Millennial Is a Dangerous Word

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Context – what are we talking about…..

Baby Boomer Generation 1946-1964
Age today: 54-72
Generation X (Baby Bust) 1965-1979
Age today: 39-53
Xennials – 1975-1985
Age today: 33-43
Age today: 24-38
iGen / Gen Z 1995-2012
Age today: 6-23

Lessons learned & Taught
World of Opportunity
Technical Explosion

Lifestyle over work
Environment over Corporate
It’s a small world

Culture

History….

Gen X

Gen Y Millennials

Gen Z Tomorrows World

Technology driven
Custom living
Caring & Sharing
What is a Millennial? (Gen Y)

Where were you?

Where were you?

Where were you?

Millennial Split

- Do all Millennials look and act the same way?
- Who do you believe hates Millennial’s the most?
- Why do Millennial’s hate their own generation more so than any other generation has hated themselves? Why are we so ashamed to identify? What impact does this have?

Generation Experts believe this is due to the Millennial Split:
Why do we all hate them?

Every Generation is the Same, but Different
What's coming……… iGen(GenZ)

Generations are moving in the opposite direction

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

How does this relate to us –
Time to get ahead of the game?

- Historical bias, regulation
- Can’t Do’s
- Legal/Text Driven Policies
- Prescriptive and repetitive training
- The ‘School Prefect’, (Hall Monitor) Comfort Zone

- Dynamics – YOUR responsibility
- Can Do’s
- Policies as guidelines; iterative and organic
- Knowledge sharing, Control & monitor
- What do we NEED to know
Return on Investment – Our Future

Culture

ROI

Culture. The Millennials + Next Gen

- Company – Who are we?
- Drivers – where are we going
- Values - to live by
- Rules -

- No more borders
- Leaner, Meaner
- Social Media - Technology
- Lifestyle
- Aspiration vs Work
- Doing the right thing
- ..........................