



A truly global sample reflecting a global world

1000+ "Leaders of Tomorrow"

Young top talent from the generation of "Digital Natives"

From more than 80 countries

Students and young professionals from diverse disciplines



1

Leaders of Tomorrow live a lifestyle of controlled transparency

Leaders of Tomorrow live transparent lives as almost all of them share personal information online. **But they are not careless "Digital Naïves":** They actively control access to their online presence and care about cyber security.



81% actively manage the privacy settings for online profiles compared to 16% that do not



2

Leaders of Tomorrow drive the power shift from employers to employees

Leaders of Tomorrow share experiences as employees as if they were customers. They use their peers' reviews and personal opinions to get information about a company as an employer. Employer brands are "employee-generated".

35% of Leaders of Tomorrow with at least 1 month of work experience have already written at least one publicly visible statement about one of their employers



64% would reach out to current or former employees or use employer review websites to get information about an unknown company as an employer



3

Leaders of Tomorrow call for transparency as the foundation for future business success

Leaders of Tomorrow value a transparent working environment with open access to information. They are ready to contribute to transparency by disclosing information about themselves and their teams.

77% think that those companies will be more successful in the long run in which information can be shared unless it is marked as confidential compared to 22% who think confidentiality should be the default



65% are willing to share information about their team's failures with members of the organization beyond their own team



4

Leaders of Tomorrow as whistleblowers – be transparent or be exposed

Leaders of Tomorrow try to raise concerns internally, if they discover unethical practices in a company they work for. **But they are also ready to share information about an employer publicly online.**

75% would share information regarding their team's performance report with members of the organization beyond their own team



59% would try to raise concerns about questionable practices in their employer's finance department only internally



53% would anonymously share information about a bad working environment publicly online

