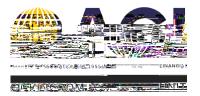


## INSIDER PERSPECTIVES Sept 2024

## Beware of put ng today's FX talent into yesterday's work culture

Millennials (1981-1996) are the next generat on of emerging FX talent, followed closely by Gen Z (1997-2012) who are already entrenched in the workforce. Having grown up in a predominately digitally-driven world, these young professionals are shaped by a different history than previous generat ons and have different expectations of the role of work in their lives. They are also more racially and ethnically diverse than any generation that has come before them, which challenges the homogeneity of corporate culture and the FX industry as we know it today - part cularly around workplace practices, culture



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