

well, well, well... wellness.

Young professionals and the spirit of well-being



# GenY: what do we know?

GenY prioritizes "meaningful work" over high pay.

GenY prefers career growth over hierarchy.

GenY picks social consciousness over profit.

GenY values flexibility, work-life balance, and family.

GenY has valued remote working long before the pandemic.



# Compromising or just growing up?

Harsh times have forced millennials to compromise.

Their employers have failed to deliver on diversity and work-life balance.

Gradually, GenY priorities resemble these of GenX.

Pragmatism trumps principle.

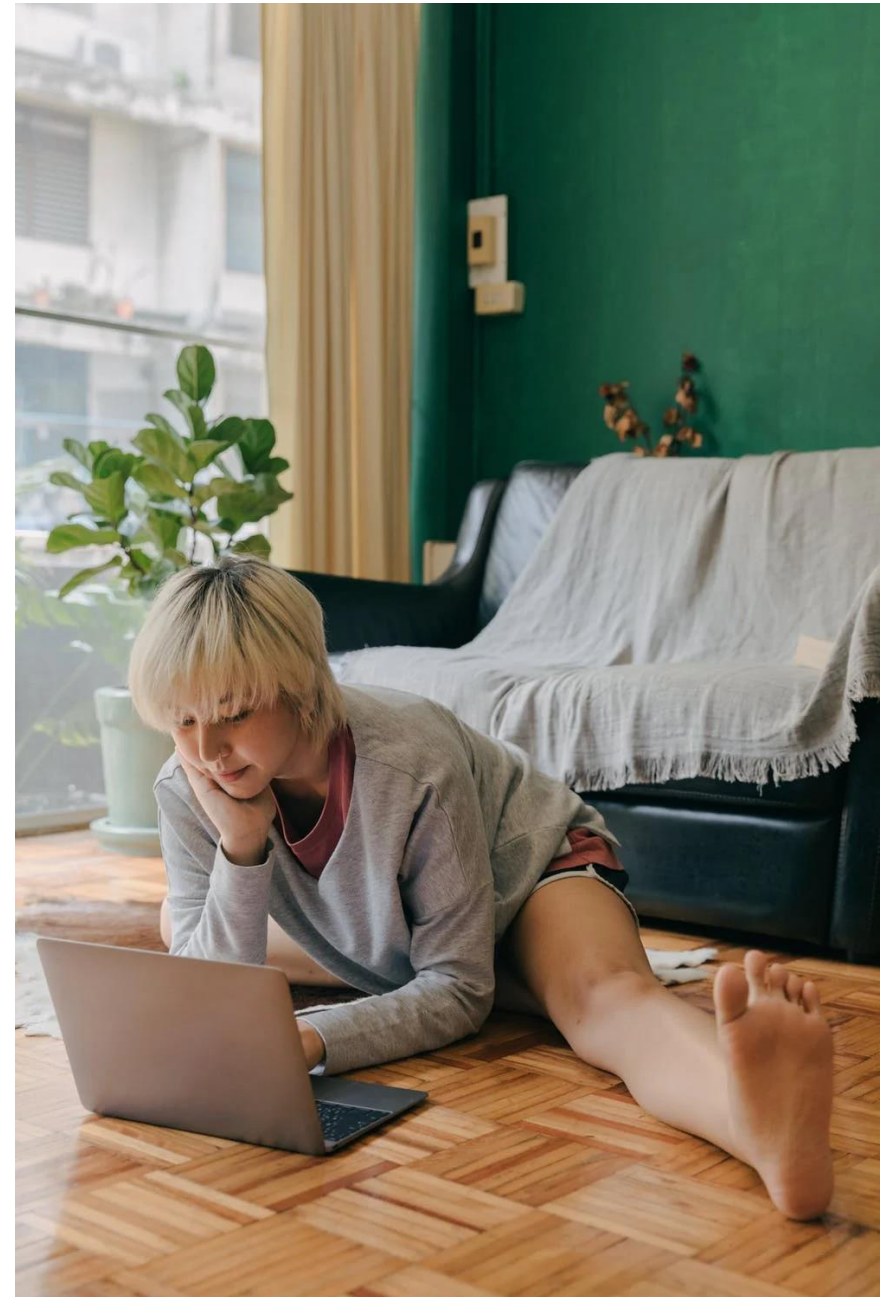


# What we wanted to learn

Do Greek millennials cherish the same principles?

Have the crisis & the pandemic affected their views?

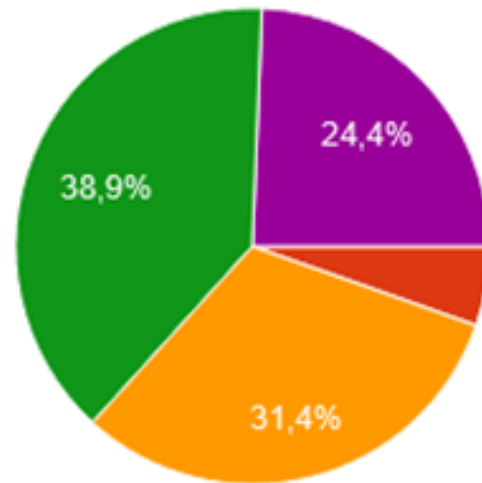
What do they think about their employers?



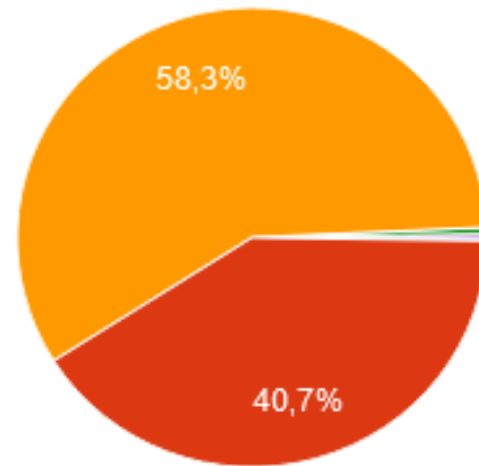


Online survey, April 2021

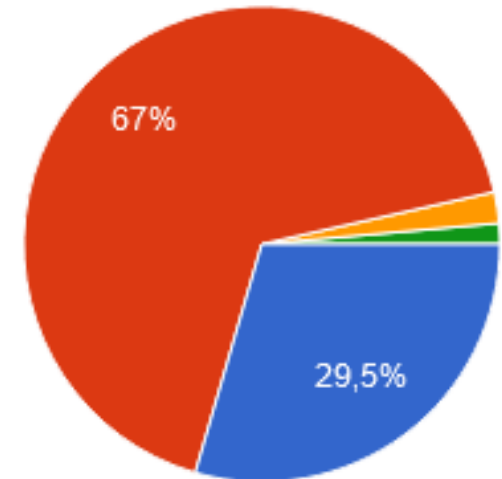
427 responses – Sample ID



- 18-20
- 21-23
- 24-26
- 27-29
- 30 +



- High school education
- Tertiary education
- Postgraduate
- Doctoral
- MBA



- Man
- Woman
- Other
- NA

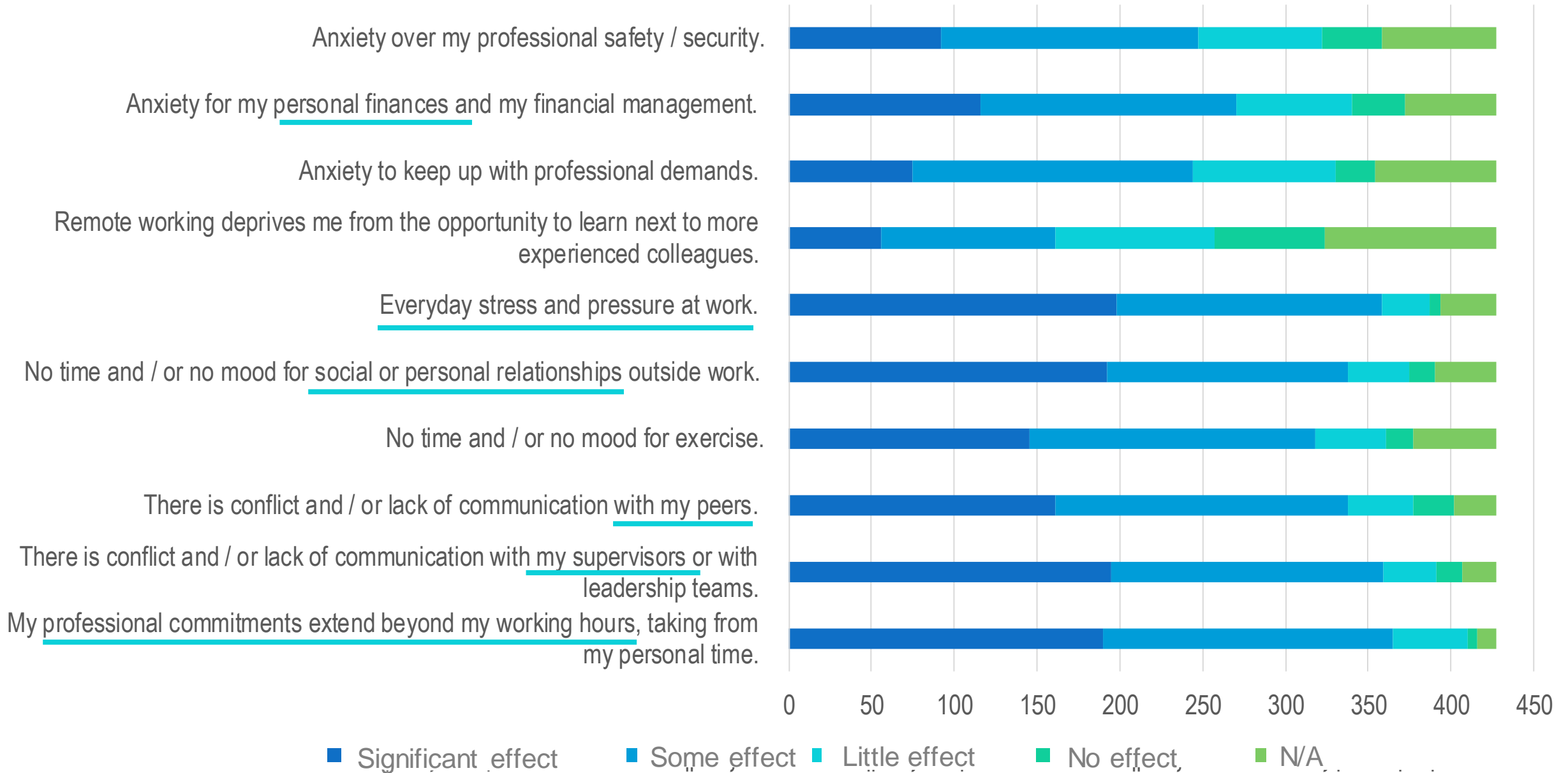


# Findings

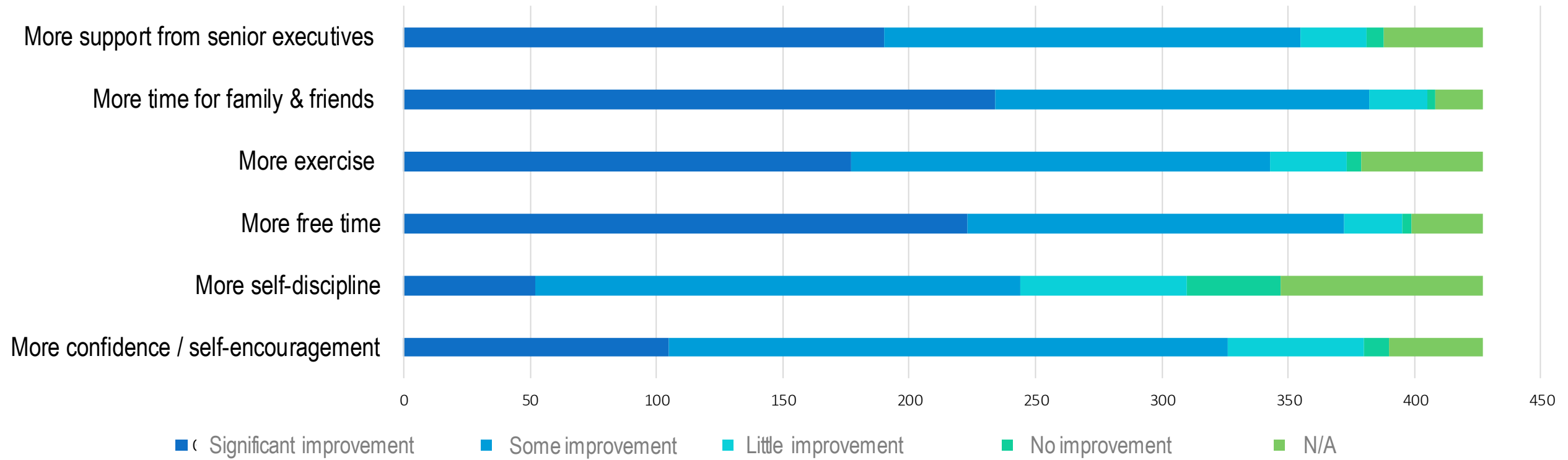




## Which of the factors below affect your well-being at work, negatively?

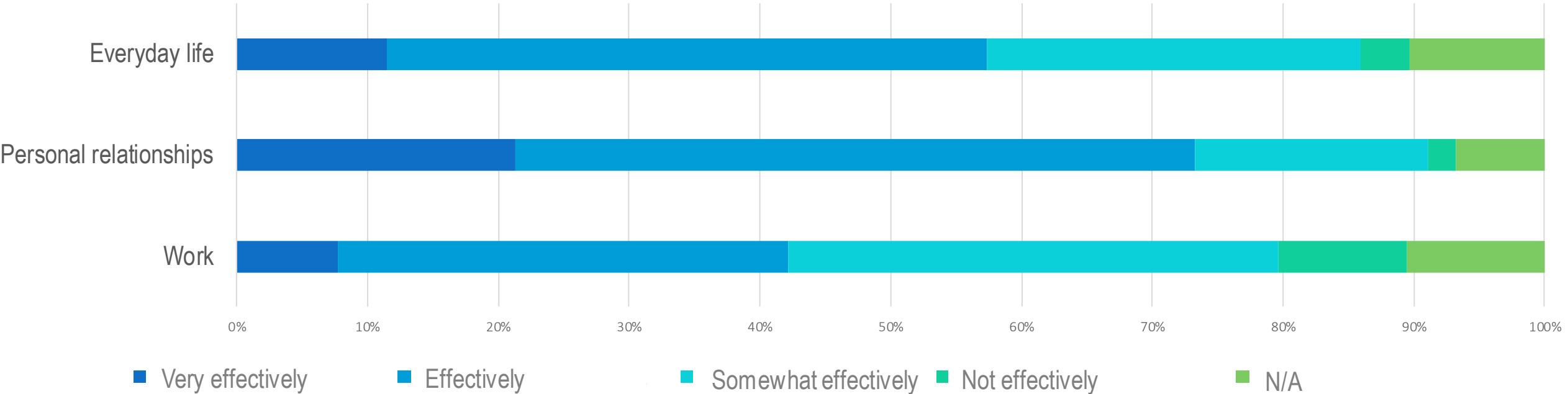


## Which of the factors below would improve your well-being at work?

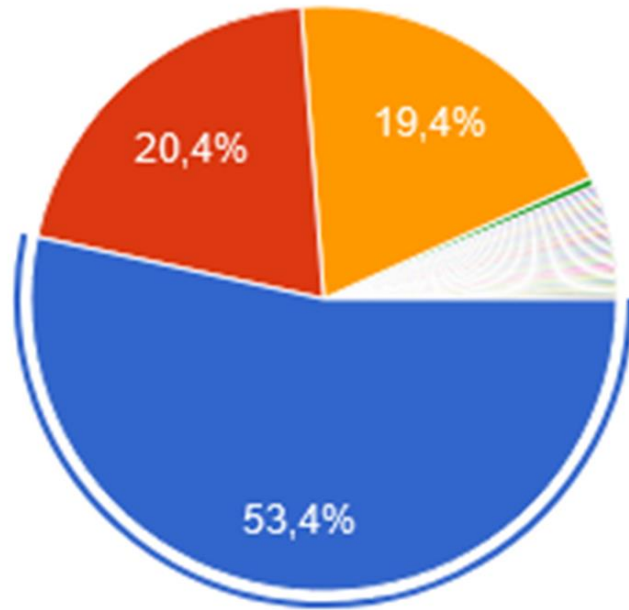




How effectively do you think you claim your well-being?



## Well-being & career progression: what is your view?

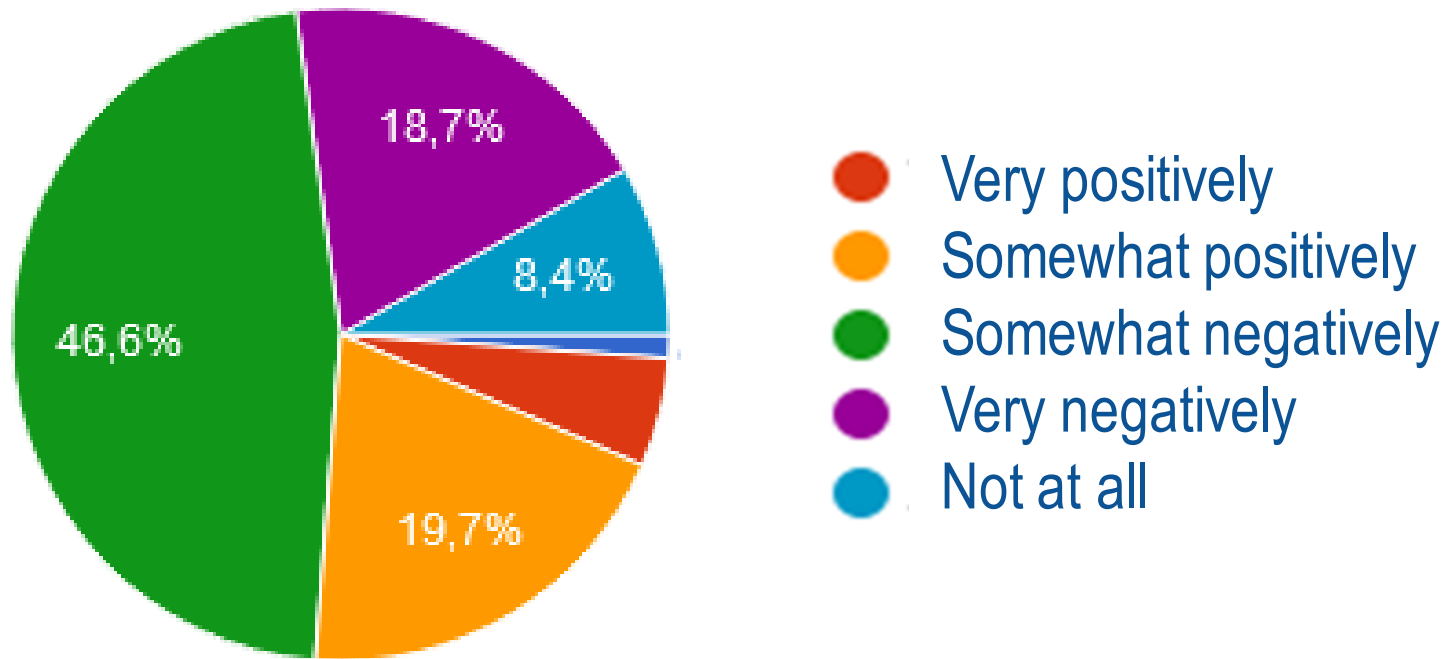


Career progression brings more well-being, because prosperity and influence increase (53,4%)

Career progression reduces well-being because it comes with responsibilities and stress (20,4%)

Career progression does not affect well-being. Well-being depends on the individual (19,4%)

How has the pandemic affected your sense of well-being in your workplace?





# Their comments?

Employers should foster well-being – this is win-win

Tiny rewards and incentives have huge psychological impact

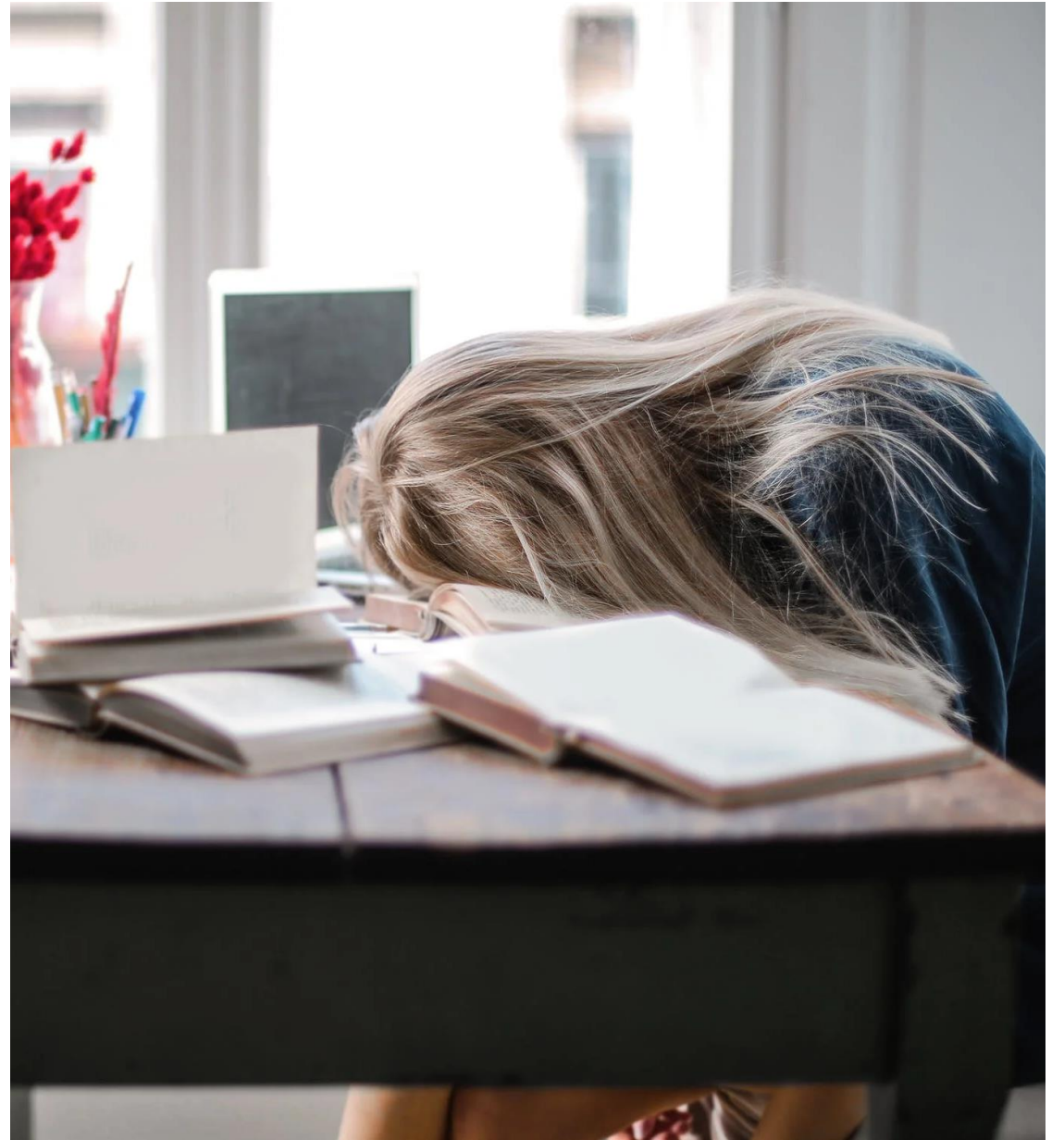
Salaries, bonuses, benefits come at the expense of employee rights

Employers do not care about well-being or burn-out

Well-being is first and foremost about making a living

The pandemic does not help new employees blend and learn

Women need to try harder to achieve as much as men



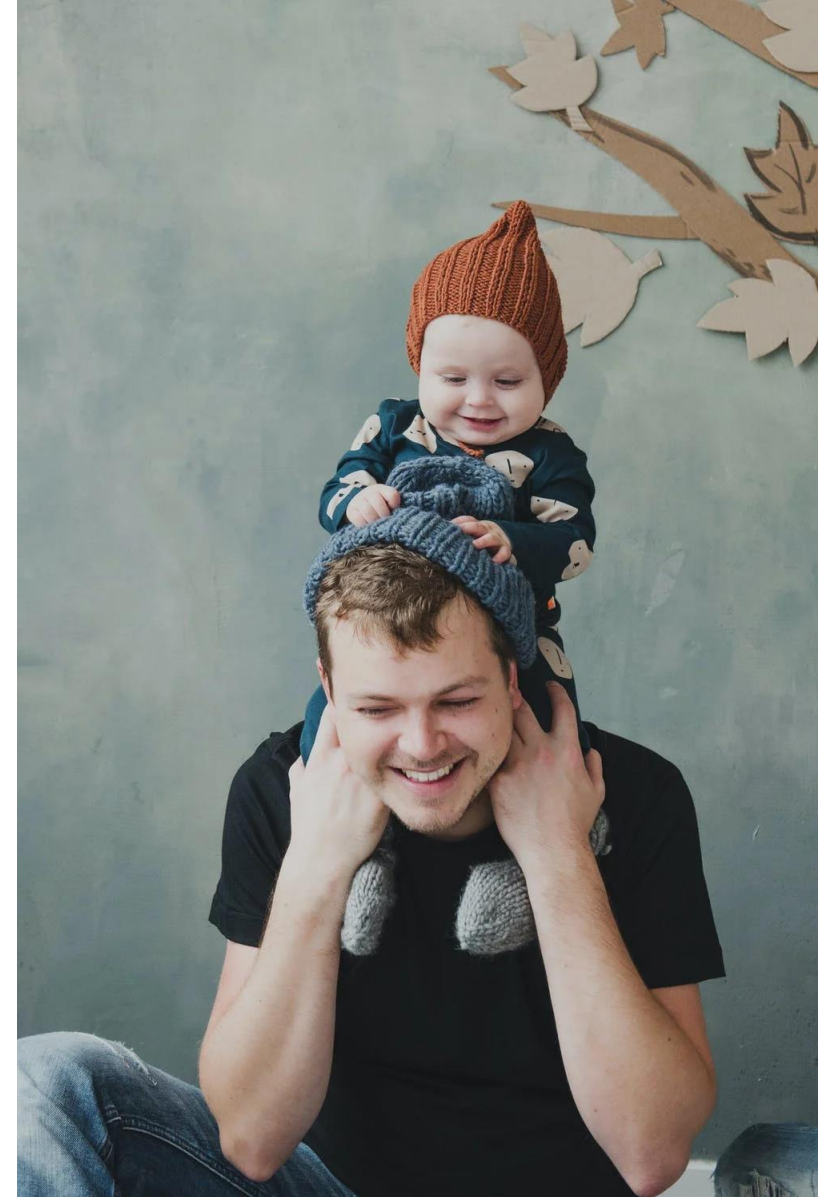
# Their 2 cents?

Progress is good but not at the expense of personal life

Progress increases well-being when you aim at fulfillment, not just money. Well-being is multifaceted.

Progress comes with more stress

Nothing more important than free time and empathy.



# Conclusion

Greek millennials cherish work-life balance and well-being.

They know this is not about the money, but they still can't make a living. However, they are willing to invest in the future.

Their employers do not deliver. Our respondents feel overworked & underpaid; nobody cares for their development, if they will ever have a family, or are on the verge of burn-out.

Remote work is an advantage; isolation & lockdowns are not.

They value flexibility in working conditions but stability in terms of employer principles, growth schemes and working relationships.





# Discussion & proposals

Provide  
purpose

the socially  
responsible  
employer  
brand matters.

Support  
future growth

lifelong  
training,  
mentoring,  
career  
planning.

Approach  
wellness  
holistically

in a tech-savvy  
manner.

Foster  
flexibility

in working  
conditions- not  
in employment  
terms.

Promote work  
integration

Work no  
longer occurs  
in a separate  
place & time.  
Make GenY  
feel at home  
when at work.

Address new  
parenthood

The GenY dad  
is not just a  
bread-winner;  
the GenY mom  
is not just a  
low ambition  
employee.

# Thank you!

Georgia-Zozeta Miliopoulou, Ph.D.  
Assistant Professor, Deree ACG  
[gmiliopoulou@acg.edu](mailto:gmiliopoulou@acg.edu)

