



VIETNAMESE GENERATION Y CAREER AMBITION AND STARTUP DESIRE

REPORTED BY NAVIGOS GROUP

www.navigosgroup.com



As we know, Generation Y (or Millennials) is a concept referring to people who were born from 1980 and 1996. Currently in Vietnam, this generation accounts for nearly 30% of the population, equivalent to about 27 million people. In the future, these young labor will hold leadership positions in businesses in an era which is forecasted to have many changes due to the impacts of Industrial Revolution 4.0.

In August 2017, Navigos Group conducted a survey on Vietnamese Generation Y's career ambitions and startup desire. With more than 3,100 respondents, this report may reflect the highlights in Generation Y's viewpoint on career and create an overall portrait of Generation Y labor.

Generation Y are young people who are ambitious for career development and highly motivated. They also have a positive outlook on career prospects and especially very big dreams. However, whether these young people have really gained enough skills and qualities to realize those plans or not? Another significant finding of the survey is that Vietnamese generation Y has low commitment to the organization. Facing this problem, employers either adapt to the general trend of young labors or explore the methods to increase employees' engagement with the company.

We do hope that through this survey, businesses will have the appropriate approach in recruiting and managing Generation Y personnel. Businesses will have a foundation to adjust their human resource policies, to build a suitable working environment, to develop training programs and promotions path for employees to bring the highest efficiency for the business.

We also thank the candidates who participated in this survey. We believe their voices have been heard!

Mrs. Nguyen Phuong Mai
Managing Director | *Navigos Search*

GENERAL INFORMATION



THE SURVEY WAS CONDUCTED

August 2017



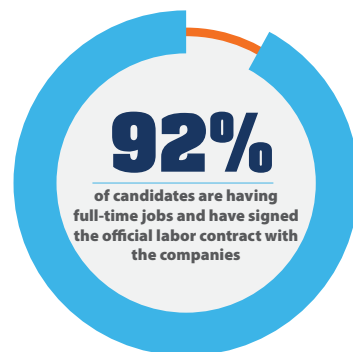
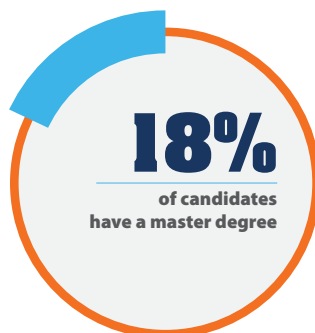
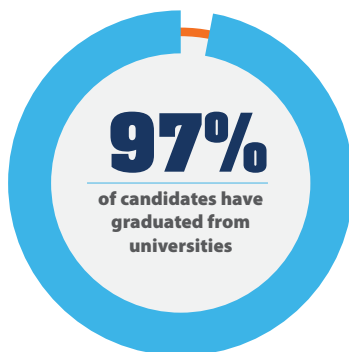
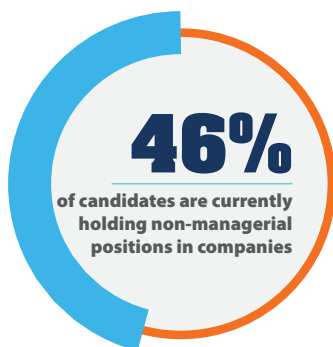
RESPONDENTS

Vietnamese candidates who were born from 1980 to 1996, based on the database of Navigos Group, including VietnamWorks and Navigos Search



NUMBER OF RESPONDENTS

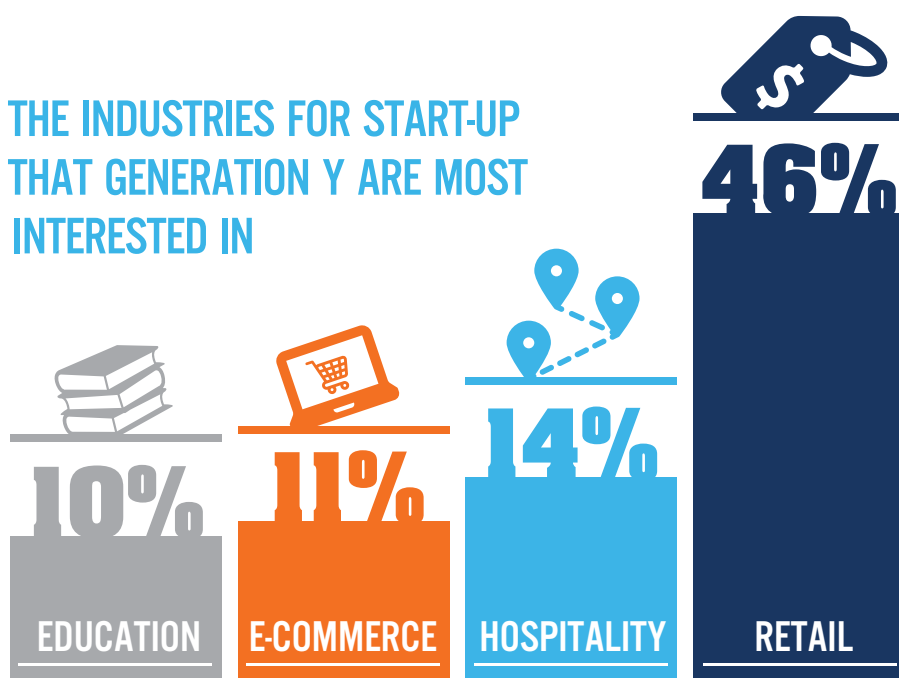
3,150 người



A GENERATION WITH A DESIRE TO START UP

Nearly two-thirds of generation Y candidates who participated in the survey said they would like to start their own business within the next three years. Currently, they are employees in companies. However, many of them are likely to become business owners in a next few years. The age of 31 - 35 is considered the **"golden age"** by generation Y, with 53% of respondents indicated that is the best age to start up.

THE INDUSTRIES FOR START-UP THAT GENERATION Y ARE MOST INTERESTED IN



DO YOU HAVE A PLAN TO START A BUSINESS IN THE NEXT 1-3 YEARS?

64% - Yes

36% - No

From the perspective of human resource professionals, the appearance of these start-ups in the future will bring about different types of views. The positive sign is that Vietnamese generation Y "dare to think big" and actively express their aspirations. Besides, the commitment to organizations of generation Y may be much lower than 6x and 7x generation.

THE MOTIVATIONS FOR GENERATION Y TO START UP THEIR OWN BUSINESS



66%

To become successful and wealthy



46%

Not an employee but a boss



44%

Want to affirm their personal brand in the market

THE THREE MOST IMPORTANT REASONS FOR GENERATION Y TO MOVE TO ANOTHER JOB



41%

They want higher and better salary and benefits



34%

They want job security and more opportunities for development

12%

They want to have better working environment

GENERATION Y'S DEFINITION OF CAREER DEVELOPMENT

83%

Enhancing their professional skills and knowledge

71%

Becoming more and more independent regarding to personal finance

62%

Getting promotion in the company

THE INDEPENDENCE AND DEVELOPMENT IN PERSONAL FINANCE IS THE MOTIVATION FOR GENERATION Y TO WORK

For generation Y, the independence and development in personal finance is one of the key factors leading to their decision to keep doing this job or to move to another job. Financial independence also enables this generation to measure

their personal growth on the career path, and motivates them to take up challenges.

Compared to previous generations, generation Y were born in more well-off conditions. For them, money do

not only serve the daily necessities of life, but also helps them to assert their own capacity, helps them more enjoy the life and they feel more secure when they are in good financial conditions.

HOW MUCH TIME DO GENERATION Y SPEND ON WORKING?

GENERATION Y'S NUMBER OF WORKING HOURS IN A WEEK

In the past, when it comes to working time, we often think of common points of view, such as working 40 hours per week, working until retirement age (55 for women and 60 for men). Different from those common viewpoints, generation Y today seem to have a more flexible and more dedicated view to their work. They may spend more time on working if it is a job requirement and they consider working to be something that will stick with them for the rest of their lives.



WHEN WILL GENERATION Y STOP WORKING?



30%

Willing to work until the day they are **unable to work**

10%

Willing to work until the age of **over 60**

12%

Willing to work until the age of **over 55**

14%

Willing to work until the age of **over 50**

However, during the working period, Generation Y still want some certain **"breaks"** to focus on what is meaningful to them. The three most common reasons for these **"breaks"** are to take care of parents and other family members; to pursue their dreams & personal hobbies & to travel. This means that Vietnamese generation Y prioritize traditional values and they are responsible for their family, but at the same time, they also understand and appreciate their own "self".

THREE MOST COMMON REASONS FOR GENERATION Y TO TAKE A "BREAK" FROM WORK

53% |

Taking care of parents and other members of family

50% |

Pursuing personal dream and hobbies

49% |

Travelling

A GENERATION WHICH HAVE LESS COMMITMENT TO THE ORGANIZATION

According to the survey, more than two thirds of the respondents said that they were considering move to another job. 70% of respondents said that they work in a company for an average of 4 years or less. It can be seen that generation Y easily consider move to another job and their commitment level to the organizations is not high.

ARE YOU CONSIDERING
MOVING TO ANOTHER JOB?

69%
YES

31%
NO



THE JOB TENURE OF GENERATION Y CANDIDATES
WHO PARTICIPATED IN THE SURVEY

3%

Below 1 year

29%

1 - 2 years

38%

3 - 4 years

30%

Over 4 years

GENERATION Y BELIEVE IN THEIR OWN EFFORT TO GET PROMOTION

In addition to compensation, personal development and improvement are important factors which determine whether generation Y will have a long-term commitment to the organization or not. When being asked about self-development direction, most respondents (64%) said they wanted to focus on developing and taking advantage of their strengths, rather than spending time and effort on correcting weaknesses.

This generation believe that the opportunities to develop themselves and their careers will come when they demonstrate that they have enough qualities and skills to move up, not because they have been in the organization for long enough.

FACTORS LEADING TO PROMOTION IN GENERATION Y'S OPINION



39%

Improve the skills which are required in the job



26%

Have achievements in the current job



21%

Have new ideas to develop the business

Build up good relationships within the company

7%



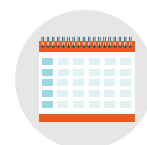
Have more certificates as required

4%



Work in the company long enough and have long-term commitment to the company

3%



GENERATION Y'S IDEAL MODEL OF LINE MANAGER

Basing on the answers of the candidates about the model of direct manager that they want, the portrait of an ideal manager was somewhat expressed. Generation Y do not want to work as a "machine" or just work for a living, they want to get positive "feelings" from it. They want to be heard and want to feel the joy in their work.

They do not consider the manager a person who assign tasks to them, but a person who instruct them how to handle the tasks well. This generation want to feel the sincerity and encouragement from the managers. It can be seen that Generation Y wants the relationship between manager and staff to be a two-way relationship, so both sides need to spend effort to build up goodwill towards the other.



37%

Listen and inspire staff



27%

Not a "boss"
but a "coach"



20%

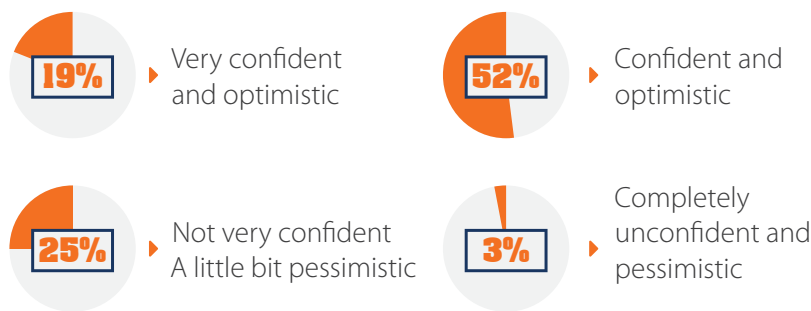
Excellent in professional
knowledge and skills

This generation wants to separate professional relationships from personal relationships. The majority of respondents (57%) do not want their direct managers to make friends on Facebook.

VIETNAMESE GENERATION Y ARE OPTIMISTIC ABOUT INDUSTRY 4.0 AS WELL AS THEIR CAREER PROSPECTS

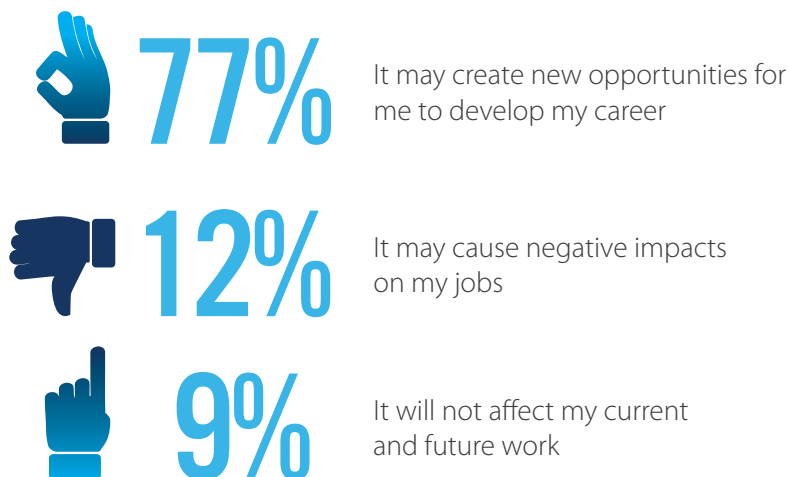
Generation Y are having a very positive outlook on their career and their personal development prospects. This is a very positive sign for the development of the labor market in creating opportunities and prospects for young people.

GENERATION Y'S PERSPECTIVE ON THEIR CAREER PROSPECTS



In addition, generation Y candidates who participated in the survey are also optimistic about Industry 4.0 era. They argue that the challenges created by Industry 4.0 will create new opportunities for their career development.

WHAT DO GENERATION Y THINK ABOUT THE IMPACTS OF INDUSTRIAL REVOLUTION 4.0 ON THEIR JOBS?



SUGGESTIONS FOR EMPLOYERS

LISTEN, LISTEN AND LISTEN

Spend more time listening to your employees' feelings about their work, new ideas and suggestions, and the difficulties that they are facing. That leaders spend time on listening to employees also increases employees' engagement to companies and reduces the unnecessary costs of new recruitment.



When you talk to employees, remember to be frank and sincere. Tell your employees what they have done well and what they need to do to improve their work. Give them encouragement when they have an achievement, even if it's just a small one. Employees will feel like they are trusted and respected by their manager.





TRUST AND EMPOWER

Properly evaluate the capacity of the staff and believe in their abilities when you assign tasks to them. Let them know how what are the expected outcomes, the direction to fulfill the tasks and the deadlines. Then let them proactively solve the problem and take responsibility for the assigned tasks. This will not only motivate the staff, but also help managers to "remove the burden" of micromanagement.

DON'T LET THE STAFF FEEL LIKE THEY ARE STUCK IN ONE PLACE

Always give employees new challenges at work so that they will never feel bored. It can be a new skill that the staff need to master, a new task in the department, or enable them to experience new tasks with members from other departments etc. Make sure that they find their work always fresh and there are always new things to learn.

INVESTING IN PEOPLE IS THE MOST PROFITABLE INVESTMENT

Many businesses today are still cautious when investing in training for employees because they are concerned on the employee's loyalty and are afraid that they will lose a considerable amount of training costs if employees quit the jobs. However, from another perspective, when businesses focus on training to improve employees' qualities (including professional knowledge, working skills, leadership skills, etc.), the business will have a good employee who can make positive contributions to the company.



**THE COPYRIGHT OF THIS REPORT
BELONGS TO NAVIGOS GROUP VIETNAM**

For more information, please kindly contact:
communication@navigosgroup.com

HO CHI MINH CITY

130 Suong Nguyet Anh Street, Ben Thanh Ward, District 1
Tel: 84-28 5404 1373 | Fax: 84-28 5404 1372

HA NOI

V-Building, 125-127 Ba Trieu Street, Hai Ba Trung District
Tel: 84-24 3974 3033 | Fax: 84-24 3974 3036

www.navigosgroup.com