EXCITING FUTURE
The Trends by 2020

- Increased urbanization
- More older customers
- Consumers will be MORE demanding
- Shoppers will use technology in stores and social media will play a big role in the shopping experience
- **Gen Y will have a huge impact on the world of work**
THEY ARE HERE

AND THEY ARE CHANGING THE WAY WE LIVE & WORK
By 2025 Gen Y will be 75% of the Workforce
The Gap

Aging Bubble

Youth Bubble
Fixed Mindset ➔ Growth Mindset

If it ain't broke don't fix it

STAY SMART

Work Smarter
Faster
Better

There's a new way
Innovation
Why?
Which generation are you?

- Traditionalist
- Baby Boomer
- Gen X
- Gen Y
Unlike any other time, today there are 4 generations working, living and doing business together and attending meeting.
Acknowledgement
Acceptance
Encouragement
Positive Feedback
-------------------------------
Shame
Blame
Justification
Criticism

THE RULES
A Dose of Self-Awareness
My Goal
Awareness
Acceptance
Appreciation
Action

Get you excited about what’s ahead

Barbara Hill - Gen X Executive ATT
Traditionalists
Traits of the Traditionalist

- By the Book
- Self-discipline
- Loyalty
- Frugal
- “My Way or the Highway” management style
- Sacrifice for the Greater Good
Each generation changes the rules!
Baby Boomers 1946-1964
Traits of the Boomers

- Hard Working-Dedicated
- Experience- Wisdom- Relationships
- Highly Motivated
- Values Independence- Lone Ranger
- “Just Do It” Management Style
- Seeks Recognition
- Sacrifice for the Greater Self
Each generation changes the rules!
Gen X 1965-1979
Traits of GEN X

- Work-Life Balance
- Speed- *the fastest route to the end*
- Innovative and Creative
- Self Reliant and Practical- no micro-managing
- Questioning and Cynical
- Loyal to People not Organizations
- Raised to Operate Independently
The Gap

Aging Bubble

Gen X is the bridge

Youth Bubble
Generation Y (Why?) 33
Generation Y is

Ego Driven
Enthusiastic
Goal Oriented & Ambitious
Task Oriented
Highly Collaborative
Fast Learners
Technologically Proficient
High on Individualism
Socially Conscious
What’s in it for Me
Why are they like this?
What Happened?
Want these slides?

- Open your phone
- # you are Texting to is **22828**
- Your message: **KARENMC**
- You will get a request to send in your email address and you will get the slides!
Technology

1989 Internet is used by reg. peeps
1983 Cell phones are NOW being sold
I Rock!
Globalization
Affluent
Technology
Media
1. “CHOICE” is becoming the new “office.”
   The balance of how work is done is becoming less important than what work is being done.

Choice and flexibility are defined by the task at hand and employees are effectively measured by the task.
2. Parents Matter at Work
3. Culture of Customization

- BOOMERS: LOVE THEIR BIG BRANDS

- GEN X: RELATES TO THE ANTI-BRANDS

- Gen Y...Creating their OWN
5. Purpose - Giving Back
Please Don’t:
Stereotype
Ridicule
Make Assumptions
Missed Opportunities
Make it Fun
And make it about them
1990

Over 20 Years Ago...You’re getting old!
1969
I'm running late, tapping on your phone, and you're on the phone with your slow car. I talk to mama.
1979
2012

Now!!!!
1965
Over 45 years ago...ouch
There's 
Enough 
Rock for 
all of us!
Want these slides?
Give me your card
or email me
Karen@KarenMcCullough.com