

MILLENNIAL BOARD MEMBERS

At 80 million strong in the U.S. alone, millennials are the largest generation in history. They already make up the majority of the workforce and by 2017, they are expected to overtake Boomers in spending power. Yet, the median board age of S&P 500 companies is 63 years old.

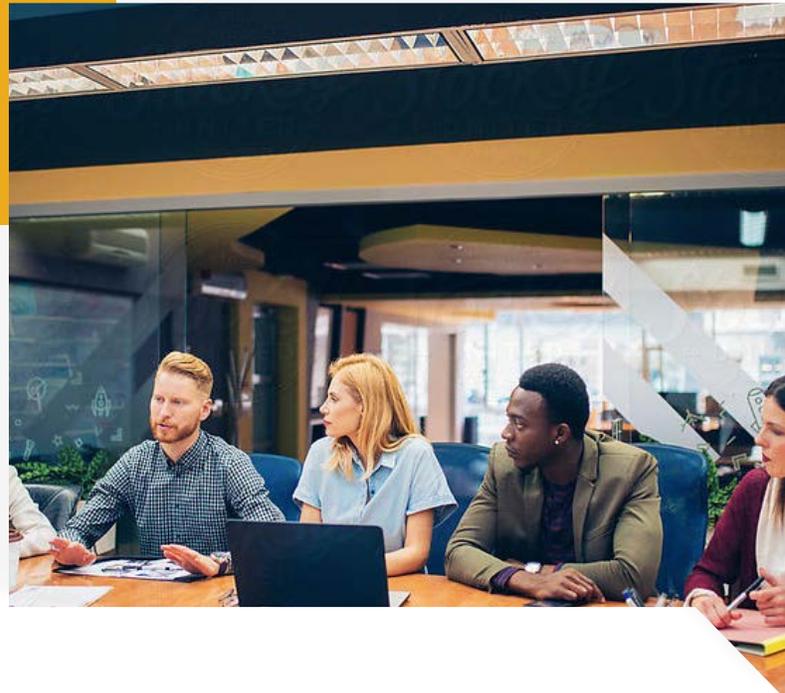
How can companies evolve to meet the needs of the next generation of talent and consumers, if the millennial voice is not represented where it matters most: in the boardroom?

The new economy is calling for a shift in the way companies operate and think. Inviting millennials into the board room can provide an important strategic advantage in an increasingly competitive environment.

Whether you are looking to establish a Junior Board or recruit a millennial thought leader for your Board of Directors, Purpose Generation can help you identify and engage top young talent.

WHO DO WE TARGET?

We know the stakes are high and how important a decision like this can be. Without 20+ years of experience to go by, it can be challenging to identify top fresh talent who can meaningfully contribute to your organization. We have built an extensive network of some of the brightest and most accomplished millennial minds, from rising corporate talent, to successful startup founders and industry experts.



THE BENEFITS OF GIVING MILLENNIALS A SEAT AT THE TABLE:

- **Diversity is better for business.** In addition to gender diversity, age diversity is critical to ensuring that your company is attuned to the evolving needs and preferences of its stakeholders.
- **The value of a fresh perspective.** Millennial board members can provide invaluable insight into the trends, tools, and initiatives that their peers are talking about.
- **Actions speak louder than words.** Millennials want action. Giving them a seat at the table demonstrates your commitment to them.
- **The network effect.** Millennials are the most networked generation in history. Young, influential thought leaders can act as a powerful advocate on behalf of your brand.
- **The opportunity for leadership development.** A strong leadership pipeline can be a strategic asset for your company. Young board members will have the opportunity to learn from more experienced voices in the room and be better positioned to lead effectively in the future.