Millennial Is a Dangerous Word

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Context – what are we talking about……

Baby Boomer Generation 1946-1964
Age today - 54-72
Age today - 24-38
Generation X (Baby Bust) 1965-1979
Age today - 39-53
Xennials – 1975-1985
Age today :- 33-43

Technology driven
Custom living
Caring & Sharing

Lessons learned & Taught
World of Opportunity
Technical Explosion

History....
Gen X
Gen Y
Gen Z
Tomorrows World

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

What is a Millennial ? (Gen Y)

Where were you ?
Millennial Split

- Do all Millennials look and act the same way?
- Who do you believe hates Millennials the most?

Why do Millennials 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:

<table>
<thead>
<tr>
<th>Age</th>
<th>0-10</th>
<th>10-20</th>
<th>20-30</th>
<th>30-40</th>
<th>40-50</th>
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Millennials Across Cultures

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

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

Culture. The Millennials + Next Gen

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