Millennial Is a Dangerous Word

Laura Ellis, Samantha Kelen and Kyle Lewis

What is a Millennial?

- Millennials born between 1980 and 1995
- Definition of generations is based on your experiences, not the year you were born
- Many millennials refuse to identify as such
The Millennial Stereotype

Millennial Split

Generation Experts believe this is due to the Millennial Split:

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[Graph showing age distribution]

The Millennial Stereotype

[Map showing various generations]

- Generation Debt
- Generation Rent
- Generation Ni-Ni
- Curling Generation
- Generation Maybe
- Generation of 500 euros
- Yutori Sedai
- Ken Lao Zu
- Generation Rent
What are the trends?

91% Claimed to have used Facebook within the past week to post about or engage with an issue they care for

52% Consume more vegetables than older generations

600% Increase of Americans identifying as Vegan over the last 3 years

1 in 3 Millennials buy brands based on social and environmental impact

84% Millennials donate to charity

What are the 2018 workplace trends?

48% Agree that companies “behave in an ethical manner” vs 65% in 2017

62% Believe that companies have no ambition beyond wanting to make money vs 50% in 2017

44% See business leaders as having a positive impact on the world we live in

Religious, 33%, or political leaders, 19%

83% Believe that business success should be measured by more than just financial performance and 80% of Gen Z agree

52% Rated a positive workplace culture as “very important” when choosing to work for an organisation and 57% of Gen Z agree

33% Of Gen Z rated the companies reputation for ethical behaviour as “very important” and 22% of Millennials agree

https://youtu.be/4f16o9Q0XGE?t=797
Panel Discussion

Samantha Kelen, Laura Ellis and Kyle Lewis