

Understanding Gen IV



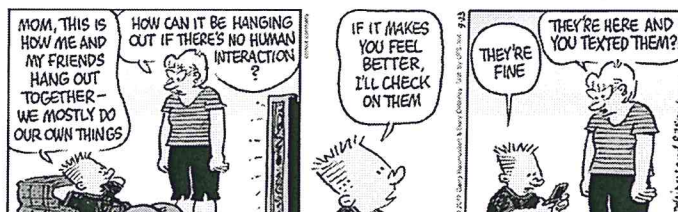
Understanding Generation iY

How the Boomers and Gen Xers Can Better Engage with the iYs

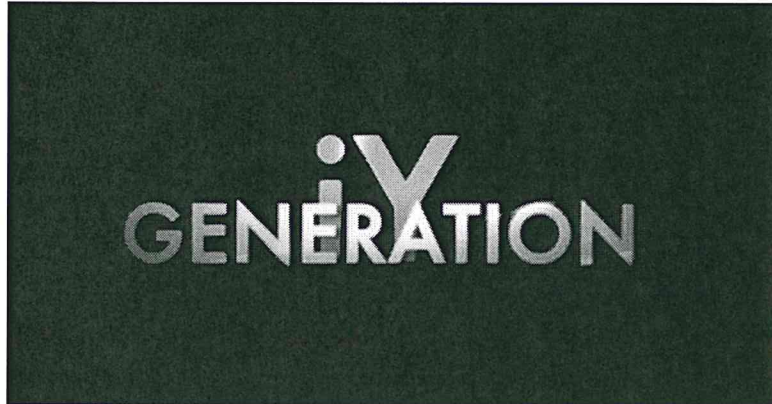


3 GOALS FOR TODAY:

- Enhance Learning
- Encourage Community
- Empower Action



Time for Some YouTube



Who are Generation iY?

- **Children of the late Baby Boomers & early Gen-Xers**
- **Born after 1990**
- **iPod, iBook, iPhone, iChat, iMovie, iPad, iTunes**
- **We have to be good sailors**

FIVE GENERATIONS					
	Seniors "Greatest Gen"	Builders "Silent Gen"	Boomers "Pig in the Python"	Busters "Gen X"	Gen Y & iY "Millennials"
Birth Years	1900-1928	1929-1945	1946-1964	1965-1983	1984-2002
Life Paradigm	Manifest destiny	"Be grateful you have a job"	"You owe me"	"Relate to me"	"Life is a cafeteria"
Attitude to Authority	Respect them	Endure them	Replace them	Ignore them	Choose them
Schedules	Responsible	Mellow	Frantic	Aimless	Volatile
Technology	What's that?	Hope to outlive it	Master it	Enjoy it	Employ it
Value System	Traditional	Conservative	Self-Based	Media	Shop around
View of Future	Uncertain	Seek to stabilize	Create it!	Hopeless	Optimistic

Portrait of a Generation

- **An Overwhelmed Gen**
- **An Overconnected Gen**
- **An Overprotective Gen**
- **An Overserved Gen**

A Generation of Paradox

- **They are sheltered...Yet pressured**
- **They are social...Yet isolated by technology**
- **They are ambitious...Yet anxious**
- **They are diverse....Yet harmonious**
- **They are high achievement...Yet high maintenance**

Getting Through to the iY Generation

- #1 – They want to belong before they believe**
- #2 – They want an experience before an explanation**
- #3 – They want a guide on the side before they want a philosopher on the stage**

Getting Through to the iY Generation

**#4 – They want to play before
they pay**

**#5 – They want to use but not
be used by others**

**#6 – They want a
transformation, not merely a
touch**

The \$1,000,000 ?

HOW

- **The best way is to help them
find their way**
- **Help them think through five
critical decisions:**
 - **What Are My Values?**
 - **What Vision Do I Want to Pursue?**
 - **What Is My Virtue?**
 - **What's the Best Venue for Me?**
 - **What Vehicles Will I Employ to Help
Me Reach My Goal?**

So How Do We Do It?

- **They are a different animal...and they have reason to be**
- **We must initiate the process of connecting with them if we're going to lead them**
- **How to become relevant?**
- **They respond best to input that is EPIC**

So How Do We Do It?

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EPIC Generation

EXPERIENTIAL

PARTICIPATORY

IMAGE-RICH

CONNECTED

**Now back to
Generation YouTube...**



Left-Brain Teaching in a Right-Brain World

- **Download Style with Upload Students**
- **Mind the Gap**
- **The Learning Journey**
- **Are You Getting Through?**

Tools for Connecting

- 1. Generation iY learns on a “need to know” basis**
- 2. Remember that schemes frame the world – so use them**
- 3. The less predictable your words, the more memorable they will be**
- 4. The first four minutes must grab their head or their hearts if you want to sustain their interests**

Tools for Connecting

12. It's best to teach less for more

13. Remember, student-athletes today are both high-performance and high maintenance

14. Include a challenge



Lead the Leaders of Tomorrow

- **Growing leaders are made, not born**
- **The "How" delivering the "What"**
 - Expose
 - Explain
 - Exemplify
 - Evaluate
 - Encourage

THE TAKEAWAY:

- 1. Let them be different from previous generations**
- 2. Work with them to develop strong personal values**
- 3. Help them learn to make and keep short-term commitments**
- 4. Work with them to simplify their lives and deal with stress**
- 5. Communicate that there is meaning even in the small, mundane tasks**

THE TAKEAWAY:

- 6. Help them to focus**
- 7. Work with them to appreciate strengths in others**
- 8. Create opportunities for face-to-face interaction so they can learn to interact in the nonvirtual world**
- 9. Provide opportunities for your student-athletes to participate in a cause that's bigger than they are**

THE TAKEAWAY:

10. Enable them to take control of their lives, to boss their calendars

11. Resource them with your network

12. Challenge them to take their place in history

**"IF YOU WANT
HAPPINESS FOR A
LIFETIME, HELP
THE NEXT
GENERATION."**

~Chinese Proverb

iTRY • iAPPLY • iACT

Tools for Connecting

- 5. The best learning occurs in a social context**
- 6. The more “in your face” your words are, the more trust you will earn**
- 7. If you challenge the status quo, they will hunger to take a journey with you**
- 8. They grey up loving images, so give them a metaphor**

Tools for Connecting

- 9. Accelerate learning by pairing your student-athletes with a peer or mentor**
- 10. Once you prepare your message, you must find a way to twist it to exceed their expectations**
- 11. For you message to be remembered, keep the pace of change high, and call your student-athletes to change**

The Gap Closer

Here's the ultimate cheat sheet for getting into the hearts and minds of those who make America work.

BOOMERS



Vietnam War. Woodstock. Birth control, civil rights, and great leap for mankind are sociocultural mind-shapers.

MILLENNIALS



Came to career-conscious with Princess Diana's death. Climb to H-1g School means, Q111, start of Iraq and Afghanistan wars. Eminem and Web 2.0. Education, and shaped by growing unpredictability to value immediate payoffs over long-term strategies.

IDENTITY INDEX

BOOMERS B. 1946-1964

GEN-XERS B. 1965-1979

MILLENNIALS B. 1980-2000

	BOOMERS B. 1946-1964	GEN-XERS B. 1965-1979	MILLENNIALS B. 1980-2000
WORK ETHIC	Diverse, committed	Balanced, flexible, work hard, play hard	Fulfillment matters more than salary
CAREER EXPECTATIONS	Rewards come after paying dues; build one career	Accumulate skills by taking on diverse projects	Rapid promotion; meaningful work or not; juggle many jobs
GREATEST FEAR	Losing pension savings, or job, being unable to retire	Being overshadowed by Millennials; being overlooked for promotions	Silence/unplugging routine, eternal internship
NEED FOR DIRECTION	Need guidance with technology	Prefer to work independently	Need and prefer close mentorship
CODE WORDS	"Institutional wisdom," "experience," "well-actualization," "systemic pragmatism"	"What's in it for me?" "Yes, but," "Don't count on it," "Get real"	"You are special," OMAC, BBK, J.K. X Marks the Change, "Google this," "Wow!" "Key-assy," "Apple," "Just say'n!"
STRENGTHS	Generous building; face-to-face networking; institutional wisdom; experience	Ability to work independently; tech literate; results-oriented; flexible; pragmatic	Tech savvy; ability to rapidly obtain information; speed of task completion
WEAKNESSES	Resistant to new technology; allergic to obsequy for status and experience	Weak team players; skeptical of authority	Impatient; easily distracted; difficulty listening; overshare opinions; biased by hierarchy; commitment phobic
ENGAGEMENT DRIVERS	Titles, public recognition, in-home, corporate events; "Your opinion is valued!" "We need you!"	Flexibility in work hours; ability to work independently; opportunities to develop skills	Immediate (and constant) feedback; immediate rewards; being given a say on matters
LEARNING STYLES	Classroom-based, participatory learning; analysis and reflection	Millennials over-learn; based on training; bullet point briefs; access to organized databases	Interactive, multimedia (websites, Webcasts, podcasts); social networking based; multimedia; while learning
PREFERRED MODE OF COMMUNICATION	Face to face; over the phone	Email; voicemail	Text message; IM; status update; blog
PREFERRED OFFICE ATTIRE	Business casual	Business casual to comfortable	Self-expressive
KEYS TO RETENTION	Salary; job security; health benefits	Salary; autonomy; independence; promotion; promotion, promotion	Personal relationships; multiple tasks; fast rewards
BENEFITS NEEDS	Medical insurance; backup care for parents	Income protection; family support; customizable plans; automatic 401k; retirement education	Portability; forced savings; financial education; concrete services
DOPAMINE BOOSTER	Public recognition	POWE (results-only work environment)	Time off; number of Twitter followers/Facebook friends
LIFE ORGANIZATION	Work/life slices	Juggle career/family needs	Connections first
RESUME STYLE	Career-based; one job	Job-based; one career	Skill-based; multi-careers; job hopping
DECISION STYLE	Consults spouse	Coordinate with spouse/partner	Consult Mom and Dad
WORK STYLE	Solo	Self-reliant; enjoy some collaboration	Belated
MISSING IN ACTION	Team spirit	Tolerance for organizational stuff	Knowledge of company culture; professional behavior; social competency; long term outlook
REPUTATION	Uncooperative	Snicker; devil's advocate; cynical	Self-absorbed; lacking work ethic
MOST SURPRISING CHARACTERISTIC	Adaptability	Participation in group activities; start-up mentality	Behavioral optimism
IDENTITY SOURCE	Career	Skills	Connections
RELATIONSHIP TO CHANGE	Resistant	Welcoming	Life defined by it; all options always open

GEN-XERS
Pragmatism. Pragmatism. Pragmatism. Struggle of fish market and farmer to balance work and family with little cultural support puts all other perspectives.

BOOMERS
Psyche blind: The need to transfer their experiential and institutional wisdom, especially to Millennials, exposes fear that they will lose pieces of what currently matter them so valuable.

MILLENNIALS
Believe they already have pretty much everything they need to know, and frequently lack them for social media promotion. We are the most talented and creatively accepting force.

MILLENNIALS

Their sheer lack of formality may startle, but it isn't driven by disrespect of authority. They simply have tools to connect with anyone, anywhere, along with years of parental validation of every thought and feeling. Why not sweet Anderson Cooper or shoot an email to the CEO with an idea for how the company might want to proceed?

BOOMERS

Their sheer mass brought them into workplaces with generation for team permeability, consensus building, consensus building, not to mention competition.



GEN-XERS

First generation of employees to prize work engagement and intellectual stimulation. Also first to truly grow/ take partnerships at home, influencing career moves.

GEN-XERS
Lived through AIDS crisis, John Lennon's assassination, fall of Berlin Wall, Chernobyl disaster, slash to employee benefits, and parents, divorce epidemic, also dawn of global energy crisis, Watergate scandal, Jonestown massacre, stock market implosion, Exxon Valdez oil spill, Challenger explosion, upthrust in Tiananmen Square, Small wonder they have little trust in authority or faith in institutions.

BOOMERS
Score a bonus much. Upgrade to rank. Like or's salary count, as approach retirement goals, habit care concepts—especially feedback—1 point or dependence—wins pay.

MILLENNIALS
Digital Dynamism: Quizzes are body-agnostic. Technology as means of maintaining cultural cohesion, as well as on-the-job training by minute updates related to work or (more likely) social life. Stilling is a norm by your being in constant motion as they travel around the globe. They travel they travel to, lower to get job done. And you think it's just a stick-up-the-middle?

Sun Life Financial