

Kicking The Tires On The Next Generation




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The Next Gen Group

How can the industry remain attractive and competitive when it comes to the people it is composed of?

The Key Areas Of Focus

-  **Recruitment**
-  **Retention**
-  **Remaining relevant**

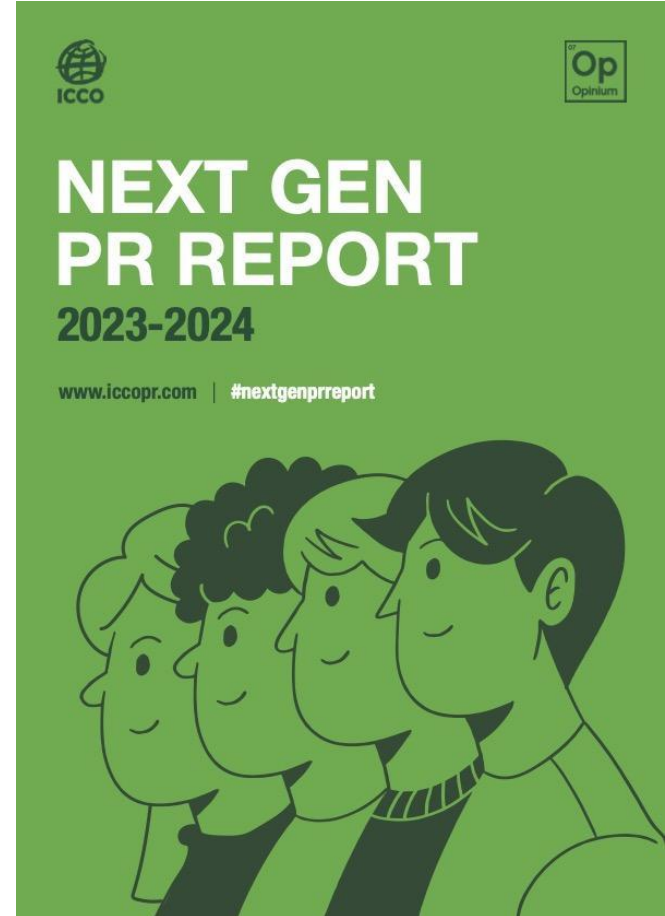
Our First Step

Looking under the hood of the next generation to understand the engine






Searching For Answers

- 🌐 Age group 18-35
- 🌐 Agencies & consultancies
- 🌐 ~ 200 respondents
- 🌐 Expert contributors






The Three Main Topics



-  **Drivers & Inspiration**
-  **Challenges & Barriers**
-  **Outlook & Perspective**

DRIVERS & INSPIRATION

Surprisingly Comfortable

-  **77% are given environment to perform**
-  **75% find meaning & purpose**
-  **69% have a good work/life-balance**

Not So Surprising: Focused On Salary

-  **Top consideration when looking for a job (60%)**
-  **6 in 10 feel underpaid (57%)**

But Only A Minority Looks Elsewhere

- 🌐 **6% looking to leave the industry**
- 🌐 **68% plan to stay for foreseeable future**
- 🌐 **28% plan to stay for entire career**

But why do they want to stay, if they feel underpaid?



Creativity

Complexity

Creativity Is King

- 🌐 **The top reason for pursuing a PR-career (57%)**
- 🌐 **3rd most enjoyable element at work - tied with *working on meaningful projects* (45%)**




Complexity Is Fuel

-  ***Working in a professionally challenging role: 3rd in reasons to pursue a PR-career (42%) - ahead of opportunity to make an impact (41%)***
-  ***Overcoming challenges: 4th in sources of inspiration (45%) - ahead of the opportunity to make a positive impact on others and/or society (44%)***

Motivated Problem Solvers



They thrive by solving complicated issues through creative solutions

Exactly What We Need




-  **Thrives on solving societal issues**
-  **Motivated by the complexity**
-  **In for the long haul**

CHALLENGES & BARRIERS

Easy On The Gas

-  **64% have experienced negative mental health impact from their job**
-  **For 1 in 5 (20%) the impact is significant**




Potential Causes

-  ***Building client relationships (9%)***
-  ***Working in a fast-paced environment (9%)***
-  ***Conducting media relations (2%)***

The mechanics are working
against the next generation

Where does this leave the industry?



Social Is Fundamental To Professional

-  ***Work/office culture*** 2nd most important for ideal work environment (52%)
-  ***Colleagues my age*** (8%)
-  ***Personal development*** (71%) and ***feeling valued*** (47%) most enjoyable aspects

A supportive work environment is crucial in an ideas-based industry



It All Comes Down To The Top

-  ***Responsive boss/leader* is the most important in an ideal work environment (53%)**
-  **54% see themselves in-house, if not at an agency**

OUTLOOK & PERSPECTIVE



Looking Ahead



 PR-leaders across the industry

 ~ 270 respondents



 Expert contributors



Looking Inward

	C-level	Next Gen
 <i>Companies paying more attention to corporate purpose</i>	84%	61%
 <i>The PR industry works ethically</i>	71%	48%

Remember

-  ***Opportunity to make an impact*** among top 4 reasons to pursue a PR career
-  ***Opportunity to make a positive impact*** is in top 5 of what inspires them



Surprising: Almost Total Agreement
on Biggest Challenges

The Top Three Skills

C-level:

- 1: *Mastery of AI Tools (45%)*
- 2: *Strategic Consulting (40%)*
- 3: *Purpose & ESG (32%)*
- 7: *Creativity (22%)*

Next Gen




- Crisis Counsel (50%)*
- Mastery of AI Tools (40%)*
- Creativity (37%)*

A network diagram consisting of a white background with a grid of thin grey lines. Numerous colorful pins (red, green, yellow, blue, purple, grey) are placed at various intersections of the grid, representing nodes in a network. The pins are of different colors and are scattered across the frame, with some in sharp focus and others blurred in the background.

What does the creative preference
mean for the corporate profile?

FINISHING REMARKS

Remember

-  ***Yin & Yang: Creativity and complexity fuel the next generation***
-  **Responsive leadership & supportive environment are crucial for the next generation**
-  **Similar perceptions about the future may not mean the same prescriptions**

THANK YOU

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