Generation Y

Everything You Ever Wanted to Know About the Millennials
Six Common Questions

- Who are the five main generations?
- Why do generations clash?
- Who is Generation Y?
- Why is Generation Y so narcissistic, entitled and lazy?
- How is Generation Y going to change our world?
- As parents, grandparents and mentors, how can we help with the generational shift?
Question: Who are the five main generations who are living today?
## The Generations at a Glance

<table>
<thead>
<tr>
<th>Generation</th>
<th>Born</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>The GI Generation</td>
<td>1901-1924</td>
<td>8 Million</td>
</tr>
<tr>
<td>Traditionalists/The Great Generation</td>
<td>1925-1945</td>
<td>75 Million</td>
</tr>
<tr>
<td>Baby Boomers/The Joneses</td>
<td>1946-1964</td>
<td>80 Million</td>
</tr>
<tr>
<td>Generation X/Latch Key Kids</td>
<td>1965-1978</td>
<td>46 Million</td>
</tr>
<tr>
<td>Generation Y/ Millennials/The Thumb Generation</td>
<td>1977-2002</td>
<td>76 Million</td>
</tr>
</tbody>
</table>
The GI Generation (84-107)

- **Influences**
  - The Roaring 20’s, Scouting Clubs, Innovation, the birth of vitamins, WWI

- **Characteristics**
  - Achievers
  - Believers
  - Inventors

- **Values**
  - Formality
  - Uniformity
  - Cooperation
  - Leadership
  - “Good kids”
The Traditionalists (63-83)

- **Influences**
  - Great Depression, Roaring Twenties, World War II, Korean War, G.I. Bill

- **Characteristics**
  - Patriotic, loyal, “waste not, want not,” faith in institutions, military influenced top-down approach

- **Values**
  - Logic
  - Loyalty
  - Discipline
  - Tradition
  - To leave an inspiring legacy
The Baby Boomers (44-62)

- **Influences**
  - Suburbia, TV, Vietnam, Watergate, protests, human rights movement, street drugs, and rock ‘n roll

- **Characteristics**
  - Idealistic, highly competitive, questioning authority, the first “Me” generation

- **Values**
  - Money
  - Career
  - Keeping up with the Joneses
  - Freedom
  - “Me”
Generation X (30-43)

- **Influences**
  - Expanded technology, Microsoft and Apple, violence, gangs, diversity, climbing divorce rate, latch-key home life, MTV, Dot Com Boom, Dot Com Bust, raised on Sesame Street, AIDS epidemic

- **Characteristics**
  - Skeptical, globally concerned, tech savvy, concerned about safety and security, fiercely independent

- **Values**
  - Flexibility
  - Mobility
  - Security
  - Friendships
Generation Y (Younger than 30)

**Influences**
- September 11, Global terrorism, terrorism on home soil, Columbine, Virginia Tech, high speed internet, text messaging, social networking sites like Facebook and MySpace, environmental concerns, parents being laid off, downsizing of corporate America, the melting pot syndrome, plug and play knowledge, pop culture

**Characteristics**
- Globally concerned, open and accepting of diversity, tech savvy, the “knowledge worker”, concerned about safety, team players, multi-taskers, impatient

**Values**
- Live first, work second
- Social causes
- Flexibility
- Balance
- Fun
- Friends
- World travel
- Diversity
Question: Why do generations clash?
Why do Generations Clash?

- Changing world events
- Career paths are changing
- Changing values
- Views of institutions are changing
- Access to information
- Motivators and rewards are unique for each generation
- Desire for feedback
- Five generations = Five world views
# Example: Differences in Career

<table>
<thead>
<tr>
<th>Generation</th>
<th>Gratitude for Work</th>
<th>Traditional Career Paths</th>
<th>The 60 Hour Work Week</th>
<th>Job Flexibility Desired</th>
<th>Multiple Careers and Flexibility Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>GI Generation</td>
<td>Birth of the hierarchical organization</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traditionalists/Veterans/The Great Generation</td>
<td>Traditional Career Paths</td>
<td>Changing jobs creates a stigma</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baby Boomers/The Joneses</td>
<td>The 60 Hour Work Week</td>
<td>Pay your dues; changing jobs is a waste of time</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Generation X/Latch Key Kids</td>
<td>Job Flexibility Desired</td>
<td>The four-day work week; changing jobs is necessary for career growth</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Generation Y/The Millennials</td>
<td>Multiple Careers and Flexibility Required</td>
<td>The four hour work week; staying at a job for 2-3 years max; owning a business outside of full-time work</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
Example: Differences in Feedback

<table>
<thead>
<tr>
<th>Generation</th>
<th>Feedback Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>GI Generation</td>
<td>Wisdom shared by storytelling</td>
</tr>
<tr>
<td>Traditionalists/Veterans/The</td>
<td>No feedback is good feedback</td>
</tr>
<tr>
<td>Great Generation</td>
<td></td>
</tr>
<tr>
<td>Baby Boomers/The Joneses</td>
<td>Give me feedback one time each year during my annual review</td>
</tr>
<tr>
<td>Generation X/Latch Key Kids</td>
<td>Desire for feedback from peers…not from authority figures</td>
</tr>
<tr>
<td>Generation Y/ Millennials/The</td>
<td>Give me feedback all day long…I have to have it!</td>
</tr>
<tr>
<td>Thumb Generation</td>
<td></td>
</tr>
</tbody>
</table>
Question: Who is Generation Y
Gen Y Represents Over 72 Million Young Adults Under the Age of 30
What does Gen Y most value?

- Flexibility
- Meaningful work
- Authenticity
- Friendships/Groups of Friends
- Living first, working second
- Fun
- Fast access to information
- Experiential activities
- The ability to travel the world
- Diversity
- Social causes
What “turns off” Gen Y?

- Rigidity
- Fear of technology
- Phony personalities
- Being told to “pay your dues”
- The 60 hour work week
- A dry, boring environment
- Slow response time
- Being “stuck” in a dead end job
- Homogenous workforces
- Nonchalant attitudes about the environment
- Working first, living second
What keeps Gen Y awake at night?

- Global terrorism
- Concerns about the environment
- Poverty
- World hunger
- Global financial concerns
- A highly competitive workforce
- Chaos in the business world
How does Gen Y CHILL?

- MySpace.com: a place for friends
- Facebook
- Twitter

- Get on it this year!
- Show 'em how it's done with new bindings
- Get deals on new gear and get out there
Get Started!
Membership is FREE!

Second Life is an online, 3D virtual world imagined and created entirely by its Residents.

Discover a whole new world of friends, fashion, music, videos and fun!
Explore the best of Second Life >>
Gen Y’s Loyalties

1. Apple
2. Trader Joe’s
3. Jet Blue
4. In-N-Out Burger
5. Ben & Jerry’s
6. Whole Foods
7. Adidas
8. American Apparel
9. Target
10. H&M clothing stores
11. Levi’s
12. Volkswagen
13. Converse
14. Vitamin Water
15. Red Stripe Jamaican beer
Why These Brands?

1) Clean + Simple = Hip (no fuss, no muss!) It’s trendy to be simple and easy!

2) Quirky, unique and dorky (Jet Blue and Trader Joe’s are both known for being one of a kind shops)

3) Happy employees (people who work at the aforementioned companies say they LOVE their jobs!)

4) These companies are dedicated to a social cause
Who does Gen Y listen to:

In this order:

1. Generation Y
2. Generation X
3. Traditionalists
4. GIs
5. Baby Boomers
Question: Why is Generation Y so narcissistic, entitled and lazy?
Number 1 Reason:
The Birth of the Helicopter Parent

Pew research shows 82 percent of all 18-to-25-year-olds said they had talked to their parents in the past day. *The Florida State View* reports that the invention of cell phones is creating a surge of constant contact and dependency (by Gen Y) with parents and guardians.
Question: How is Generation Y going to change the world?
How is Generation Y going to change the world?

- Technology (created by Gen Y) will continue to outpace the workforce
- Gen Y will redefine organizations from being hierarchical to flat
- Organizations will move from classroom based training to “on the spot” training
- People will be required to become habitual learners in order to stay ahead
- Communities, organizations, churches and businesses will be required to employ 3-4 generations and a cross section of cultures in order to move forward
- Generation Y leaders will seek collisions in order to make rapid decisions which will create world change
- The way work is done will change (shorter work week and job sharing)
Question: As parents, grandparents and mentors, how can we help with the generational shift?
Provide historical accounts from the early 1900s which Generation Y can learn from in order to lead into the future

Adjust to the new demand for customization. Provide wisdom, mentoring and leadership to Generation Y

Give up the need to control Generation Y. Model your commitment to a strong work ethic, and train Gen Y so that you can “pass the baton”

Give up your need for independence and start dedicating yourself to guiding your younger siblings (Gen Y) by demonstrating your confidence and teamwork

Shift from social networks to face to face community networks. Use your knowledge to improve efficiency and create social change