



Myths and truths about millennials in the office

Millennials (born 1981–1996) are rapidly advancing into leadership roles, shaping the future of business. Navigio’s partners, Liv Gorosch and Annica Johansson, explore this dynamic generation further, unpacking key insights about the Millennial generation while dispelling myths and offering actionable advice for leaders.

Myth: millennials are entitled

Millennials often face misconceptions, such as being labelled “entitled.” Annica Johansson, however, sees things differently:

“The idea that millennials are ‘entitled’ misses the mark. They are motivated by impact and recognition, which are essential for any organisation aiming for long-term success.”

This generation seeks purpose in their work and thrives in environments where they are valued and respected. They don’t expect success handed to them—they’re willing to work hard to achieve it, provided they see the alignment between their efforts and the organisation’s goals.

Liv Gorosch adds: “millennials’ demand for feedback isn’t about needing reassurance; it’s about their commitment to growth. They’re

looking to be challenged, to develop, and to add real value.”

Myth: millennials just want to save the world

A common myth is that millennials care only about saving the world. In reality, they balance their passion for impact with a need for financial security.

“Millennials are invested in making meaningful contributions,” says Liv. “Organisations that recognise and nurture this sense of purpose will have loyal, passionate employees committed to driving change.”

Myth: millennials are obsessed with technology

While Millennials are known for being tech-savvy, they use technology as a tool for enhancing, not replacing, human connections.

“Millennials bring both drive and a fresh perspective to their work,” notes Annica Johansson. “They’re not just the next generation of leaders – they’re already redefining what leadership looks like leveraging new technology and new ways of doing things.”

Creating a culture that blends digital tools with meaningful in-person interactions is essential to engage and retain millennial talent.

Myth: millennials aren’t loyal

Millennials are often stereotyped as “job-hoppers.” However, as Liv explains, their loyalty depends on finding the right fit: “When they feel they’re making a difference, they’re as committed as any generation before them.”

Clear career development paths and opportunities for professional growth are key to retaining millennial employees.

THE MYTHS

Millennials are entitled

Millennials just want to save the world

Millennials are obsessed with technology

Millennials aren’t loyal

THE TRUTHS

Millennials know their worth and demand respect

Millennials are driven by mission, but they also value financial success

Millennials use technology to enhance connection, not replace it

Millennials are loyal, but only if their needs are met

Leading millennials

The next generation of leaders is here, and millennials are setting the stage for a more purpose-driven, collaborative workplace. Leaders who understand their motivations, value their contributions, and invest in their growth will successfully shape the future of business.

Stay tuned for strategies on leading millennials effectively in our next article.