

# The privilege of purpose

**ISE Conference**

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stafford long  partners





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# The new generation: what's their problem?

We spoke to just over 1,000 young people aged between 13 and 25 to understand some of the nuances of early career employment

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**Does this cohort care  
more about purpose  
than predecessors?**



**The desire for  
purpose at  
work is not a  
characteristic  
unique to Gen  
Z**





**What does purpose  
really mean?**

**Purpose  
means  
different  
things to  
different  
people**



We're looking  
for backpacks





**Purpose means I am going  
somewhere every day and  
doing something I want and  
need to do.**

Respondent: **man, 16–18**

**university student from a fee-paying school**







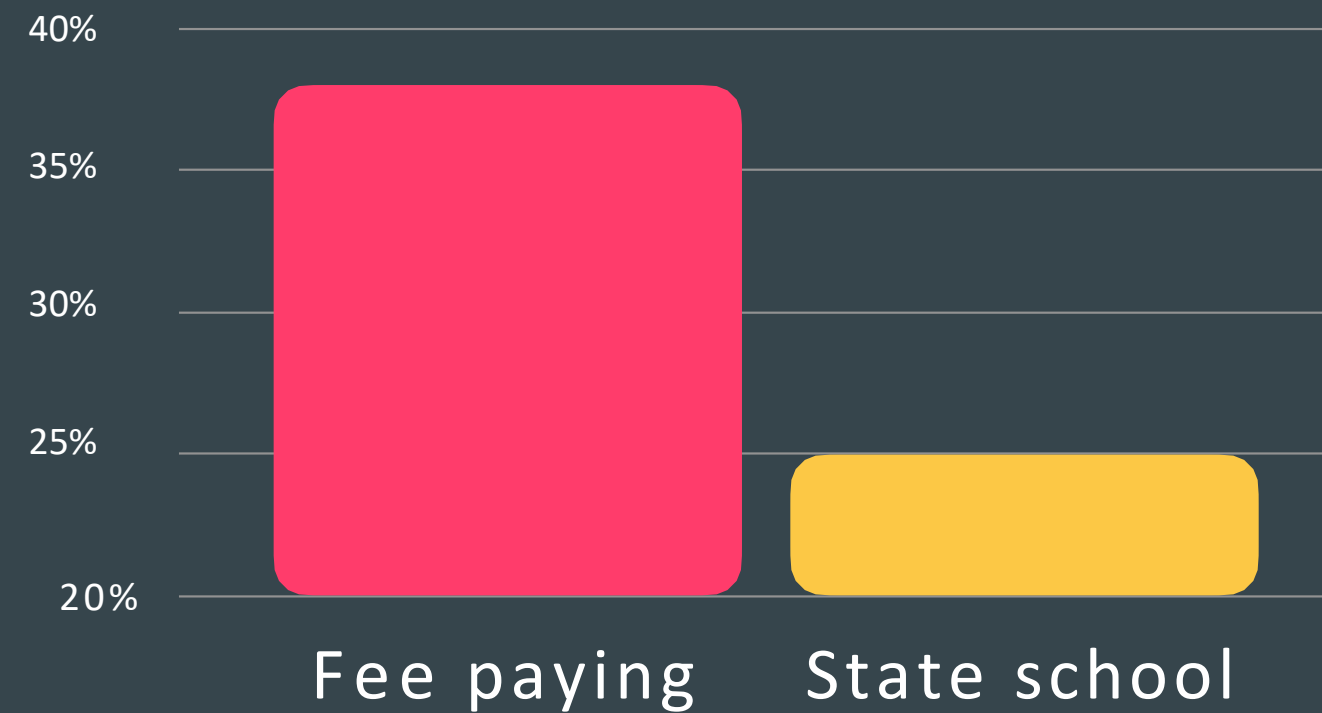
**Can students afford to  
choose purpose right  
now?**

**Purpose  
matters but  
there are  
different  
priorities**

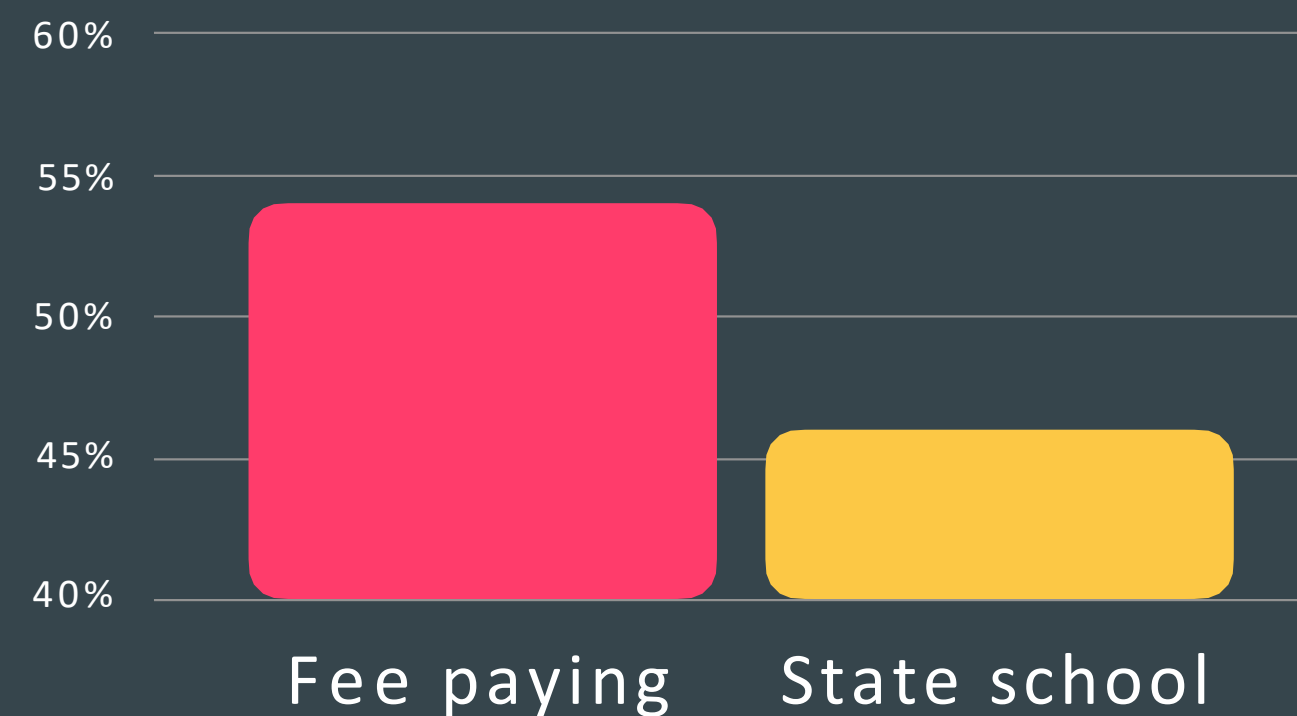


**Purpose feels like a bigger priority if you are more confident about securing work**

Q: How confident do you feel about being able to get the job you want?



Q: How important is it for your future job to have a strong sense of purpose?

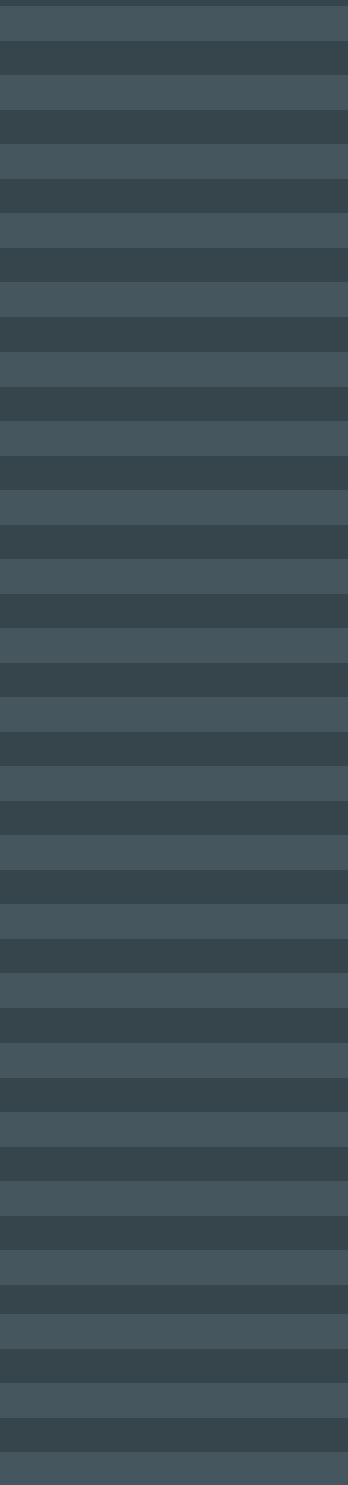






Purpose is  
up at this  
end

but a lot of  
students are  
down here  
right now





**Why do we emphasise  
purpose so much?**



**Unlocked**





**Do employers talk  
about purpose too  
much?**



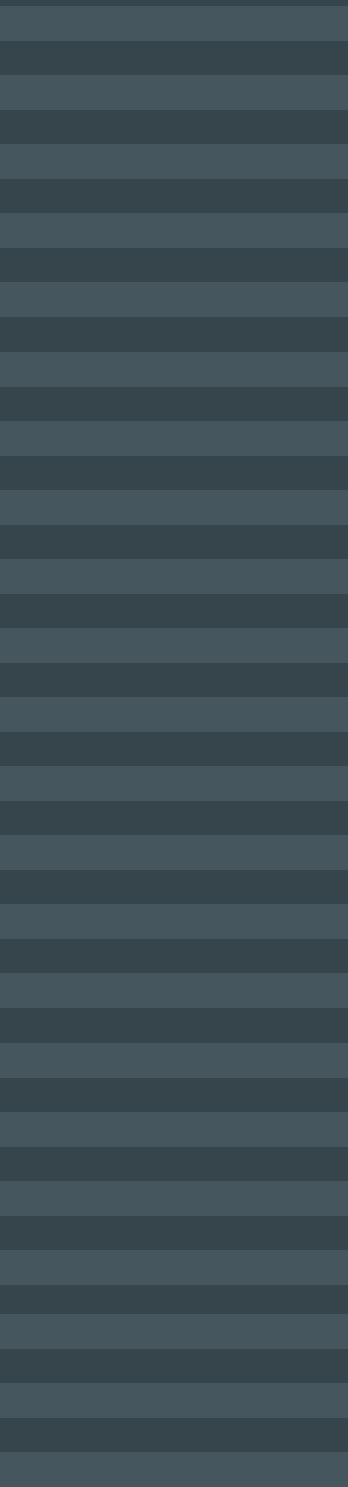
**Purpose  
washing  
is a turn-  
off**







Do you think some  
employers exaggerate  
their commitment to  
purpose to attract talent?










# Paradox thinking

Embracing  
contradiction to  
build employee  
advocacy

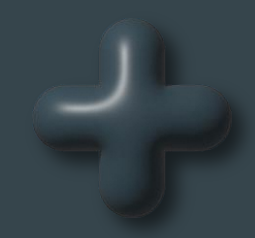




A large store shelf filled with Buzz Lightyear water bottles. The bottles are blue and white, featuring the Buzz Lightyear character and the text "BUZZ LIGHTYEAR" and "ACTIVATED". The shelf is curved and extends into the background, creating a sense of depth. The lighting is bright, highlighting the bottles. A white rounded rectangle is overlaid on the left side of the image, containing the text "Too much of a good thing?".

**Too much of  
a good  
thing?**







# How can we talk about purpose differently?

- Think beyond generations
- Broaden the definition
- Recognise privilege
- Balance with practical messaging
- Make sure reality is reflected



# Grab a copy of our youth report at

[staffordlong.com/youthreport](https://staffordlong.com/youthreport)



And get in touch with us at

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