

Young Professionals Sustainability Imbizo 2025

A Journey of Impact: Adding Value Through the Eyes of a Young Professional

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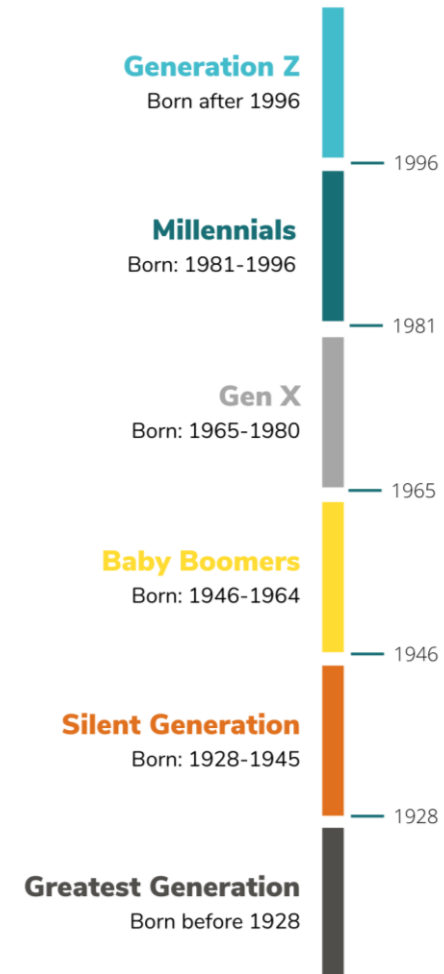
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- **Millennials*:**
Born 1981-1996
- **Generation Z*:**
Born 1997-2012

But have you ever heard of the term “Zillenial”

** Based on the general consensus on these timelines*

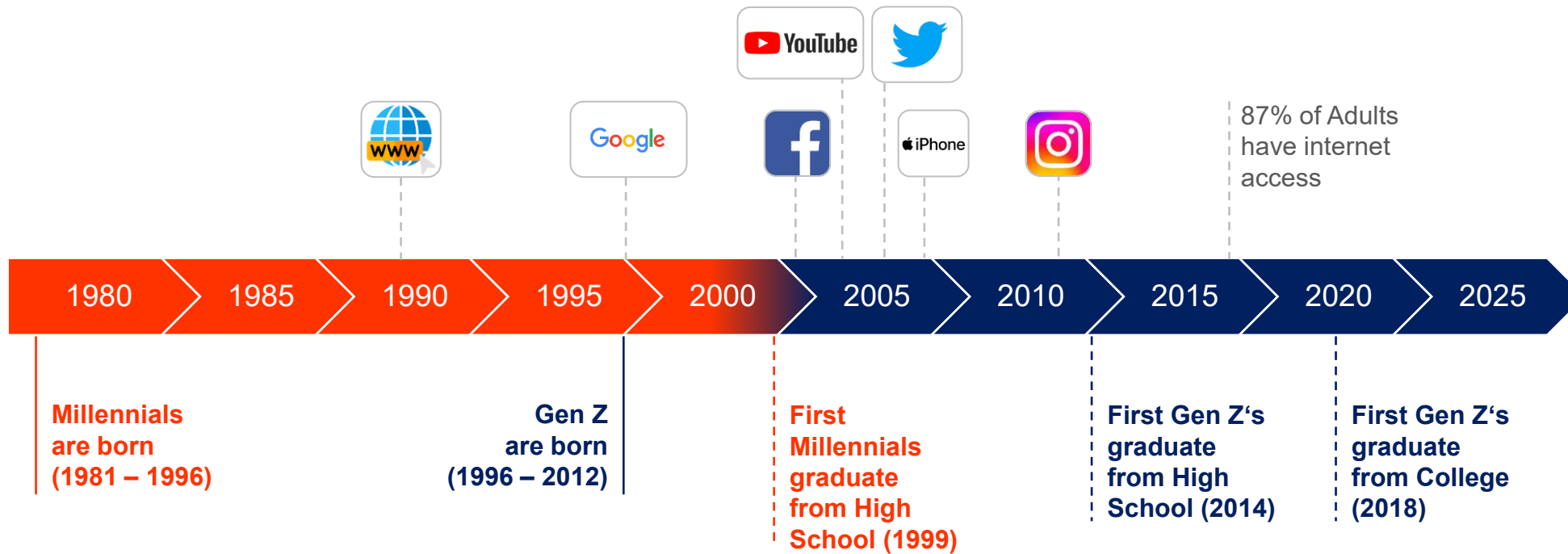
Generations Timeline



Pew Research Center (2020)

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How we can leverage this unique perspective to build not just successful careers, but meaningful ones?

How can we find professional fulfilment in knowing that our work has a tangible, positive impact on society?

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- But the technology is just a tool - Our purpose is the engine that drives it.
- It's about using our skills to make a **meaningful difference**, and then effectively communicating that difference to the people we serve.

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- Communication is key
- How do we shift the focus from what we are doing, to why it matters to the client?

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I want you to think about what your engineering career means to you...

- Just a job?
- Just a project?
- Or is it **a journey of impact?**

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“We the willing, led by the unknowing, are doing the impossible for the ungrateful. We have done so much, with so little, for so long, we are now qualified to do anything, with nothing.”

Let's be 'the willing' **who are driven by purpose**

Who, through clear communication and collaborative action, turn '*the ungrateful*' into partners who appreciate our value.

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My challenge to you:

- Don't just deliver - **Communicate** your value.
- Don't just implement - **Advocate** for sustainability.
- And don't just work alone - **Join the conversation.**

Thank You

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