

Ane Serrano Simon: Europe and the Millennials

As I was trying to gather some information about young professionals, flexibility and other related skills I came across the concept of the *Millennials*. This refers to young people who have the following characteristics: they are between 20-something and 30-something years old, they are willing to change their job or residence city, they are creative and cooperative people, and they have a high scientific and technical knowledge.



I think most of us here fit these characteristics and feel as part of this group, something that in first appearance is very positive. But there are some other aspects related to the *Millennials*, which are not so positive, or in other words, which can be against the interests of the company that employs them: *Millennials* are also defined as assertive, determined and independent people, sometimes they can even be rebels. Because of this, when they do not feel comfortable with the environment, they leave. The company loses a worker, but above all, it loses all the talent of that worker.

This information has been taken from an article written by a Spanish economist and university professor who was also director of one of the most important agencies dedicated to support entrepreneurs. He is fully convinced that the *Millennials* are a really powerful group not only within the companies, but also within social organizations or political parties.

So my reflexion is; can you really feel and see the concept of *Millennials*, as defined above, in our generation? Do you really feel so powerful? Maybe that is not the feeling we have as long as we think about ourselves only as isolated individuals or take into account only our country. But, if we think about Europe's young people, the European *Millennials*; do you feel we can influence our economical, social or political system?

And in order to take advantage of all of our potential, how do you think that the companies should deal with our generation and motivate it?