



**Generations Today: New Rules, New Tools**



**YOUR FUTURE MEETING ATTENDEE**



**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

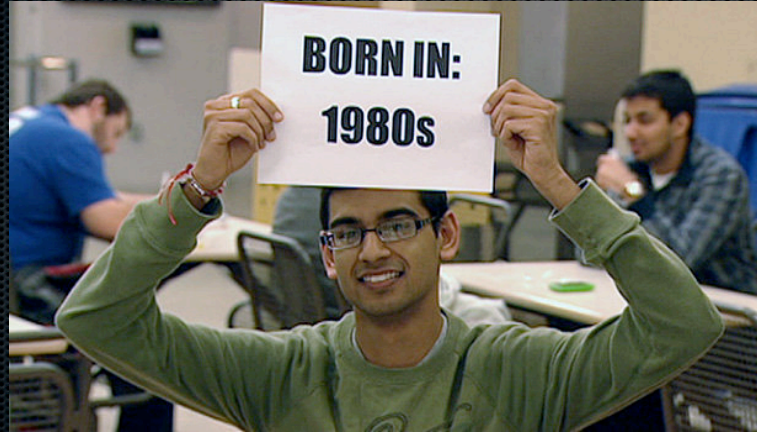


**THEY ARE HERE**

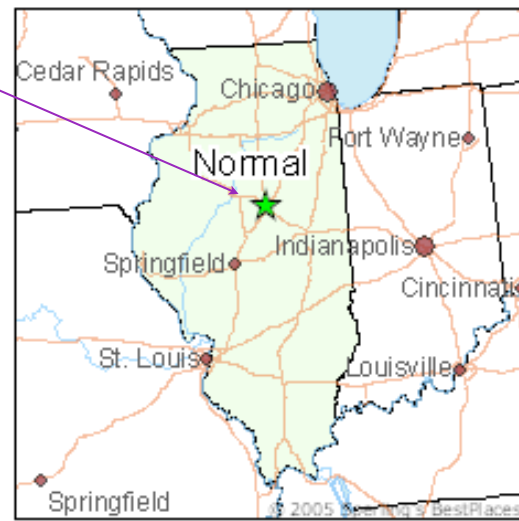


**AND THEY ARE CHANGING THE WAY WE LIVE & WORK**

**By 2025 Gen Y  
will be  
75%  
of the Workforce**



## Illinois









**Aging  
Bubble**

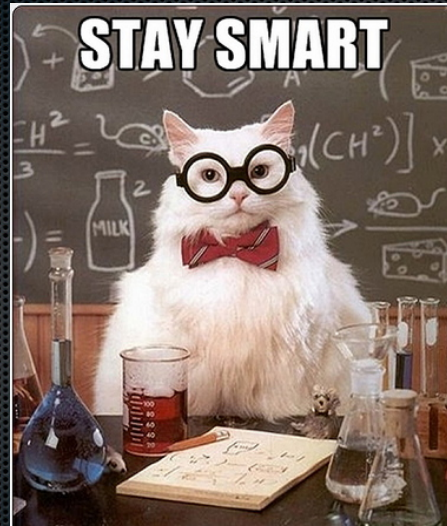
**The Gap**



**Youth  
Bubble**

# Fixed Mindset → Growth Mindset

If it ain't  
broke don't  
fix it



Work Smarter  
Faster  
Better

There's a new  
way

Innovation

Why?

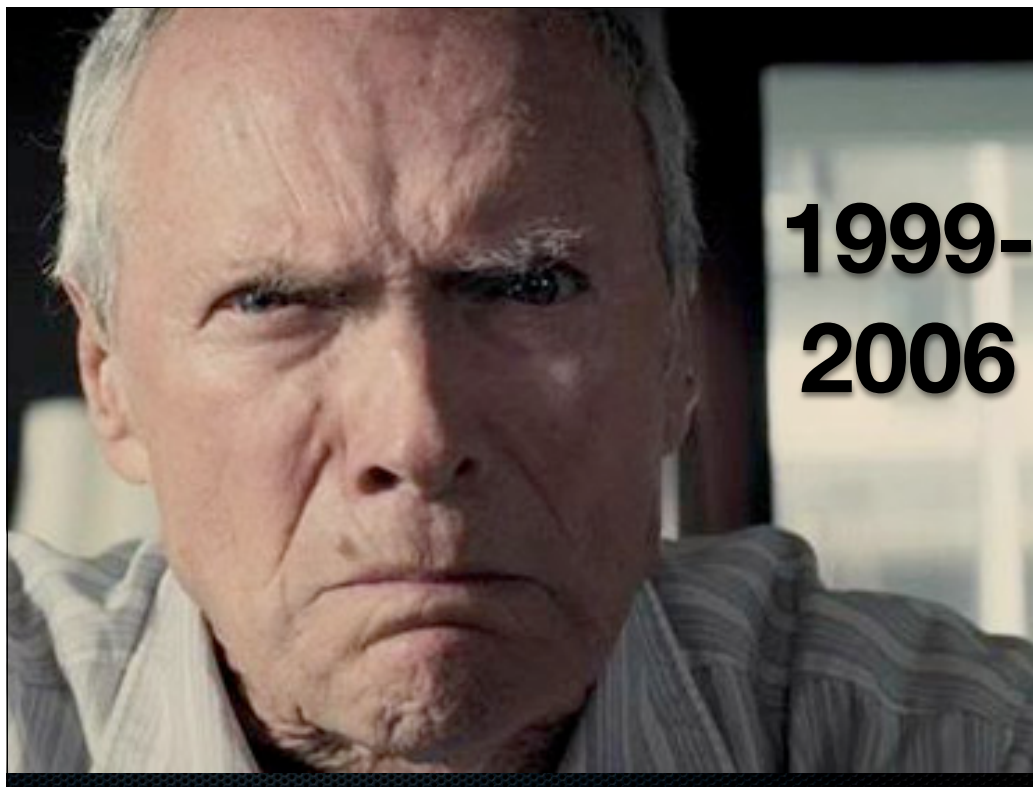


# Which generation are you?

- 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

A man with dark hair and glasses is looking upwards. Above his head is a thought bubble. Inside the thought bubble, the words "Who Me?" are written in white text on a black background. The background of the entire image is dark with a fine, repeating pattern.

**Who  
Me?**

**A Dose of Self-Awareness**



ENTITLED SPOILED  
SLACKER OLD SCHOOL  
NEEDY LAZY  
SLOW ENTITLED  
RIDGID  
WORKAHOLIC BORING  
ENTITLED COCKY  
STALE



# My Goal

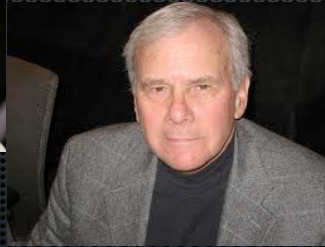
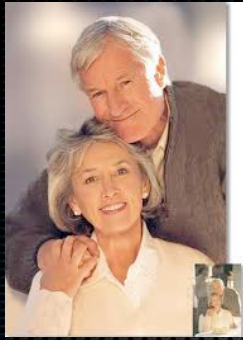
Awareness  
Acceptance  
Appreciation  
Action

Get you excited  
about what's  
ahead



Barbara Hill-Gen X Executive ATT

# Traditionalists



# Traits of the Traditionalist

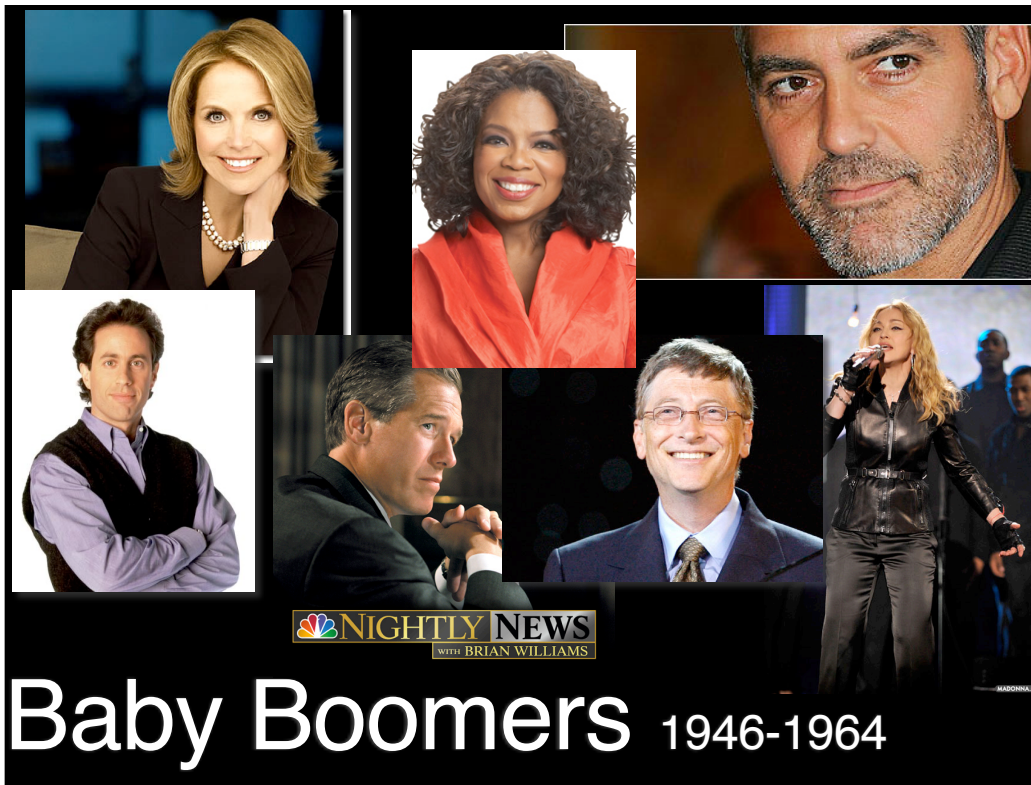
- By the Book
- Self- discipline
- Loyalty
- Frugal
- “My Way or the Highway” management style
- Sacrifice for the Greater Good





**Each  
generation  
changes the  
rules!**





# 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



**Aging  
Bubble**

**The Gap**



**Youth  
Bubble**

**Gen X is the bridge**

## 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



**Globalization  
Affluent  
Technology  
Media**





**HOW WE WORK...WHERE WE  
WORK...WHEN WE WORK...WHO WE  
WORK WITH....ARE AL UP FOR  
GRABS**

**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**

# 4. Collaboration

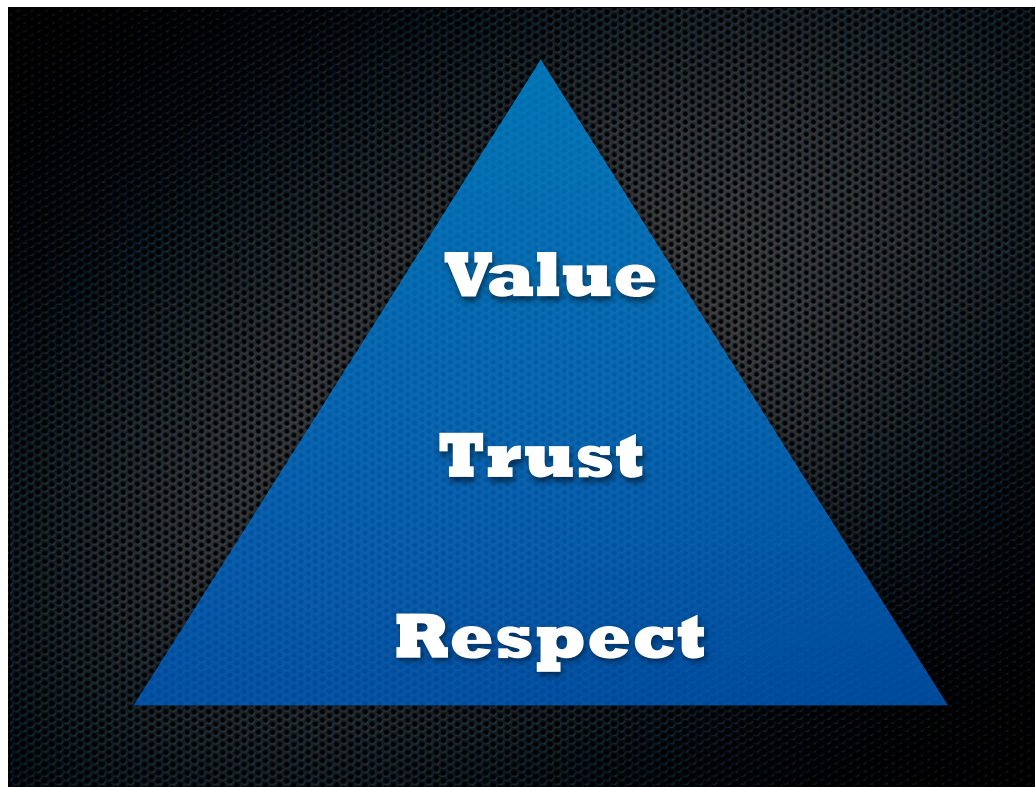
Brain Drain  
Reverse Mentoring



## 5. Purpose - Giving Back







**Please Don't:**  
**Stereotype**  
**Ridicule**  
**Make Assumptions**  
**Missed Opportunities**

# **Make it Fun**

**And make it about them**





1960





# 1990

Over 20 Years Ago...You're getting old!



1969





2008





1979



2012

Now!!!!



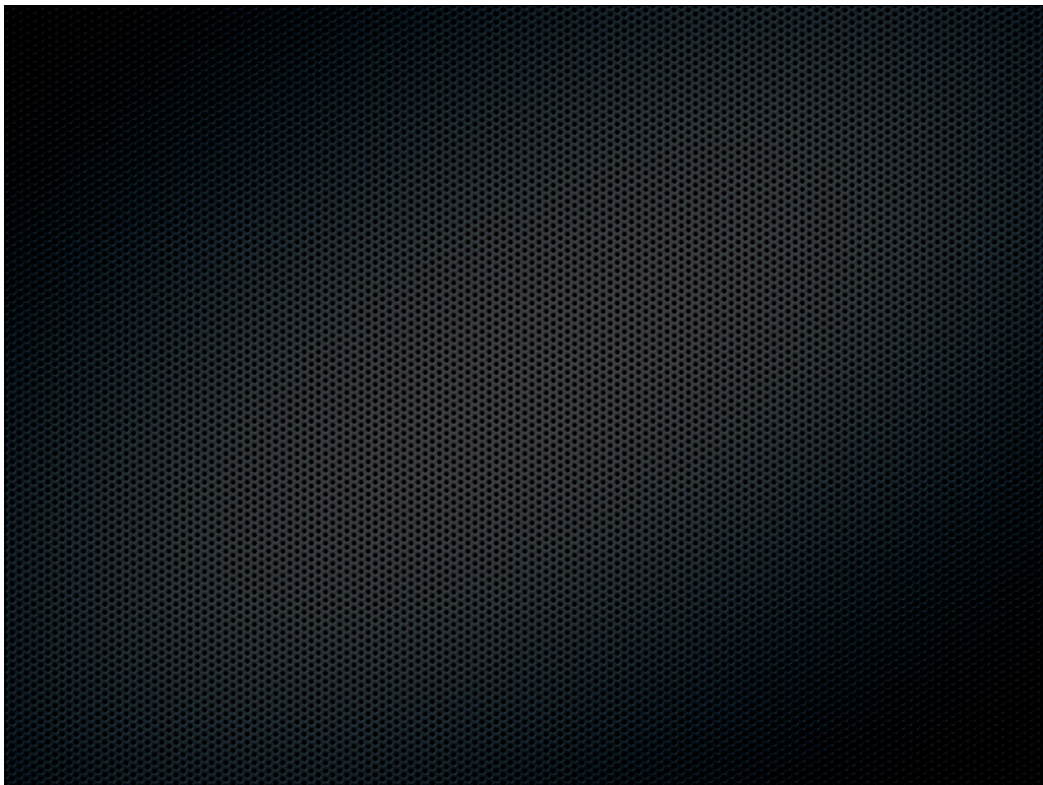


1989



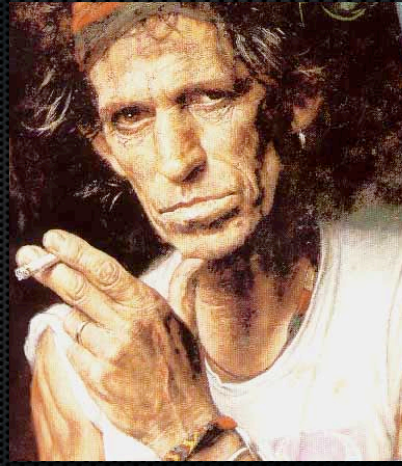


**1965**  
**Over 45 years ago...ouch**





**There's  
Enough  
Rock for  
all of us!**





**Want these slides?**

**Give me your card**

**or email me**

**[Karen@KarenMcCullough.com](mailto:Karen@KarenMcCullough.com)**