



AFRIMARI

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# What Africa's Millennials need to know

*And why I'm the wrong  
person to tell them*

**“An innovative approach  
to hiring and attracting  
harbor truck drivers”**

**“Finding new talent –  
Ask not what Millennials  
can do for you,  
but what you can do for them”**

Generation game

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**Millennials**

**1982-2004**

## Generation game

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**Baby Boomers**

**1946-1964**

**Millennials**

**1982-2004**

## Generation game

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**Baby Boomers**

**1946-1964**

**Generation X**

**1964-1982**

**Millennials**

**1982-2004**

## Characteristics of Millennials

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**“Working in southern California, a three-day weekend is very appealing”**

- Do not identify as much with the work they do as with their life progress as a whole
- More engaged with work-life balance
- No interest in nose-to-the-grindstone
- Strong sense of social community

## Characteristics of Millennials

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**“Millennials are rejecting health insurance because they are still at home and can claim on their parents’ policies”**

- Seek jobs with flexibility in work day and time
- Move between jobs regularly, often for little more money
- Show less loyalty to a specific company
- More opportunistic
- Ask for what they want rather than accept what they have been given



## Characteristics of Millennials

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**“I’m a surfer first,  
a manager  
second”**

- Want to be taken seriously and do their best to hit targets
- Want to be identified as individuals, not as a rank on a corporate ladder
- Regard evolving technology and a healthier work-life balance as normal
- Recognise the value of hard work

## Characteristics of Baby Boomers

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**“I wasn’t offered paternity leave when my children were born!”**

- Value corporate structure and their place within it
- Value loyalty and hard work
- Hobbies and family life happen when work has finished
- Struggle to adapt to the pace of change
- Uncomfortable with different expectations for different generations



*Tension*

**Generation game:  
A solution**

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**Baby Boomers**

**1946-1964**

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## Why Generation X matters

- Generation X is the link between the Baby Boomers and the Millennials
- They understand the value of loyalty yet push for an improved work-life balance
- They embrace innovative technology yet have a long-term vision for the business

## Will Africa be the next China?

- No, because there are too many vested interests at play



## What can we do to make Africa the next China?

Generate a **creative tension** in African business between **Baby Boomers** in leadership roles, **Generation X** wanting to get into senior positions, and **Millennials** who have enthusiasm and determination