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

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

Lessons learned & Taught
World of Opportunity
Technical Explosion

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

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:
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  ✓  Dynamics – YOUR responsibility
- Can’t Do’s  ✓  Can Do’s
- Legal/Text Driven Policies  ✓  Policies as guidelines; iterative and organic
- Prescriptive and repetitive training  ✓  Knowledge sharing, Control & monitor
- The ‘School Prefect’, (Hall Monitor) Comfort Zone  ✓  What do we NEED to know
Return on Investment – Our Future

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

Culture

ROI

Culture. The Millennials + Next Gen

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