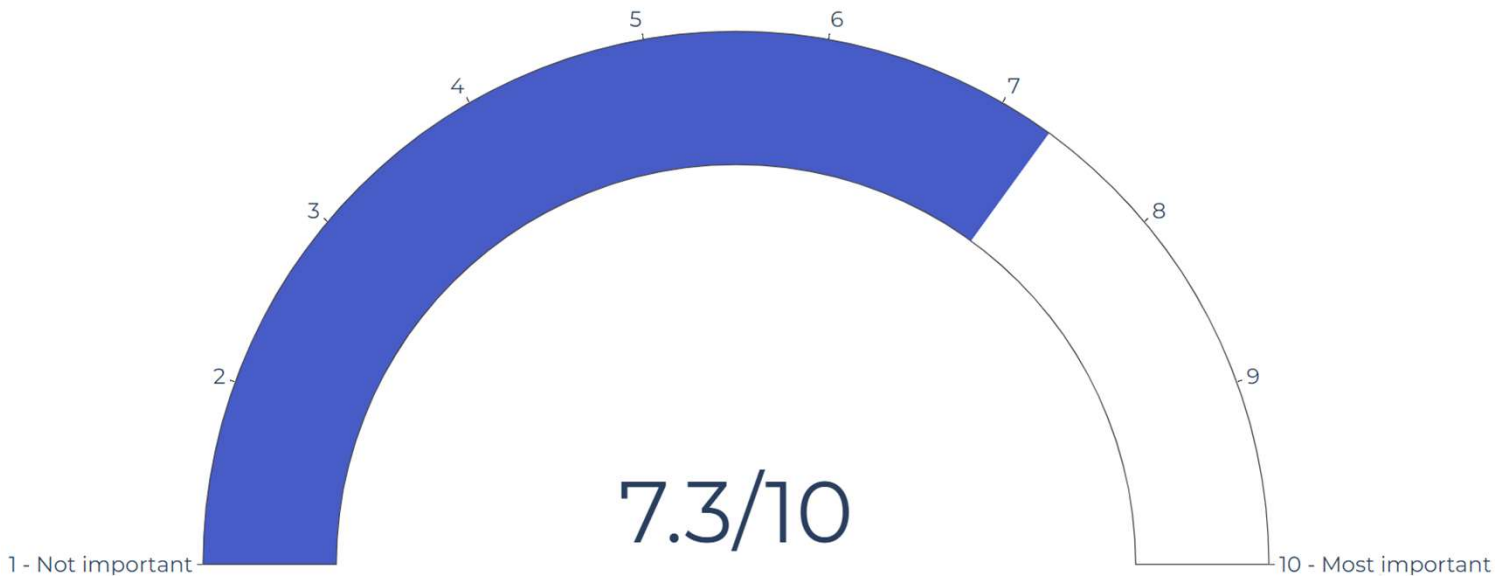
Networking

Would young professionals expect their employer to pay for Generation Next membership or for similar organisations?

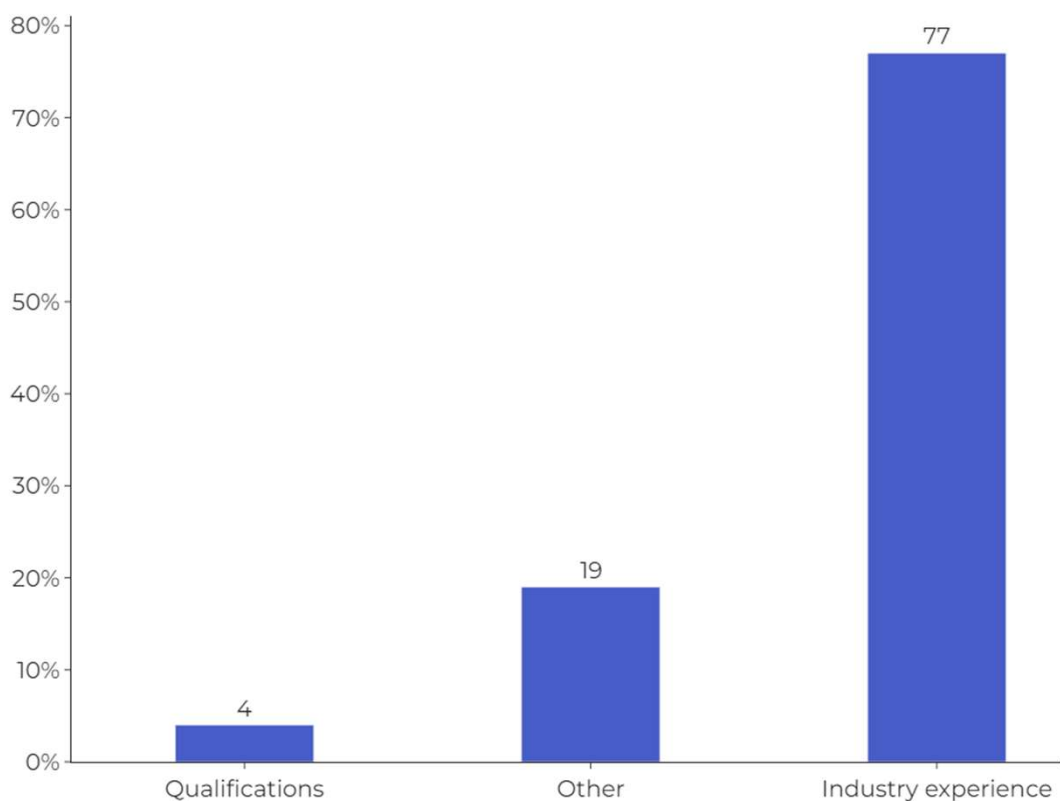


Working style

On a scale from 1-10, how important is it for young professionals to secure a role that is hybrid or remote working?

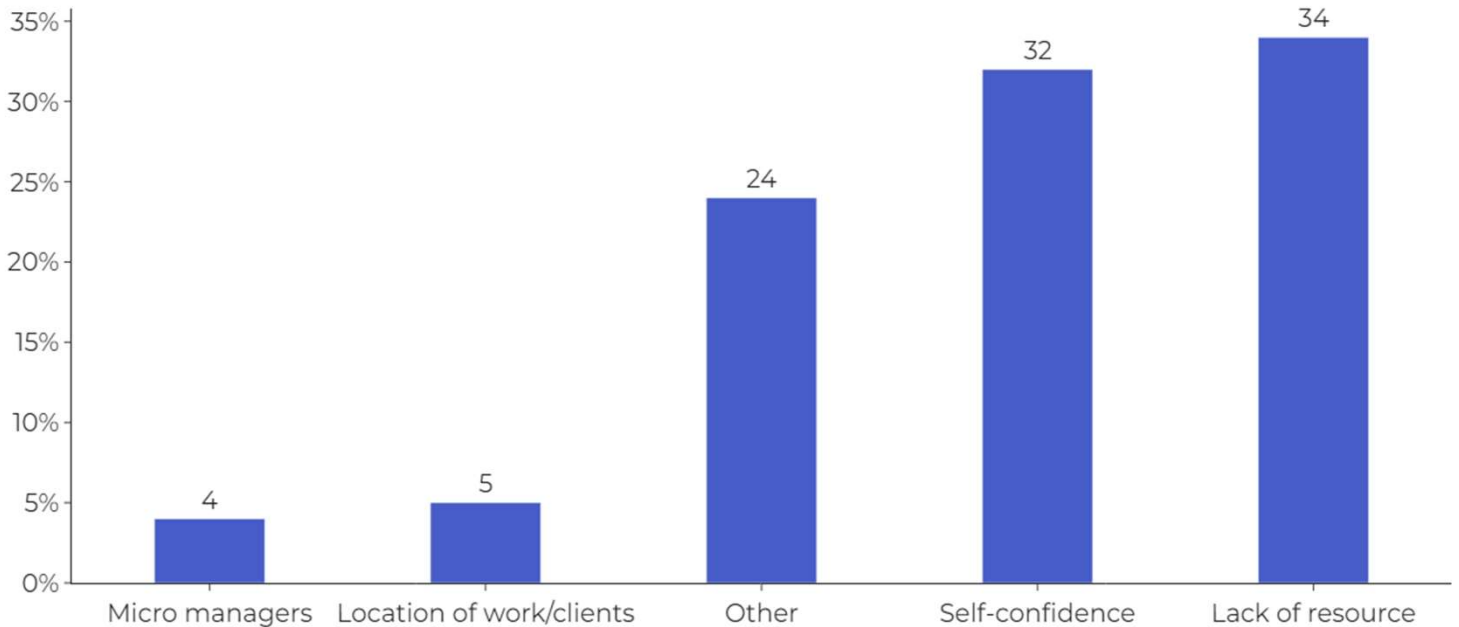


What do young professionals consider to be most important when applying for roles?

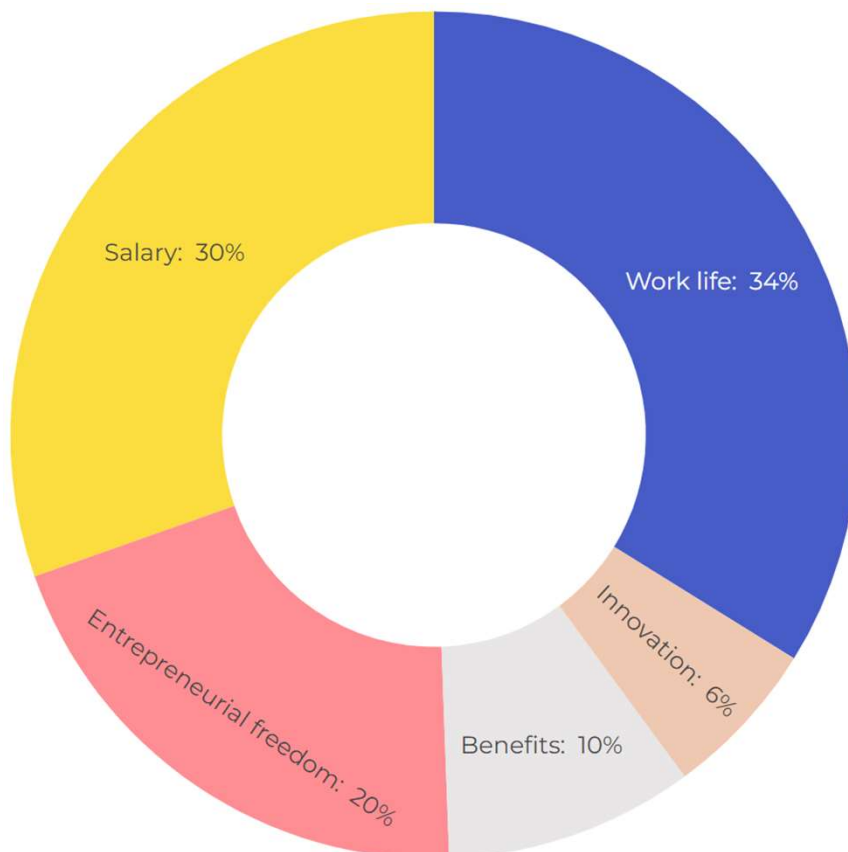


Working style

What is the biggest barrier to young professionals in carrying out their jobs?

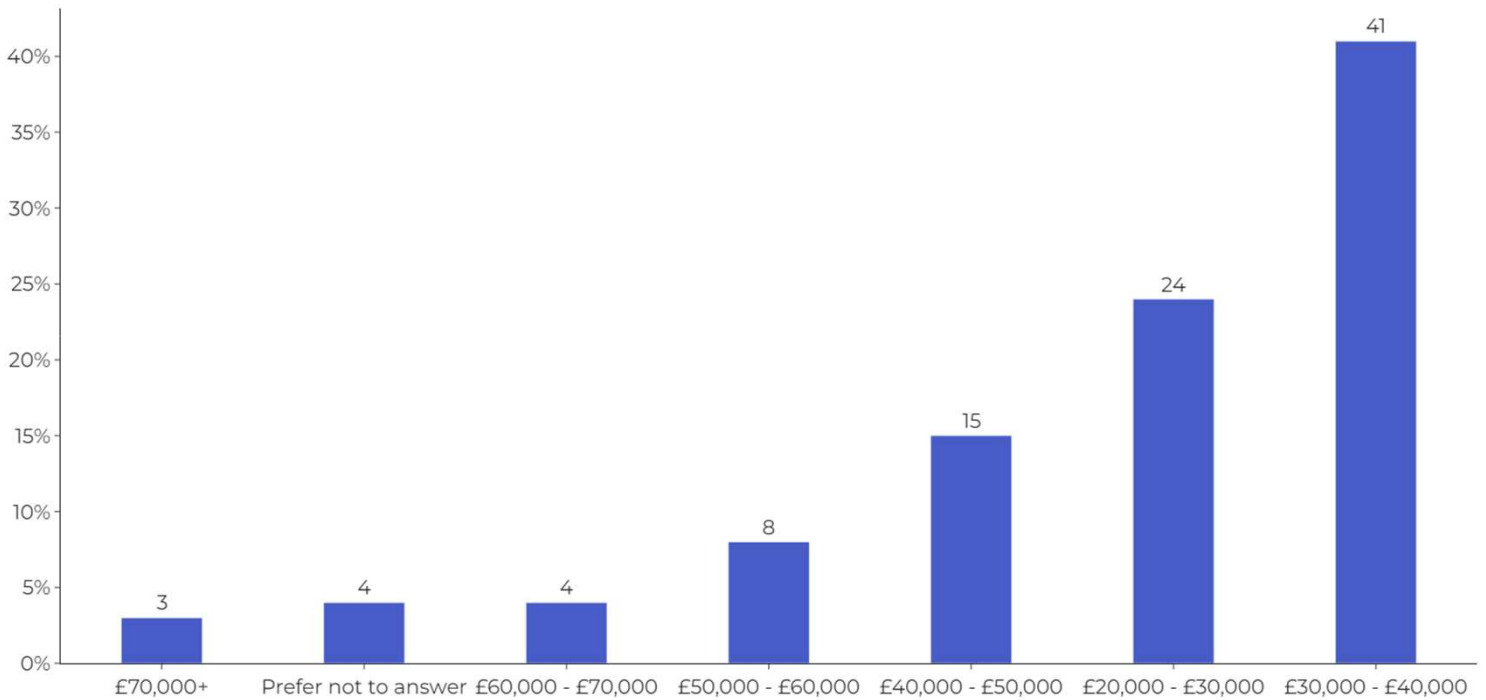


What is the most important thing to young professionals in relation to their work?

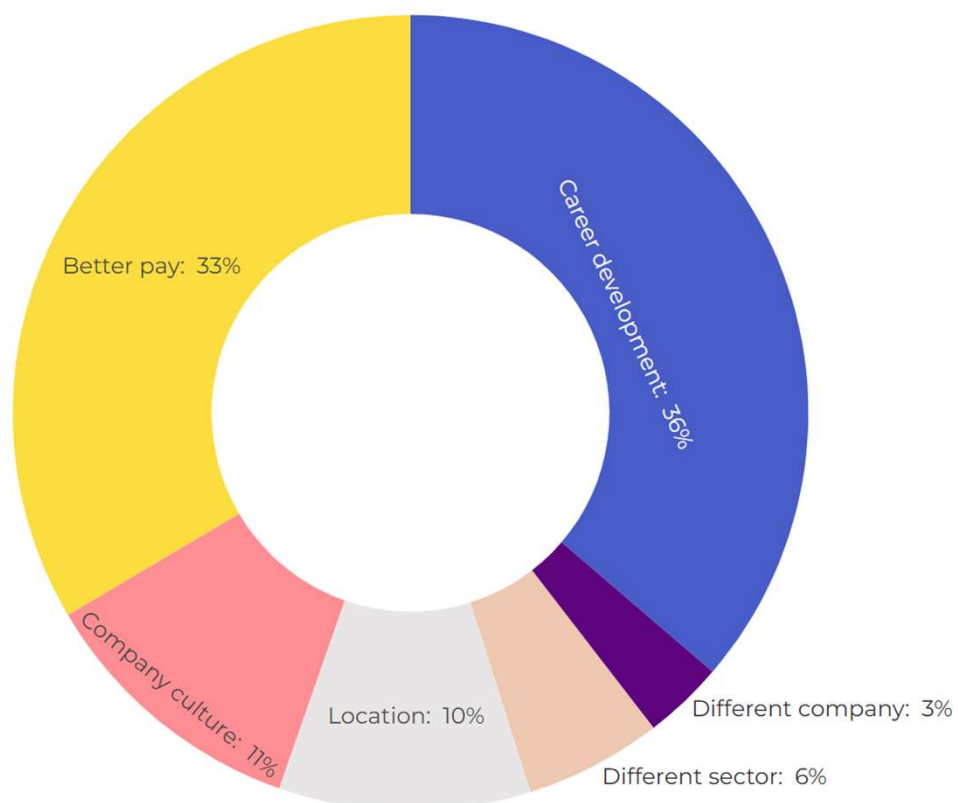


Working style

What are current salary expectations for young professionals?

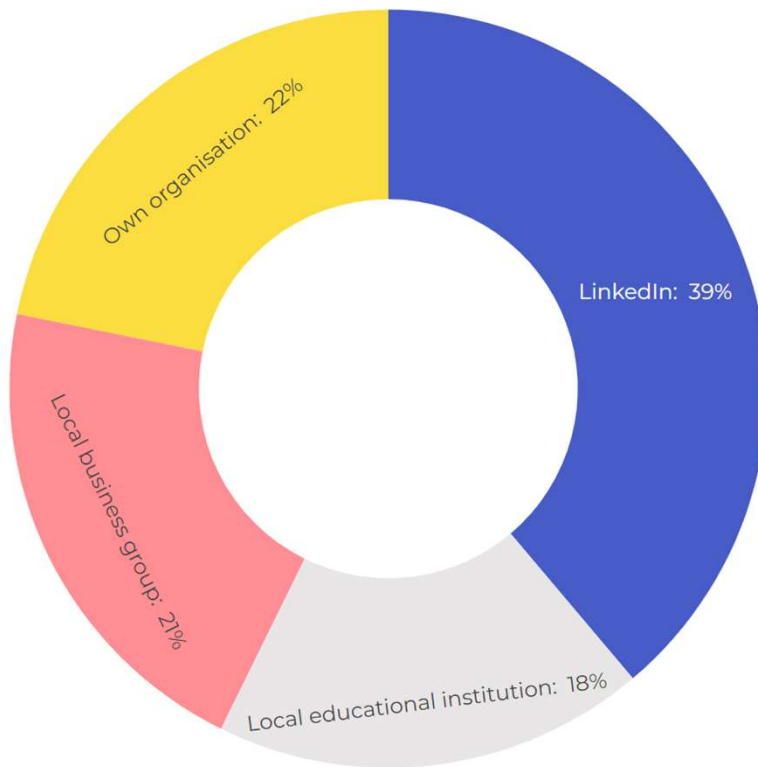


If young professionals were to plan on moving roles, what would the reasons be?

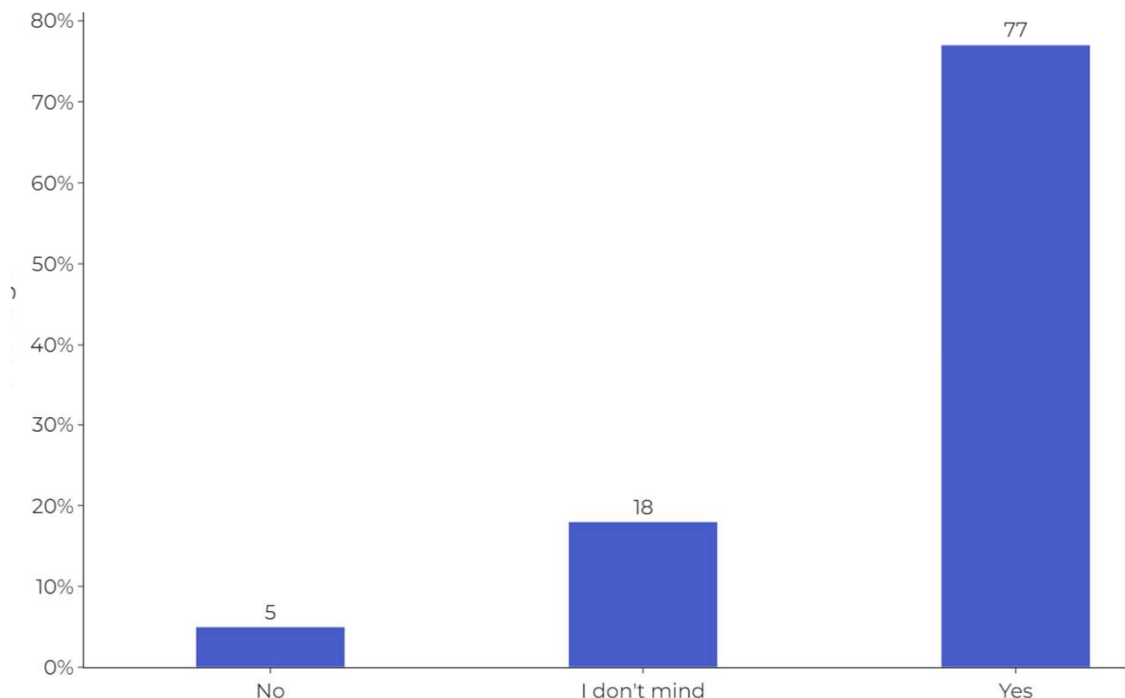


Working style

Where do young professionals look for access to resources on career development and professional opportunities?



Would a company's policy on training and development be important for you when looking for a new role?



Working style

What would young professionals improve in their sector?

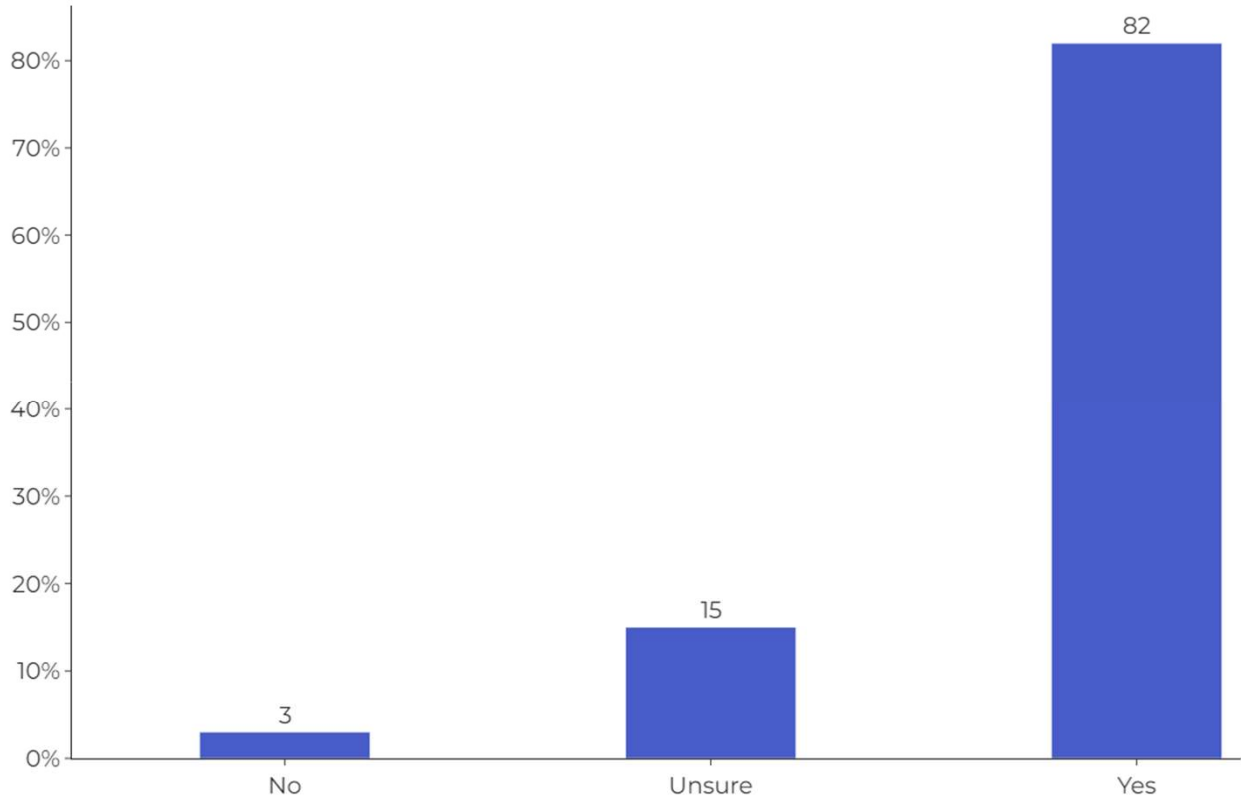
Topics	Number of respondents
Awareness	16
Introduce Funding	7
Career Progression opportunities	6
Introduce Innovation	6
Collaboration with people from same field	3
Ensure Mental Well-being	3
Introduce Equality	2
Provide Higher Pay	2

What are the challenges faced within the business?

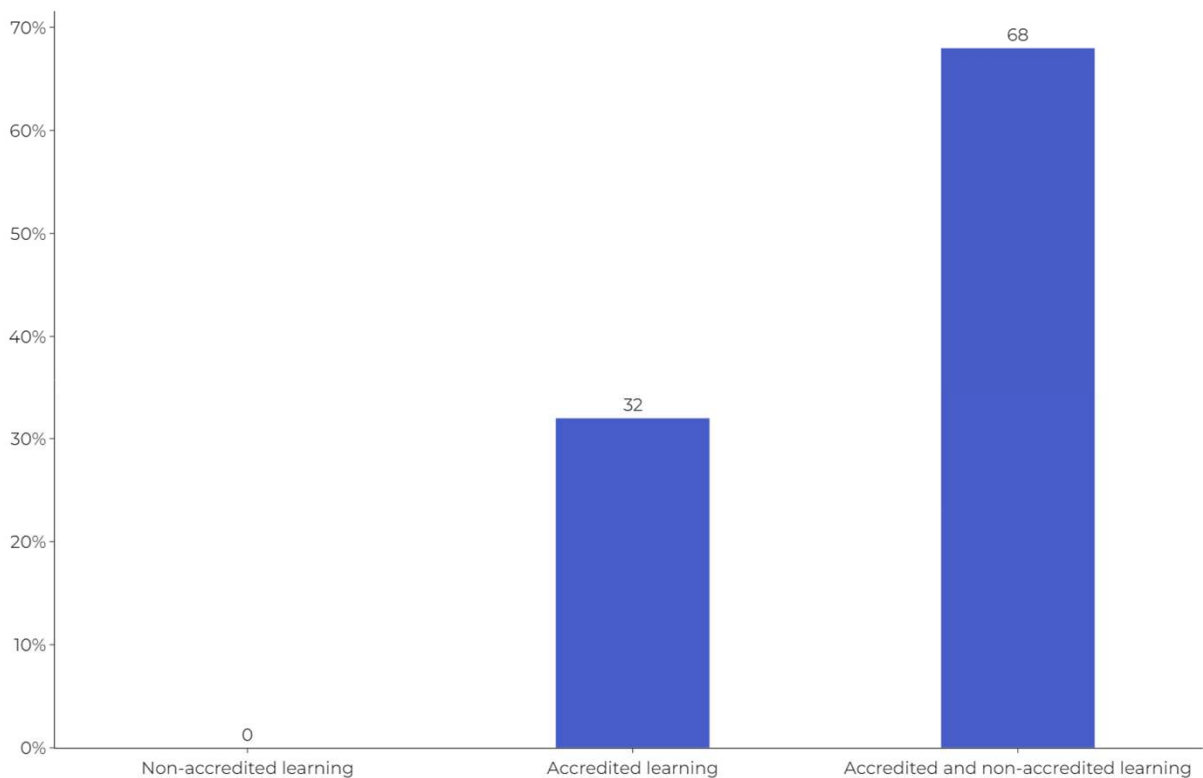
Topics	Definition for analysis	Number of respondents
Ageism	Being treated unfairly for being young and inexperienced in workplace	36
Inadequate support	Not being supported in the right way - not being heard, not provided with enough resources etc.	11
Critical behaviour	Professionals are judged at workplace and not being respected by peers	8
Self-confidence	Professional lacks confidence in delivering work	8
Resistance to change	Difficult to introduce innovative ideas at work	6
Flexibility	Restricted to work in certain way - micromanagement, overload of work or work from office only	5

Learning and delivery

Would you like to continue learning within your job?

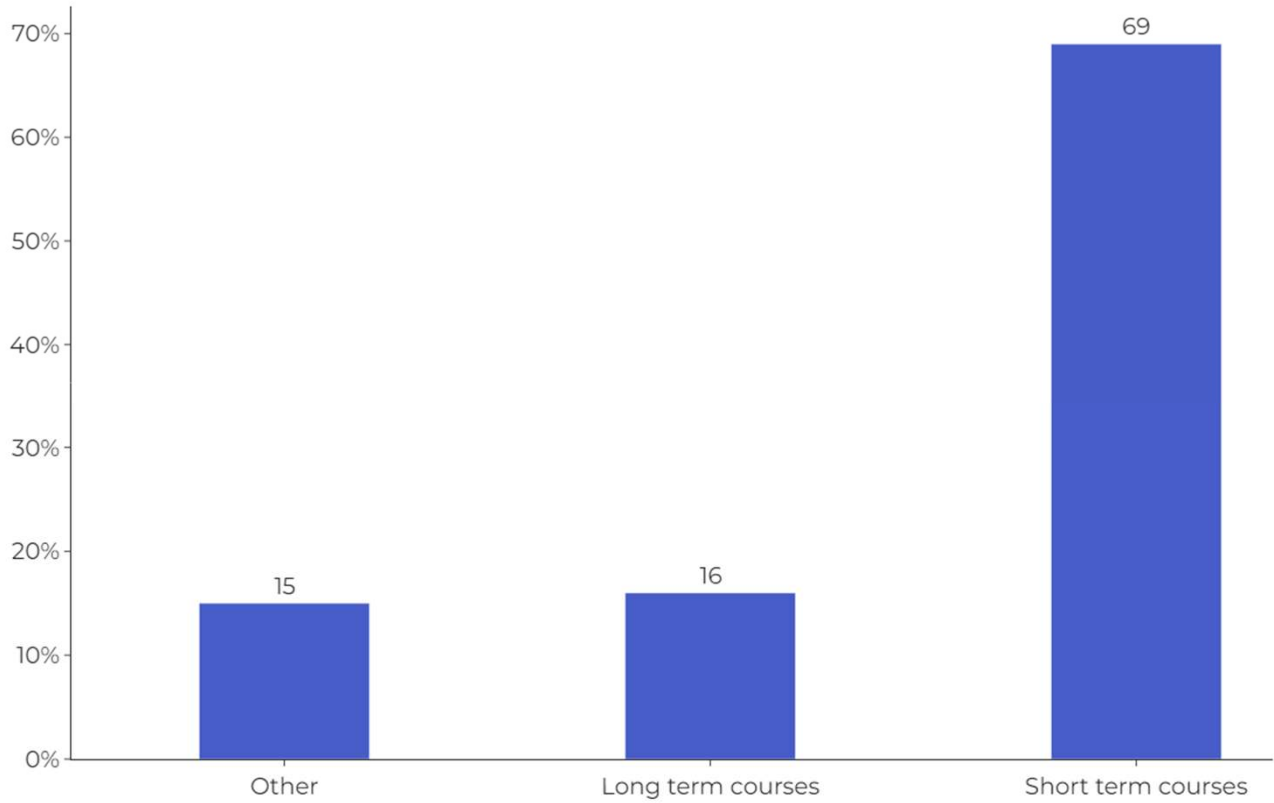


What kind of learning would you be interested in?

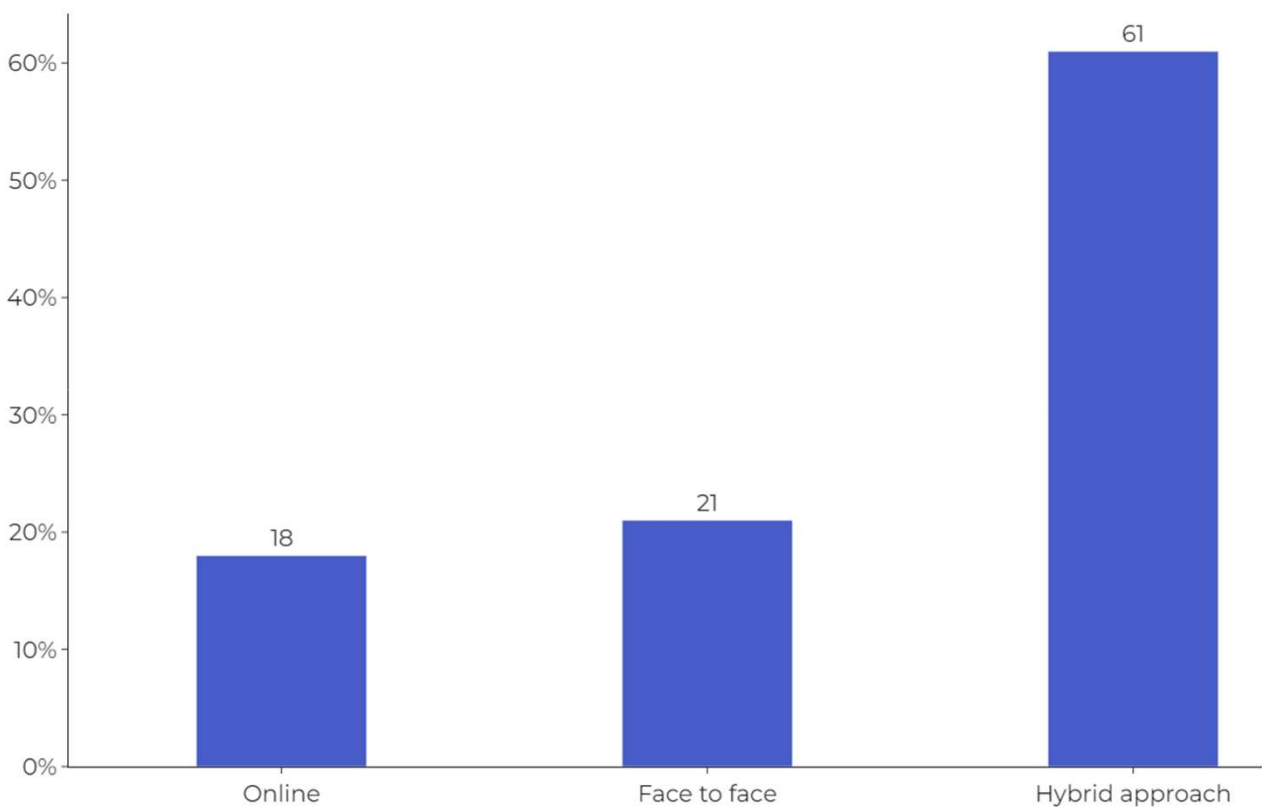


Learning and delivery

What kind of courses would you prefer?

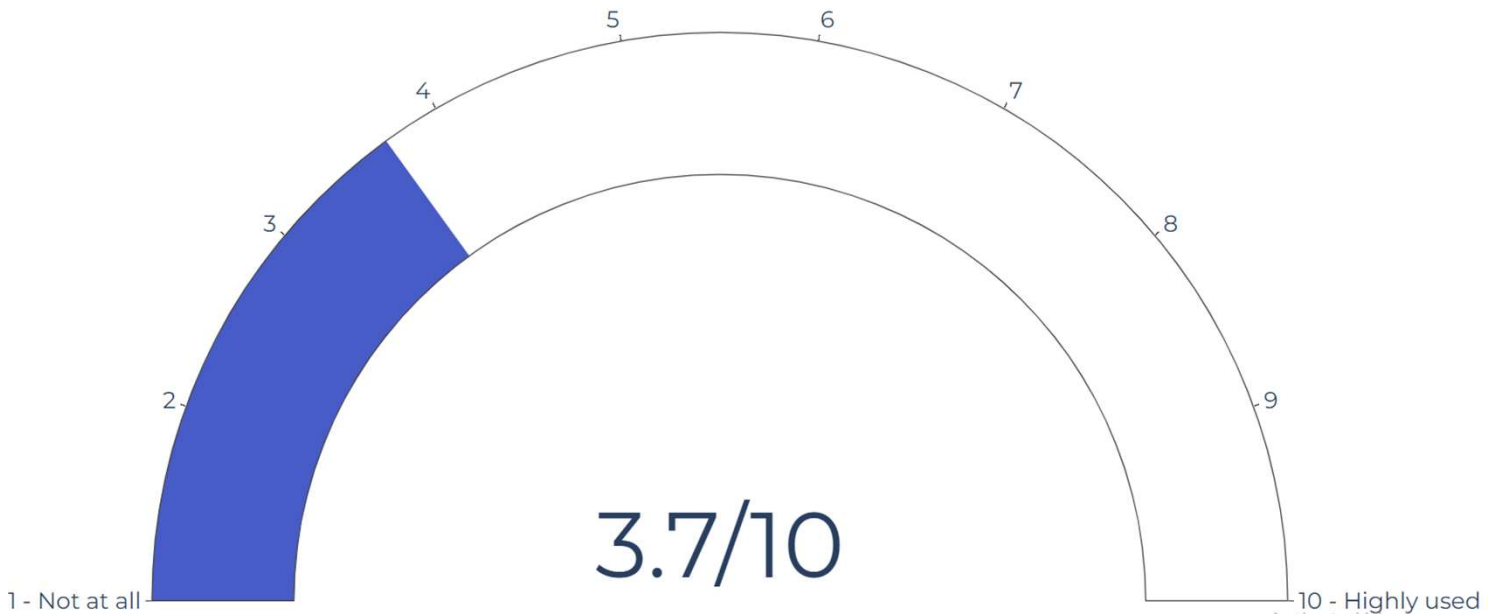


What style of learning suits you?

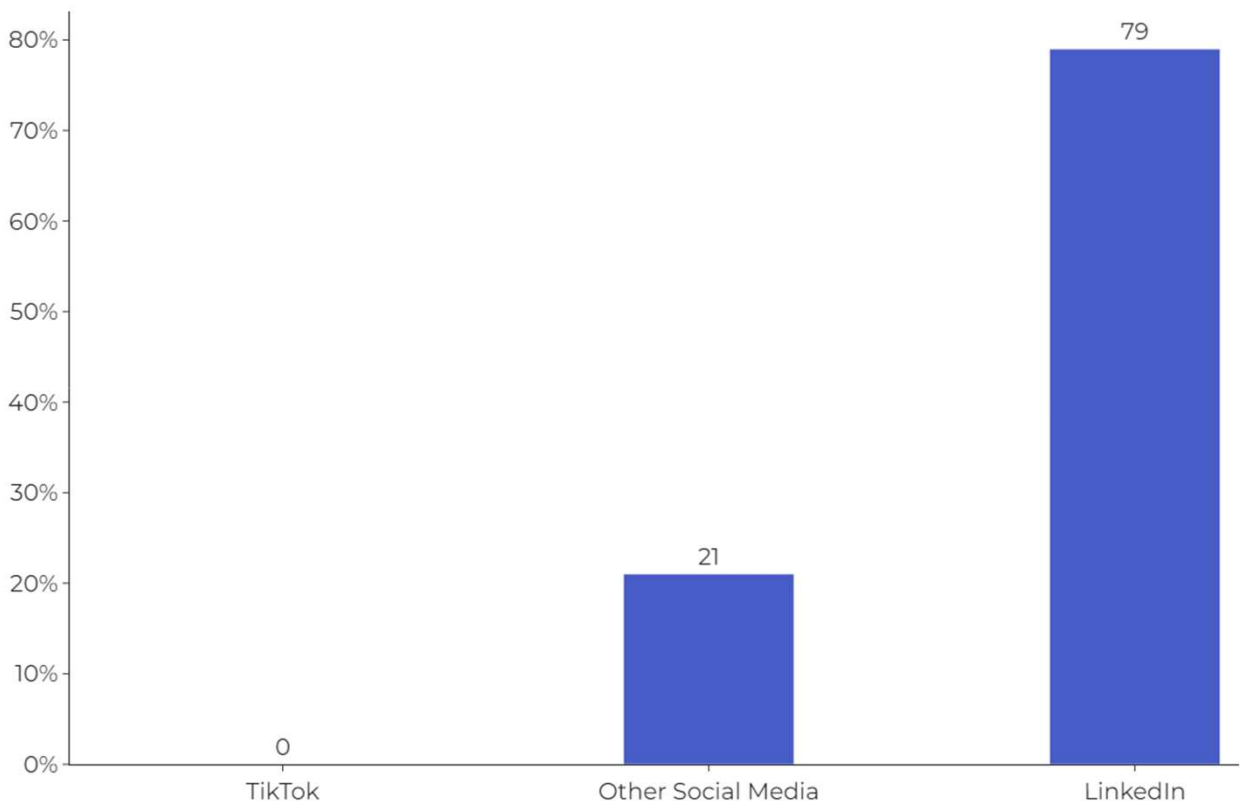


Learning and delivery

On a scale of 1 - 10, how much do you use artificial intelligence in your daily jobs?



Which social media channel do young professionals use the most in their professional setting?



Conclusion

At a time when working patterns and expectations are fundamentally changing, these insights give us an understanding of the relative importance tomorrow's business leaders put on work-life balance as opposed to just salary levels. It also puts a score against the importance of hybrid working and training opportunities when it comes to workplaces of choice, while highlighting the role in-person networking is deemed to play in career development.

Among the more alarming findings, it should come as a wake-up call to business leaders that when considering challenges, being treated unfairly due to age was the number one concern of respondents.

The hope is that the findings in this report can be used to support better conversations with businesses and among young professionals, to support the East Midlands in becoming a place where the next generation of business leaders can feel confident in knowing they'll be able to succeed.

Thanks,

Chris Hobson

Director of Policy and Insights

East Midlands Chamber



In case of any queries related to the report, please contact Harsh at
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