

Attract & Engage ~~MILLENNIALS~~



LinkedIn™

Our mission

Connect the world's professionals
to make them more productive
and successful

For our members



Identity

The professional profile of record



Networks

Connect all of the world's professionals



Knowledge

The definitive professional publishing platform

Our vision

Create economic opportunity
for every member of the
global workforce

Millennials | The Future

65%

= LinkedIn

50%

2020

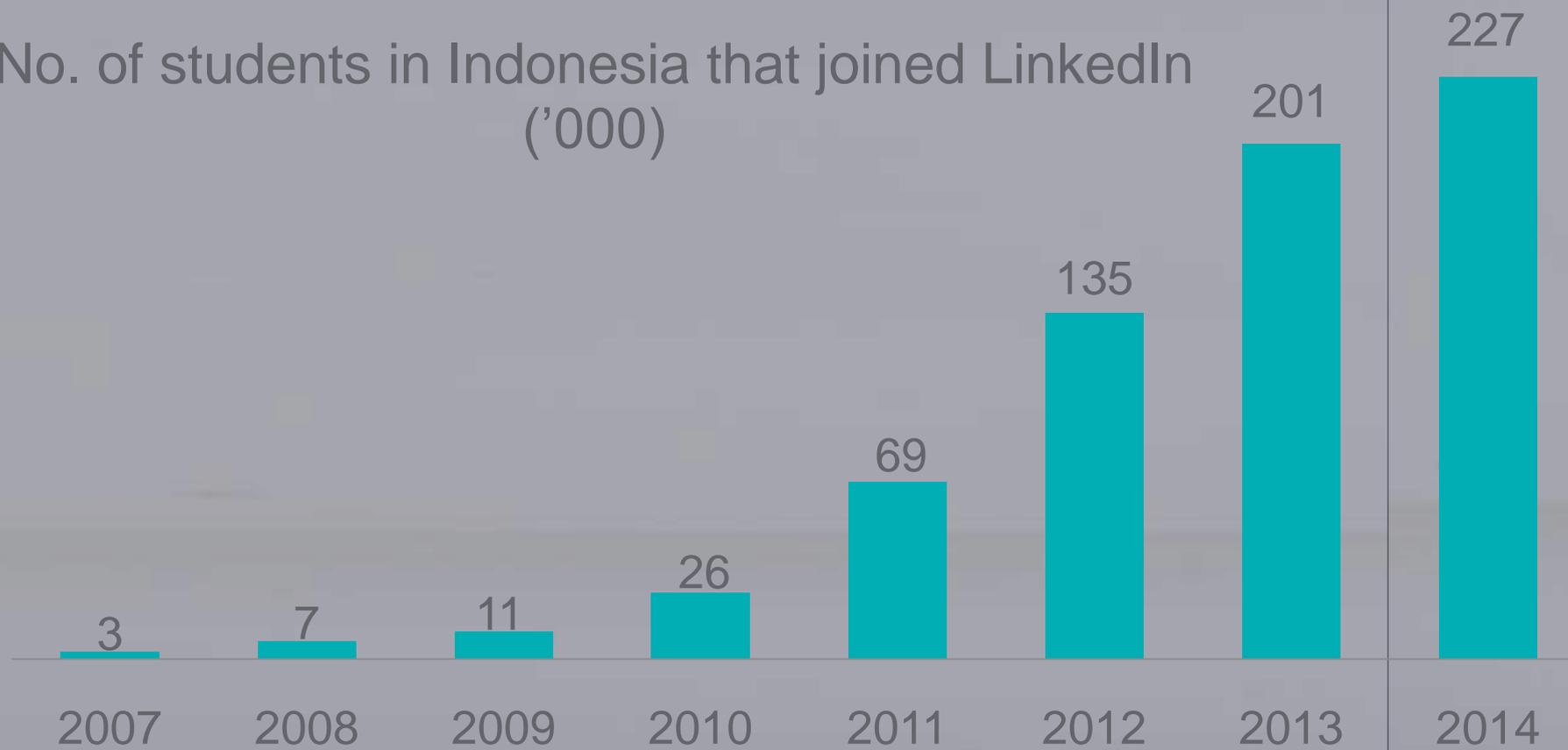
37%

Unemployed

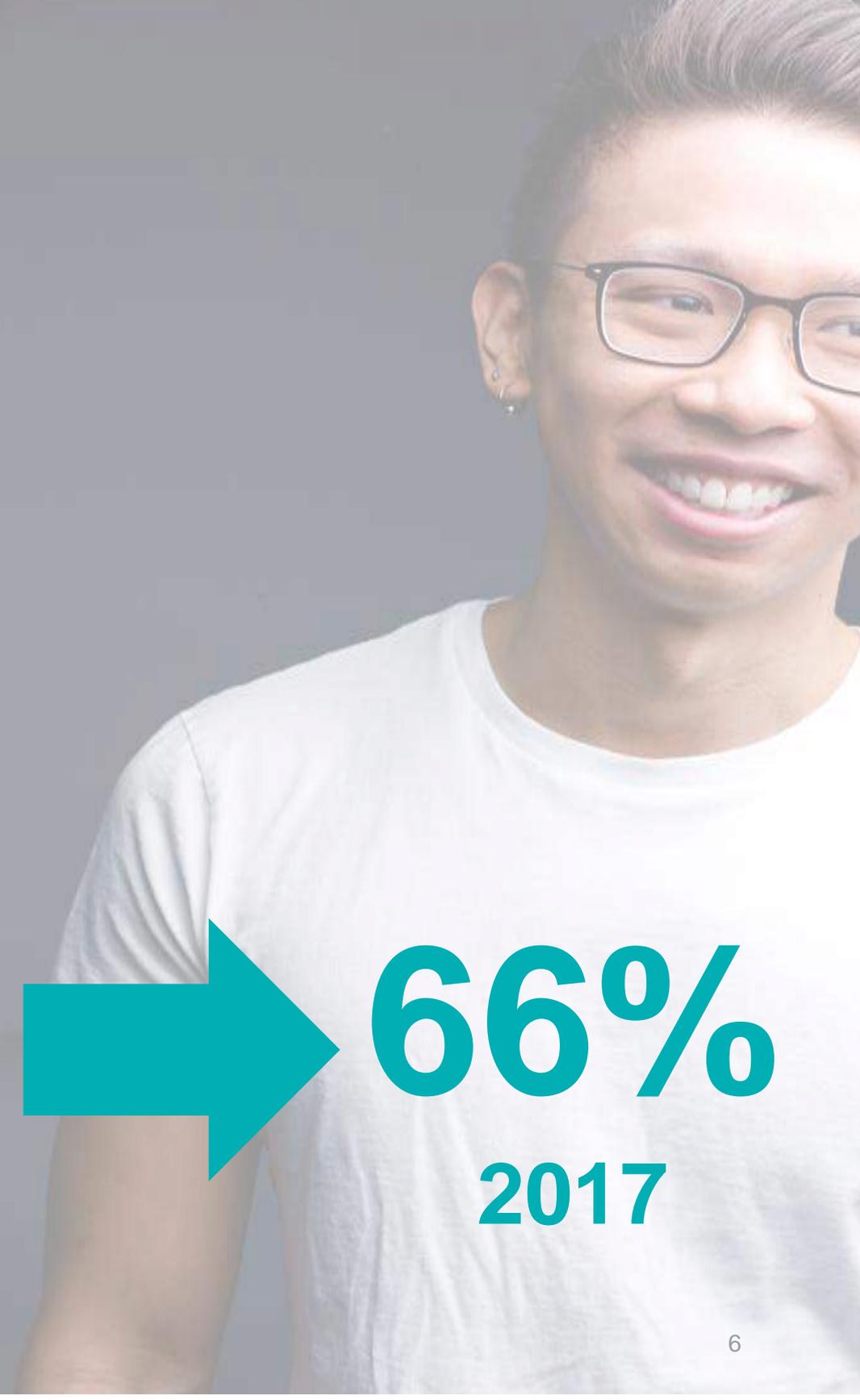
379,000

Students

No. of students in Indonesia that joined LinkedIn ('000)

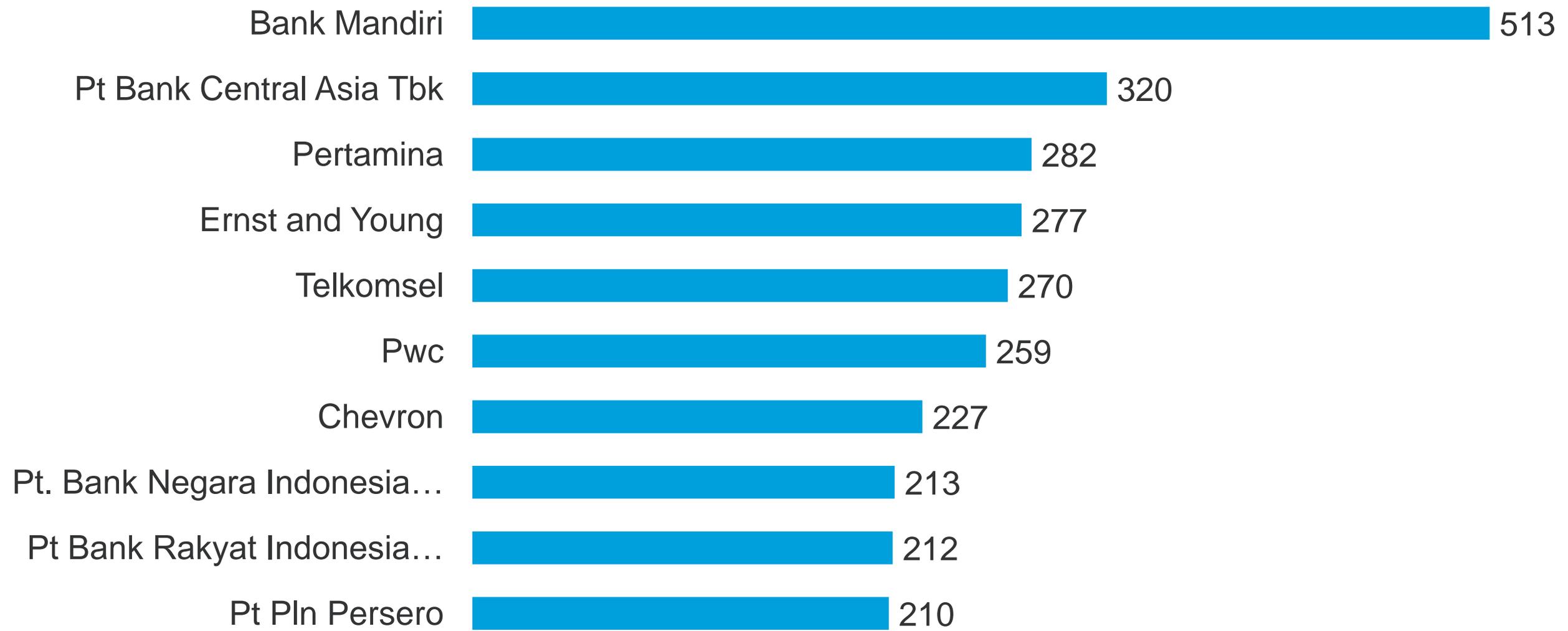


66%
2017



Biggest employers of recent graduates in Indonesia

Banks and financial services are the biggest employers



Millennials

Our Voice



The Millennial Generation

Born between 1980 and 2000

(Between 16 – 36)





Baby Boomer



Gen X



Millennial

Job security
 9-5
 Hierarchical
 Loyal
 'Pay Dues'
 Stability
 Titles and Perks



Freedom and flexibility
 Empowerment
 Work-life balance
 Driven by purpose
 Socially focused
 Entrepreneurial mindset

Attract & Engage Millennial



Purpose VS Pay

Vision | Mission | Culture

Vision | Culture

84%

of Millennials seek purposeful work

60%

of Millennials state 'sense of purpose' is part of the reason they chose to work for their current employers

“

Purpose is key. Humans want to leave a legacy. And millennials tend to be more intentional about that

*Pat Wadors
Senior Vice President Talent*



Mission



- To refresh the world...
- To inspire moments of optimism and happiness...
- To create value and make a difference.



OUR

CULTURE

#CULTURECODE



"Once in a Lifetime Company"



Current Employee - Anonymous Employee in San Francisco, CA

Recommends

Positive Outlook

I have been working at Airbnb full-time (More than 3 years)

Pros

The most unique combination of elements. Founder-led, mission-driven, creative, such fast-paced, community-focused and global. This is truly the most exciting and empov place I have ever worked.

Purpose VS Pay

Vision | Mission | Culture?

Ambassadors?

Attract | Engage | Onboarding?

Corporate vs. Conscience

Community | Philanthropy | Environment



80%

CSR affects their
interest in working at a
company



60%

Are worried about the state of
the world and feel personally
responsible to make a
difference





Corporate VS Conscience

Societal Impact

CSR Program

Internal Awareness

9-5 VS Flexibility

Empowerment | Space | Wellness





92%

Want access to info
whenever and
wherever

61%

Flexible working =
Anywhere & Anytime

73%

agree they are expected to be contactable at all time

Empower

Results VS Hours
Stretch Opp.
Flat Structure

CHOICE

Space

Less Formal
Mobile
Ergonomic

CHOICE

Wellness

Integrated
Listen
Get Creative!

CHOICE





