

Guiding an Aerospace Industry Firm to Fly Higher with New Young Talents

Leger's project helped Aéro Montréal better understand the perceptions of the aerospace industry of millennials and Gen Zs.

Objectives

Aéro Montréal wanted to conduct a study to capture the perceptions of millennials and Gen Zs in Quebec in response to the challenges of workforce renewal in the Quebec aerospace industry.

This research, focused on attracting and retaining talent, explored various aspects such as knowledge of aerospace training, working conditions, the industry's image, and the professional expectations of these young generations.

Methodology

This study combined quantitative and qualitative approaches such as:

1. Collecting responses from 1,000 millennials and Gen Zs through an online survey
2. Conducting discussion groups with young people who had a positive or neutral perception of the aerospace sector

This mixed approach provided detailed insights into opinions and attitudes of potential aerospace successors.

Outcome

Aéro Montréal adapted its strategies to meet the needs of the next generations by using innovative approaches and methodologies while also considering technological and behavioural specificities that characterize these generations.

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