Millennial Is a Dangerous Word

Laura Ellis, Samantha Kelen and Kyle Lewis

What is a Millennial?


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:
The Millennial Stereotype

What are the trends?

- Claimed to have used Facebook within the past week to post about or engage with an issue they care for: 91%
- Consume more vegetables than older generations: 52%
- Increase of Americans identifying as Vegan over the last 3 years: 600%
- Millennials buy brands based on social and environmental impact: 1 in 3
- Millennials donate to charity: 84%

What are the 2018 workplace trends?

- See business leaders as being a positive impact on the world we live in: 44%
- Religious, 33%, or political leaders, 19%
- Believe that business success should be measured by more than just financial performance: 33%
- Rated a positive workplace culture as “very important” when choosing to work for an organization: 44%
- Of Gen Z rated the companies reputation for ethical behaviour as “very important”: 44% and 20% of Millennials agree
Panel Discussion

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