



**THE**  
**MARVELS**  
**OF MILLENNIALS**

LEAD & ENGAGE THE NEXT GENERATION

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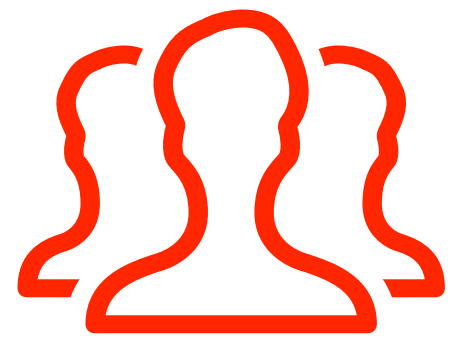
**by Ryan Jenkins**

[rj@ryan-jenkins.com](mailto:rj@ryan-jenkins.com)

[www.ryan-jenkins.com/HeroHeart](http://www.ryan-jenkins.com/HeroHeart)

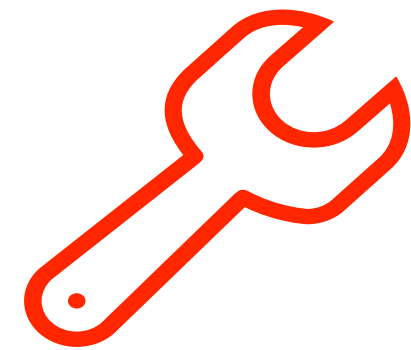


# AGENDA



## **MILLENNIALS**

who are they



## **3 STRATEGIES**

to lead and  
engage  
Millennials



## **Q&A**

and wrap-  
up

# THE GENERATIONS

GENERATION NAME	2019 AGE RANGE	U.S. PEAK POPULATION
<b>GENERATION Z</b>	< 21	60+ MILLION
<b>MILLENNIALS</b>	22 - 38	76 MILLION
<b>GENERATION X</b>	39 - 54	51 MILLION
<b>BABY BOOMERS</b>	55 - 73	75 MILLION
<b>BUILDERS</b>	74 - 91	56 MILLION*
<b>G.I. GENERATION</b>	92 +	60 MILLION*

R I S I N G

# GENERATIONAL TENSIONS

Global average  
**human lifespan**

1900

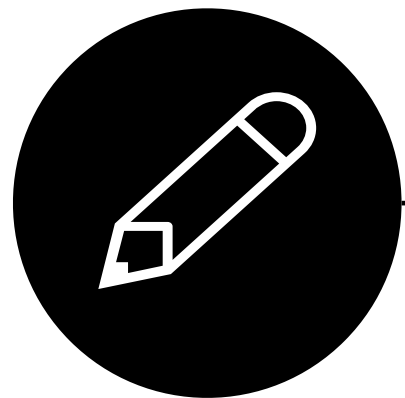
31

2019

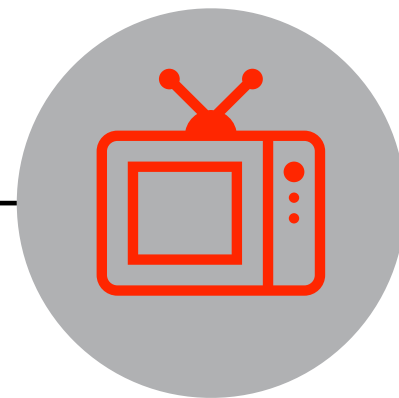
72

41 year  
**increase**

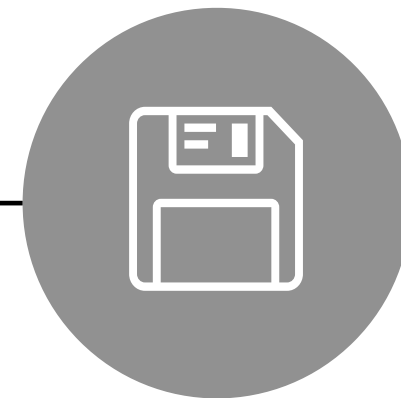
BUILDERS



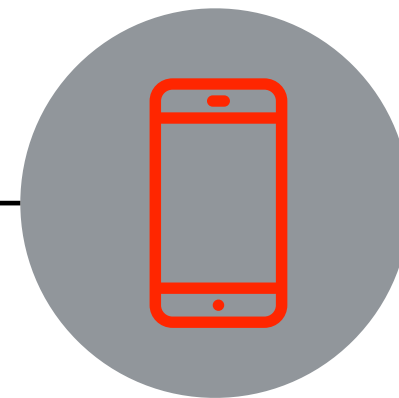
BOOMERS



GEN X



MILLENNIALS



GEN Z



GEN ALPHA



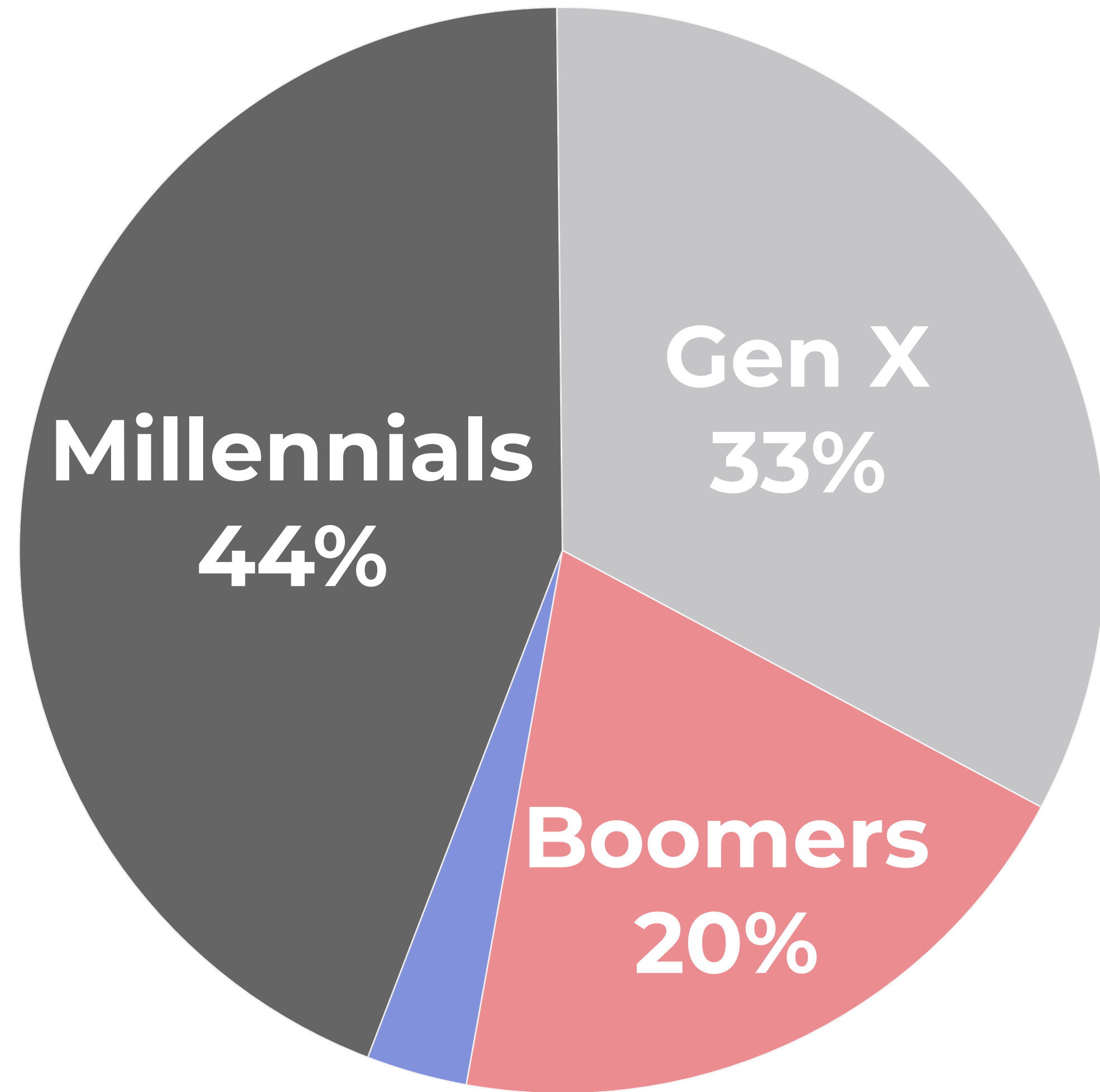
GEN ?



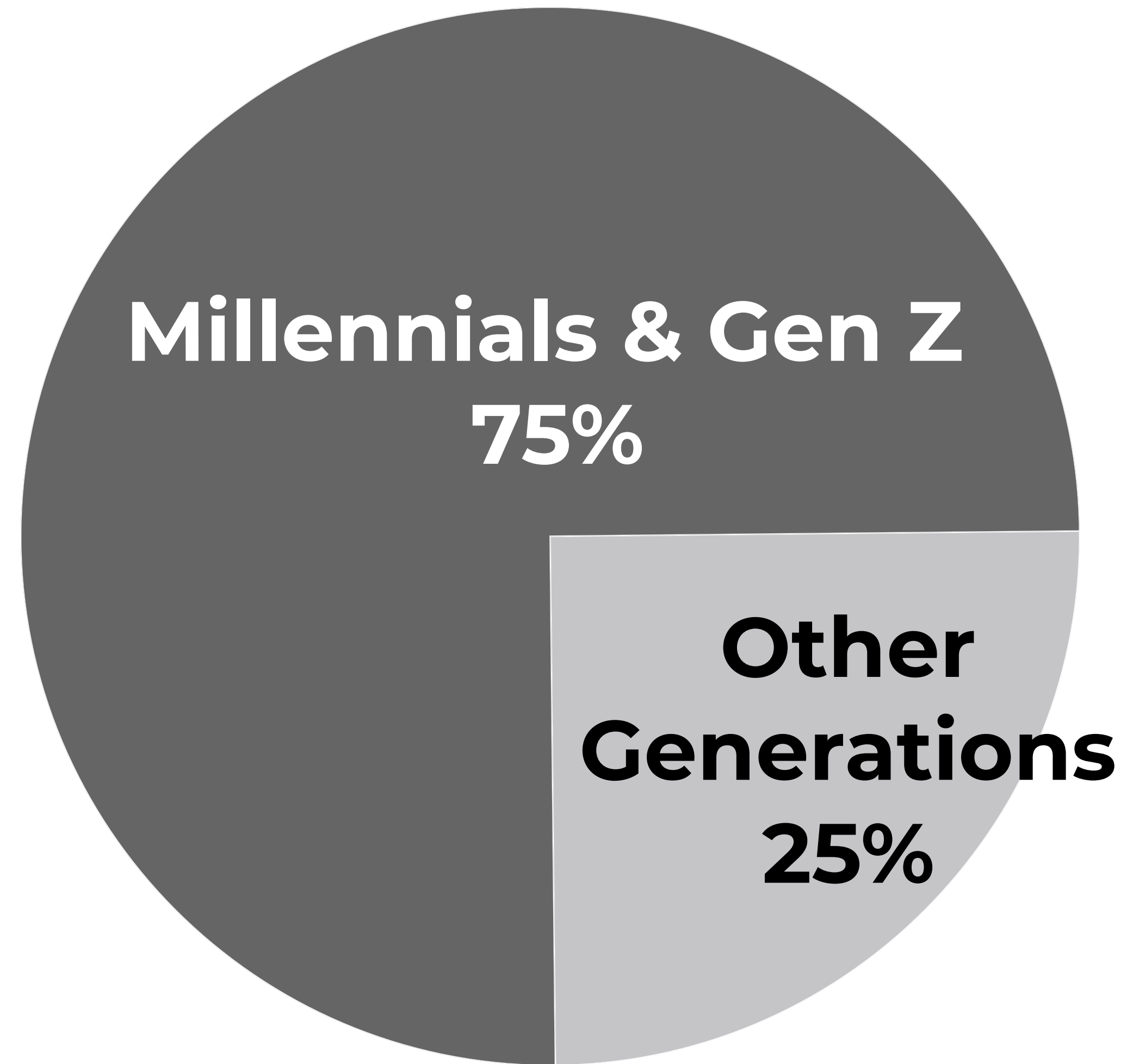
2019

20XX

GENERATIONS IN  
**THE WORKFORCE**



**2019**



**2025**

# WHY GENERATIONS MATTER

S O M U C H I S A T S T A K E



52%

of workers say they're least likely to get along with someone from **another generation.**

62%

of Generation Z anticipate **challenges working with** Baby Boomers and Gen X, yet **only 5%** anticipate challenges working with Millennials.

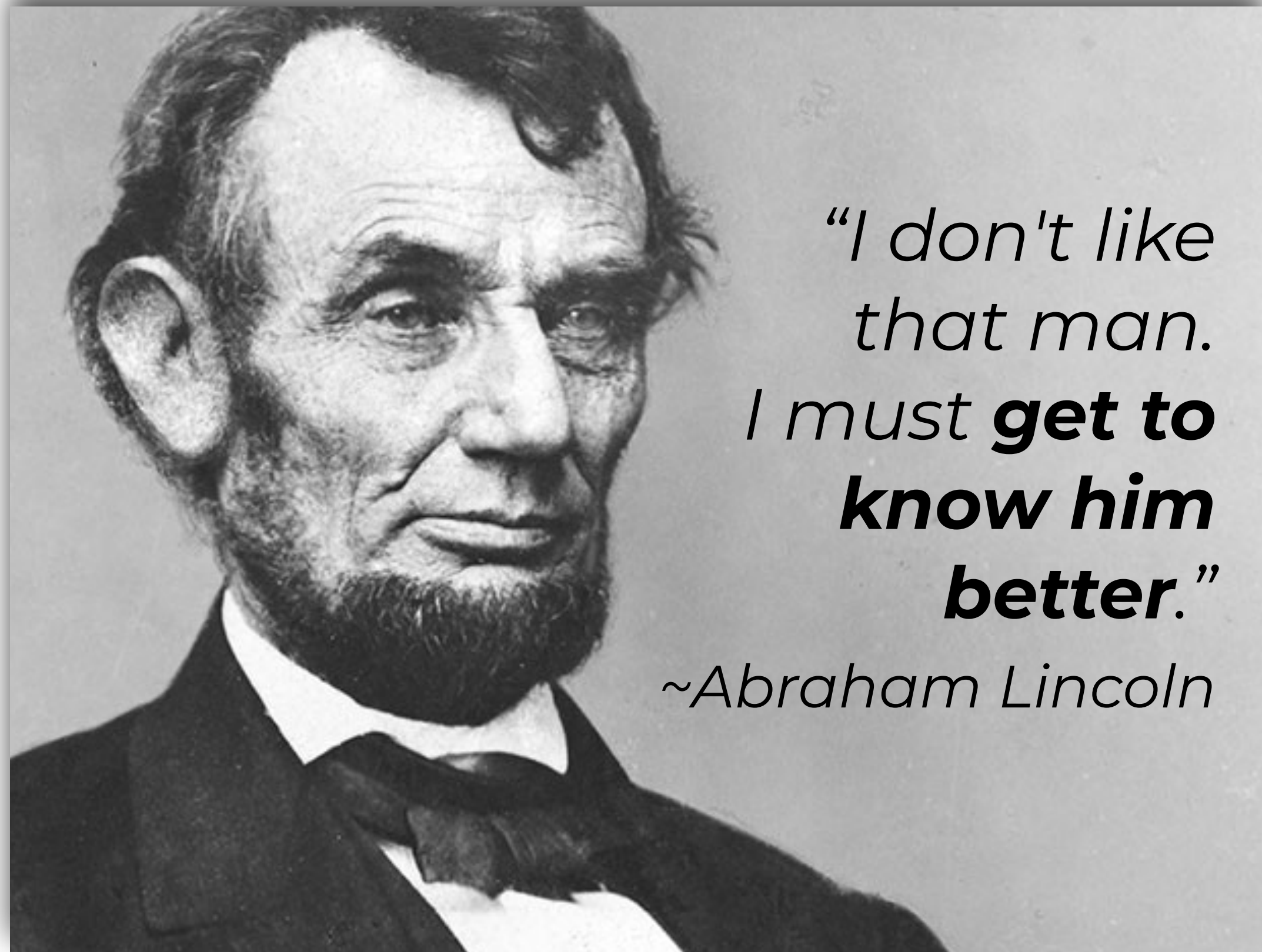
A S E I S M I C S H I F T C A U S I N G  
**GENERATIONAL FRICTION**



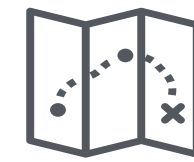


# GENERATIONAL BIAS

H O W T O O V E R C O M E I T



There's a **wealth of information** today but a **poverty of understanding.**



Today's high-flux, info-inundated, and multi-generational world demands that we **seek more understanding.**



If you don't like that view, technology, policy, or generation...  
**Get to know it better.**

# MILLENNIALS & GEN Z

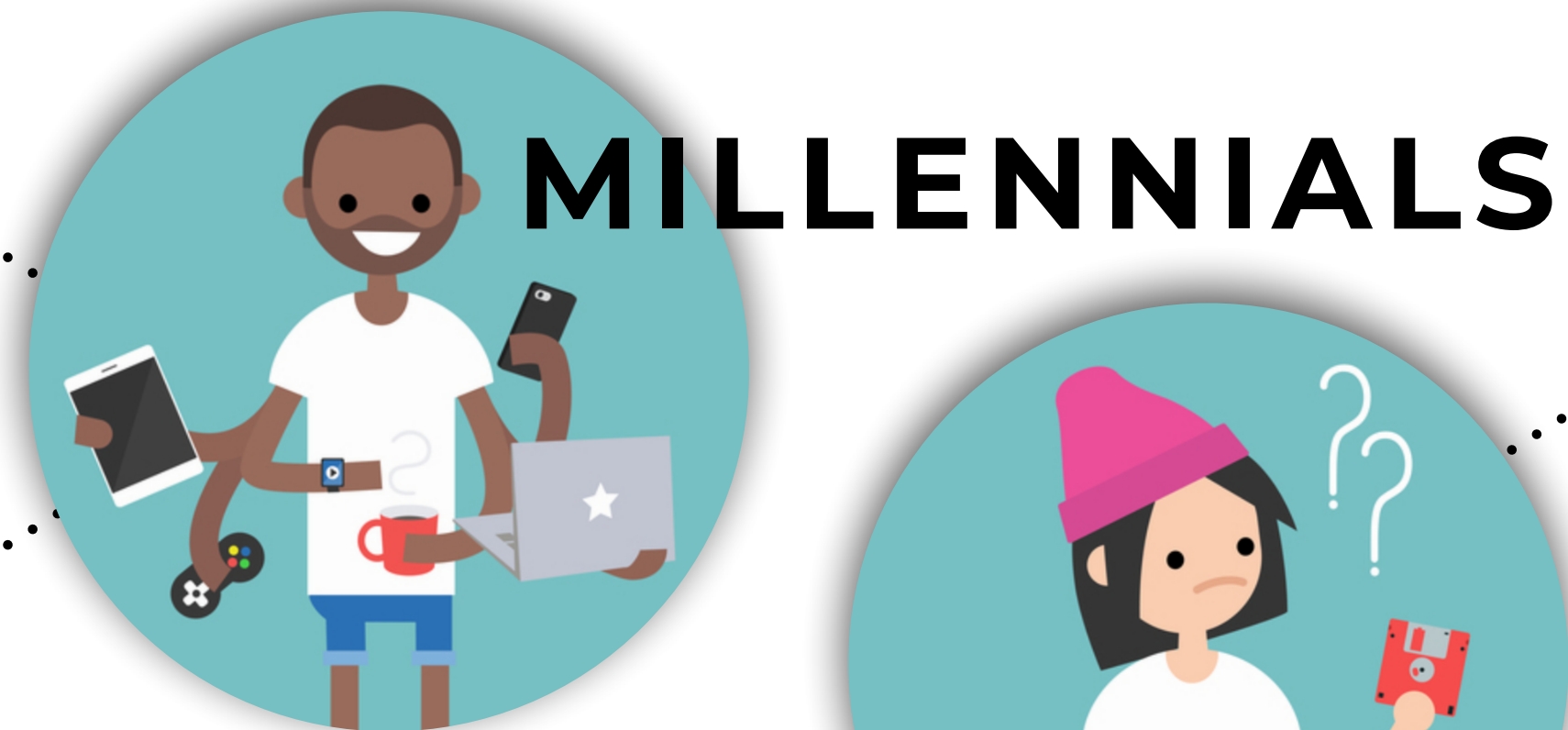
T H E S T A T S

**\$24**

trillion is the estimated wealth of U.S. Millennials by 2020.

**71%**

of Millennials are disengaged at work, the most of any generation.



**GEN Z**



**63%**

of Generation Z doesn't remember a time before the Great Recession.

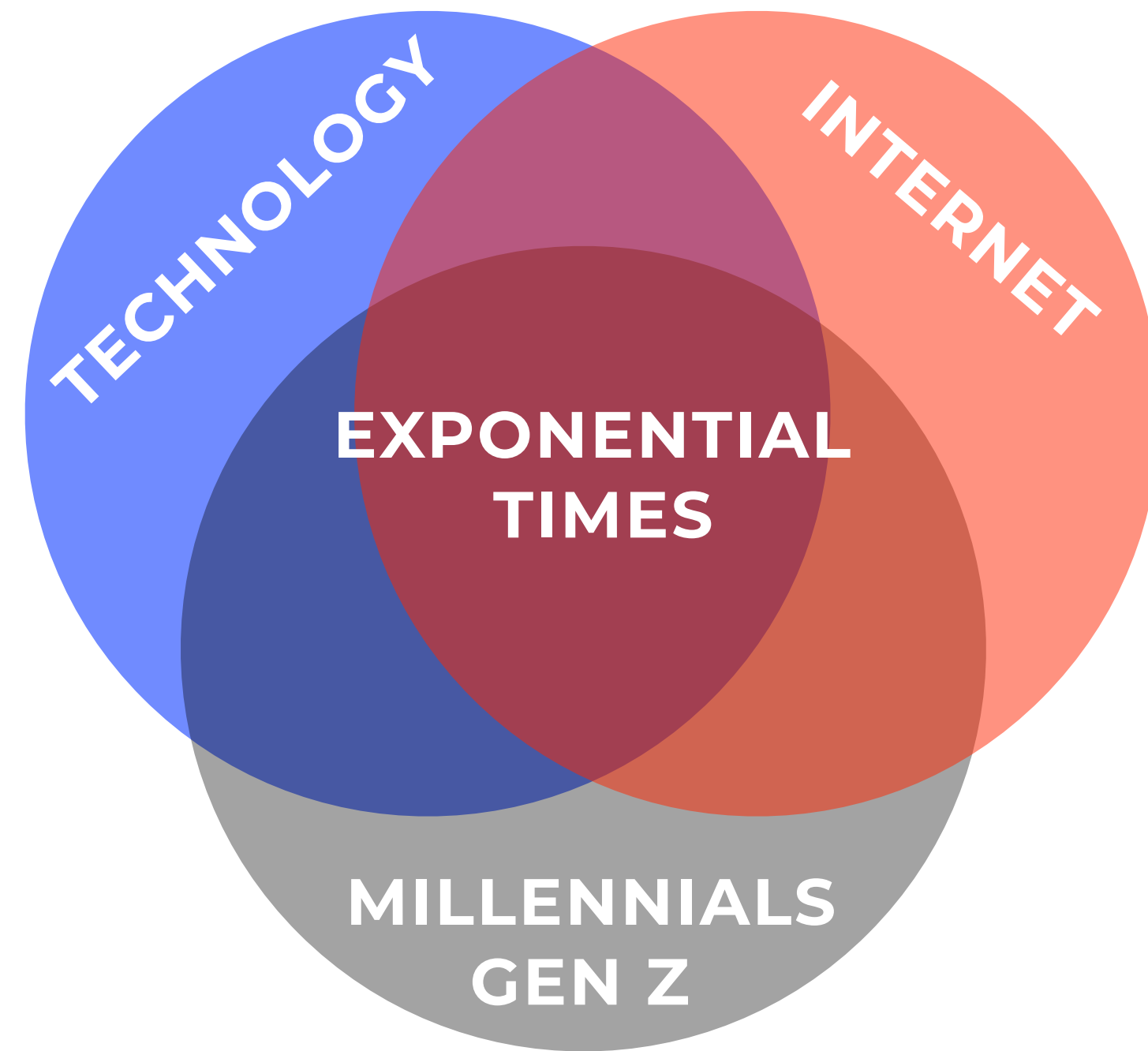
**70%**

of Generation Z might 'reject' traditional business to work independently.

# WHY IS TODAY SO DIFFERENT?

T H E R E ' S   A   B I G G E R   S T O R Y

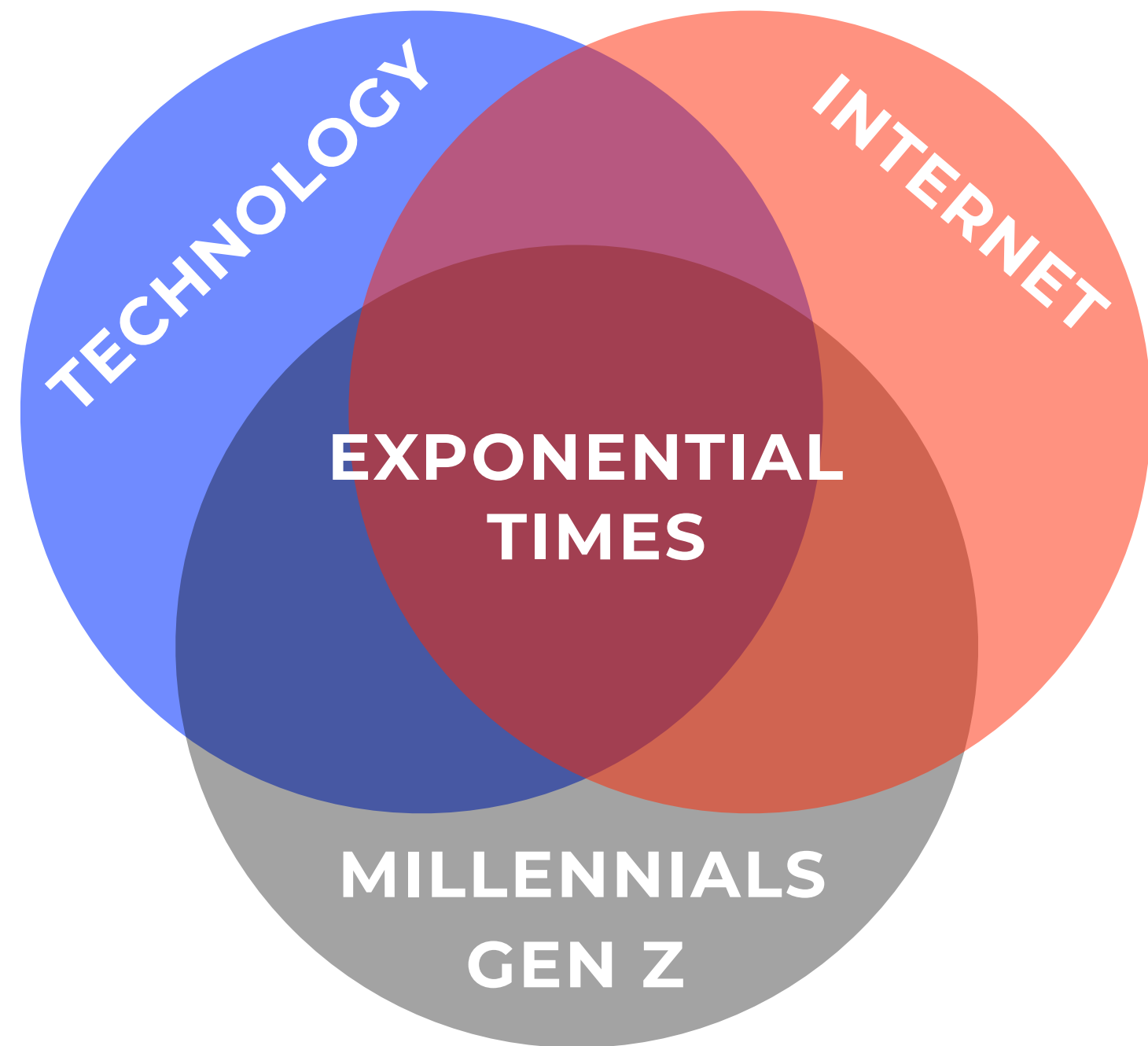
Emerging generations are a **critical mass** of change agents.



## EXERCISE:

Name an **invention** of the past.  
*(can go back as far as **fire**)*

# EXAMPLES



1st month

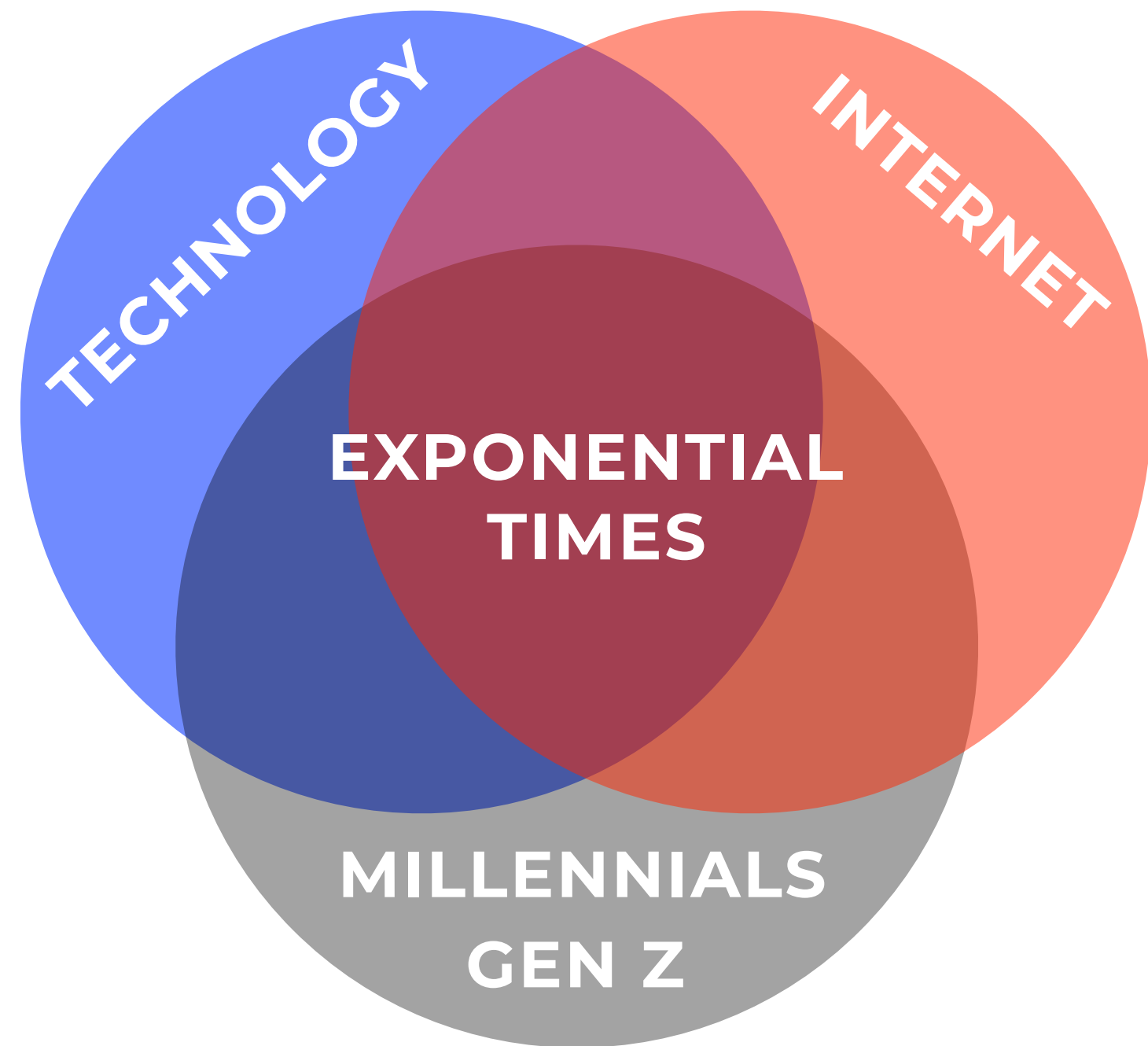
**130 million downloads**



1st 90 days

**\$600 million in revenue**

# EXAMPLES



8/24/15

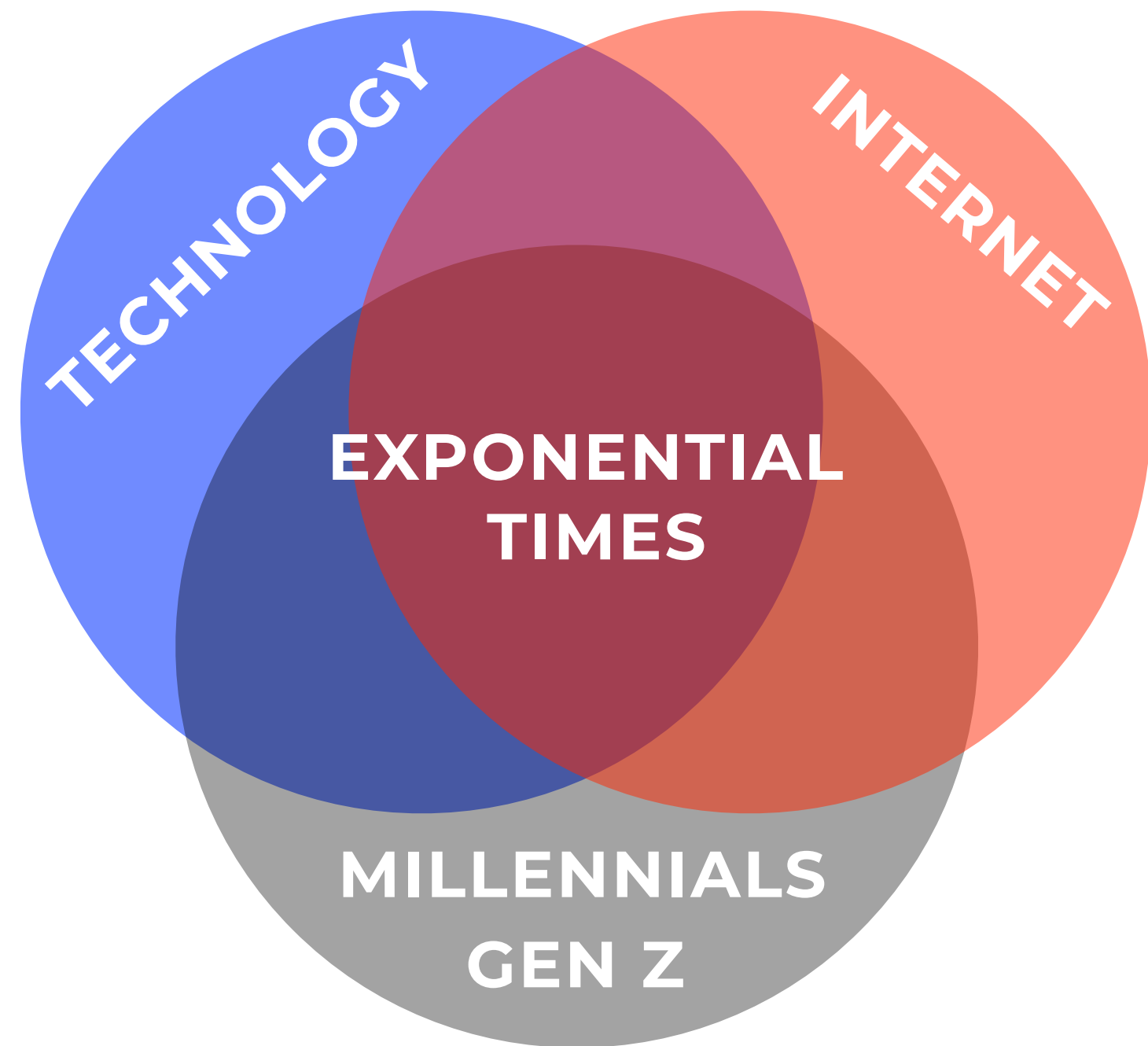
**1 billion users in 1 day**



Today

**2 billion monthly users**

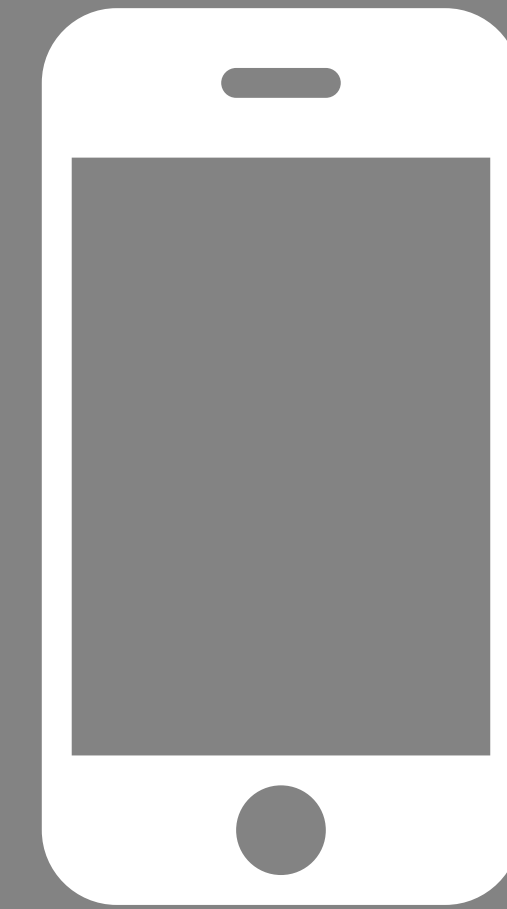
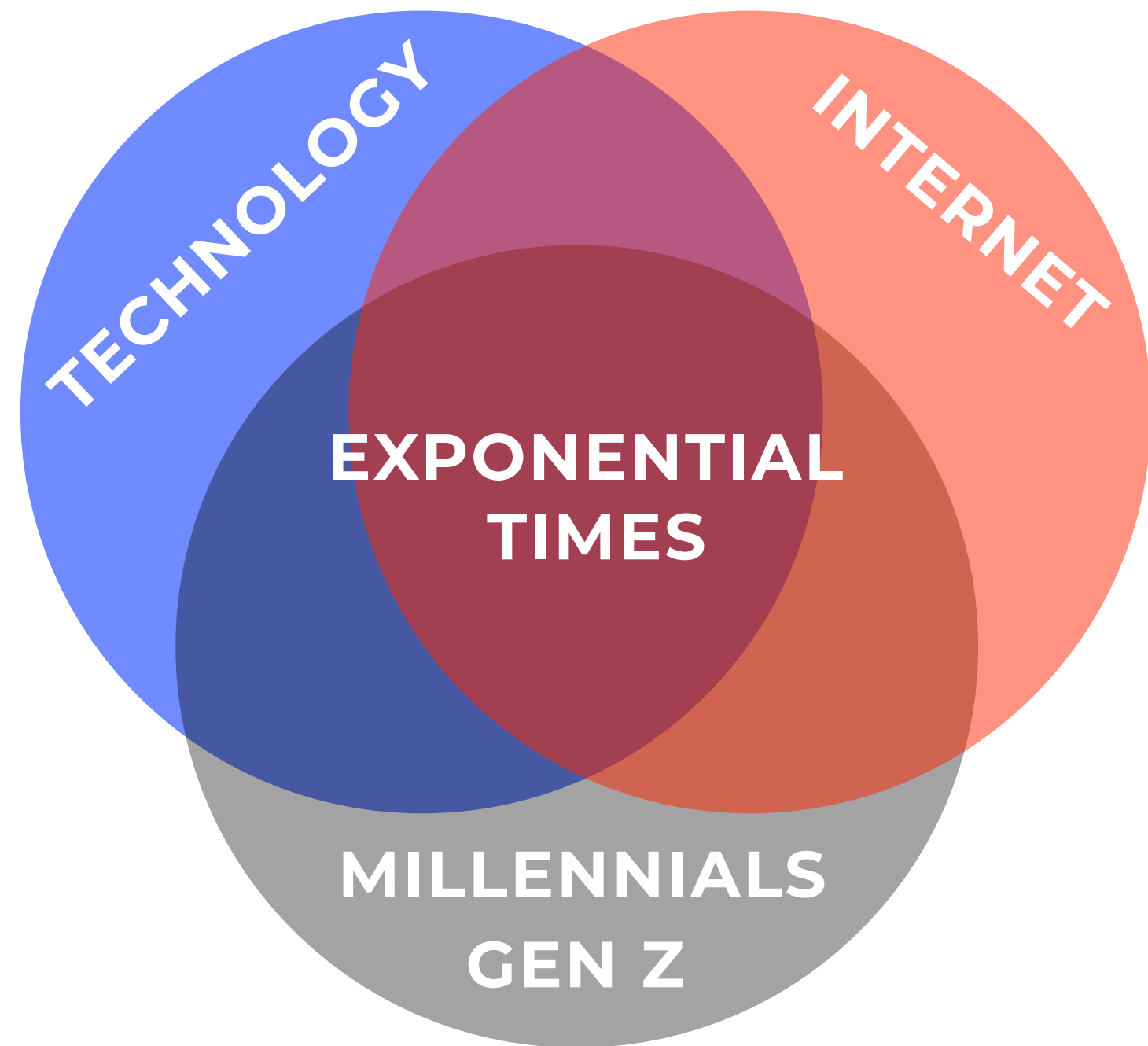
# EXAMPLES



# NETFLIX

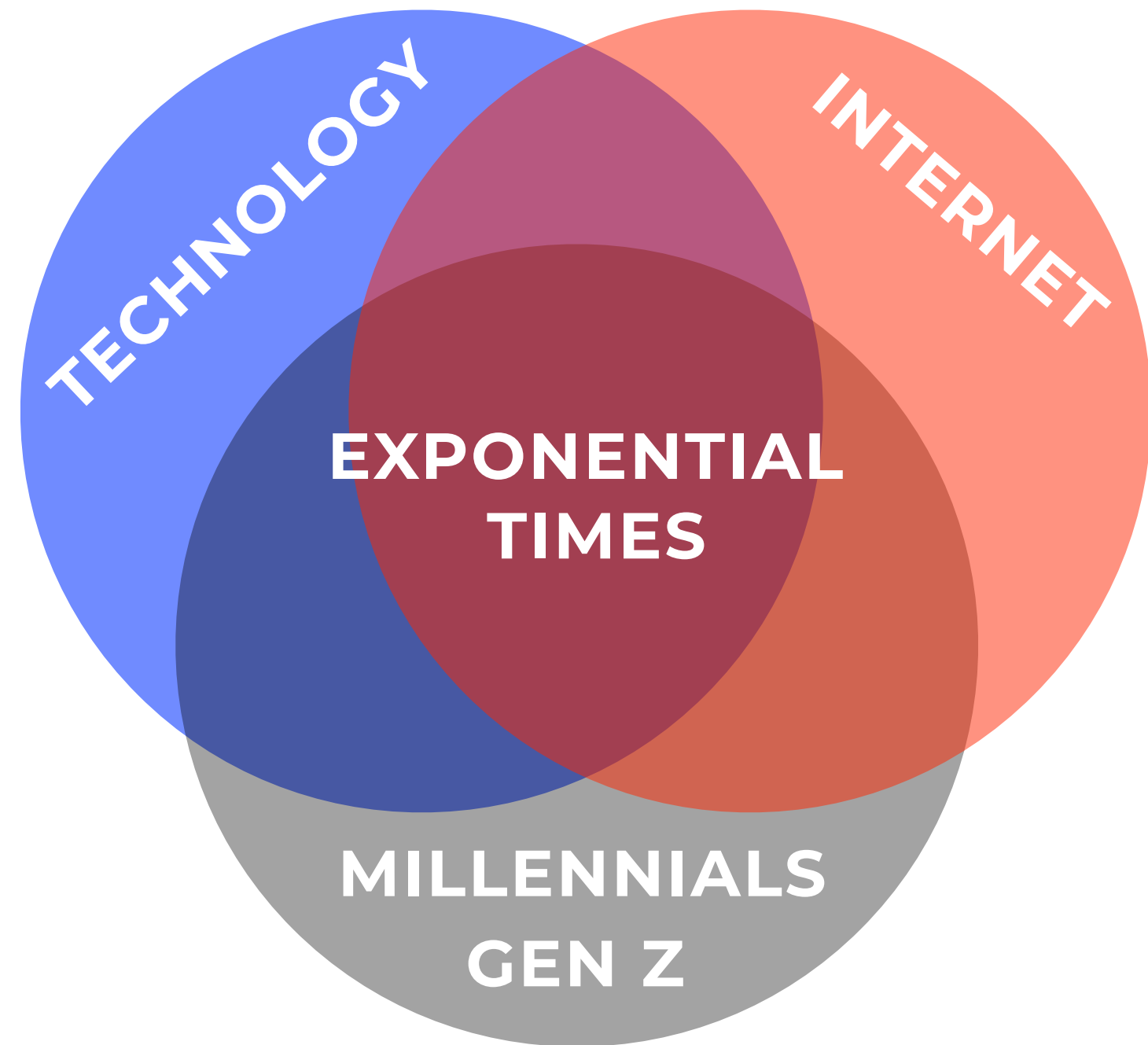
Only 8% of U.S. college students don't have access to Netflix. Only started streaming in 2007.

# EXAMPLES



**100,000x smaller &  
7,000,000,000x more  
powerful...  
than a computer in  
the early 1970s.**

# EXAMPLES



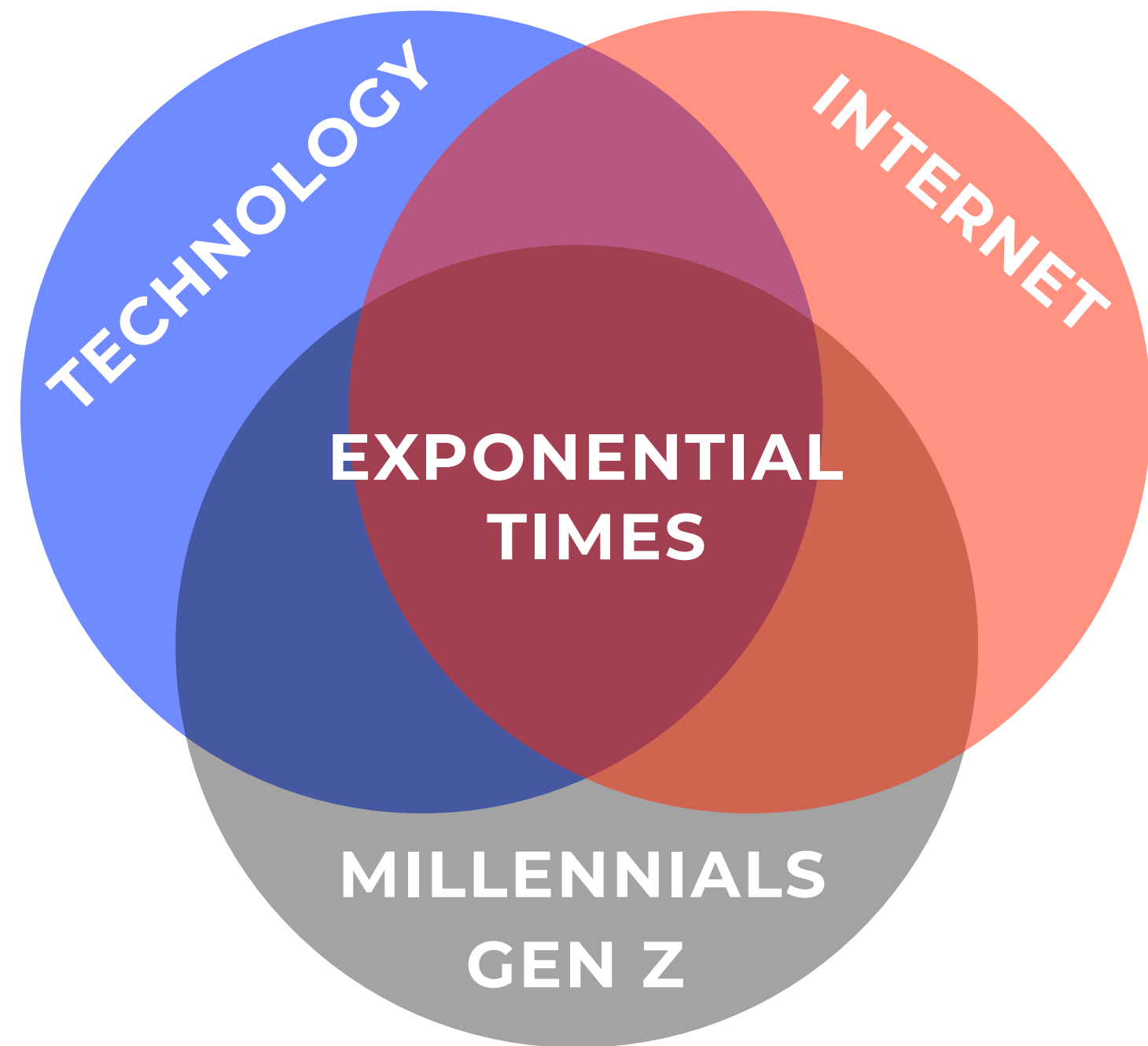
**TD Ameritrade & Etrade  
15 million since 1971**



**Blockchain Inc  
24 million since 2011**



# EXAMPLES



# S&P 500

Avg company tenure

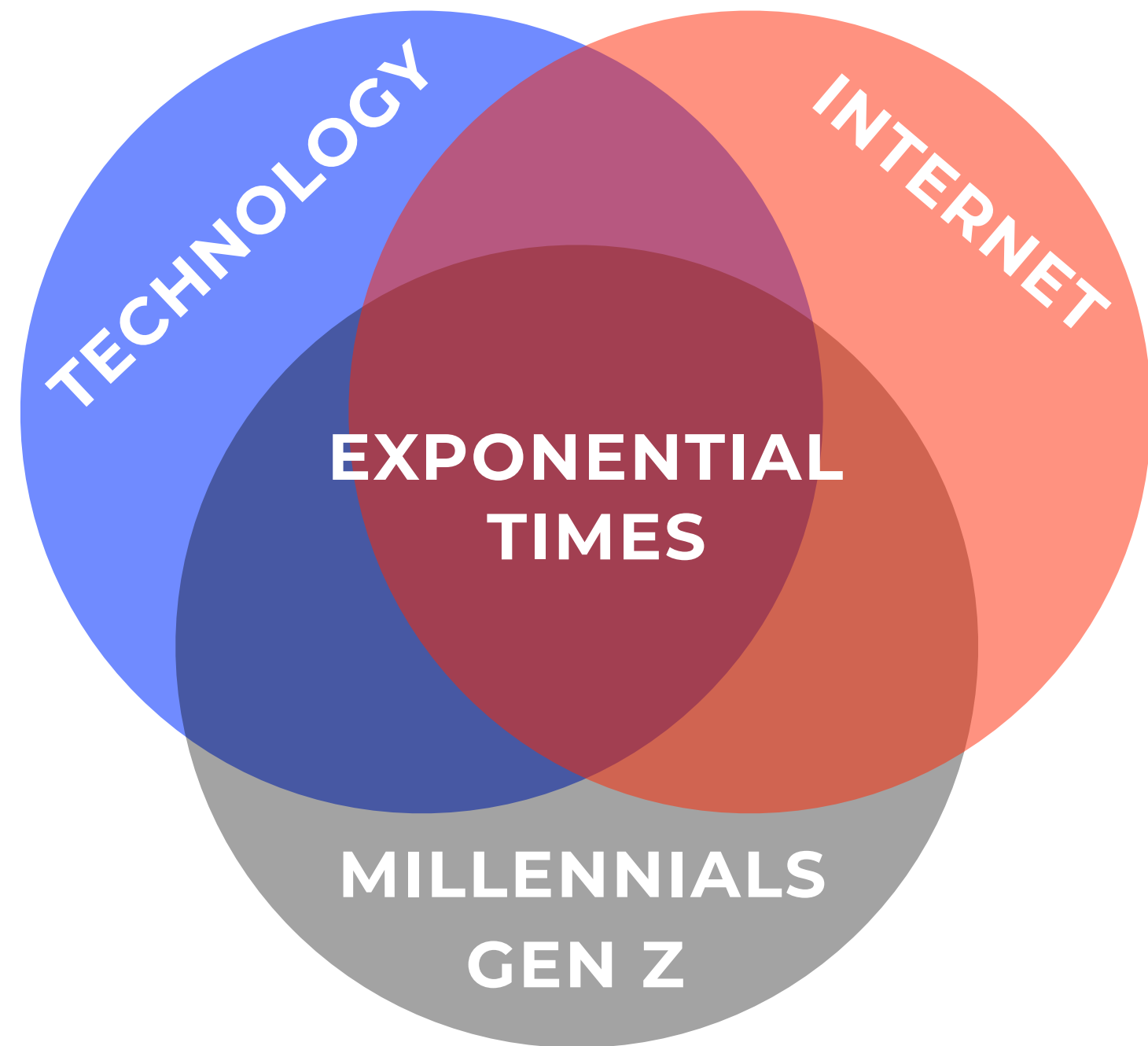
1965 = 33 years

2026 = 14 years

.....

half of today's firms  
will be replaced in  
10 years

# EXAMPLES



*Not anomalies,  
but the **preview**.*



> 1st month = 130 million downloads  
> 1st 90 days = \$600 million in revenue  
.....



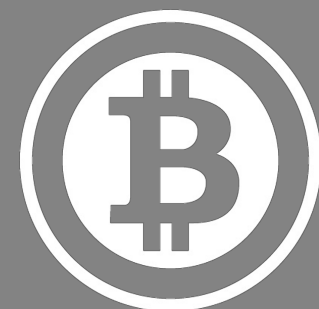
> 8/24/15 = 1 billion users in 1 day  
> Today = 2 billion monthly users  
.....

NETFLIX >

Only 8% of U.S. college students don't have access to Netflix [started streaming in 2007]  
.....



> 100,000x smaller & 7,000,000,000x more powerful than a computer in the early 1970s  
.....



> TD Ameritrade & Etrade = 15 million since 1971  
> Blockchain Inc = 24 million since 2011  
.....

S&P 500 >

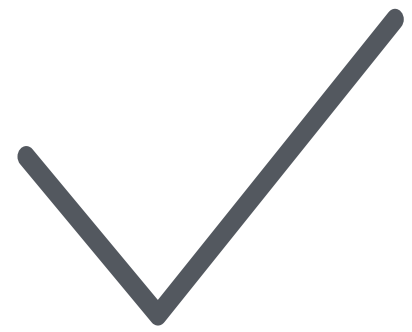
Avg tenure in 1965 = 33 years / by 2026 = 14 years  
half of today's firms will be replaced in 10 years

# ELEVATED EXPECTATIONS

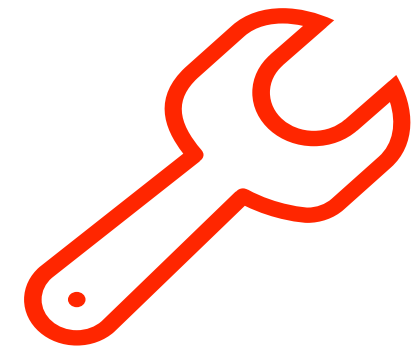
E F F O R T L E S S   &   S E A M L E S S



# AGENDA



**MILLENNIALS**  
who are they



**3 STRATEGIES**  
to lead and  
engage  
Millennials



**Q&A**  
and wrap-  
up

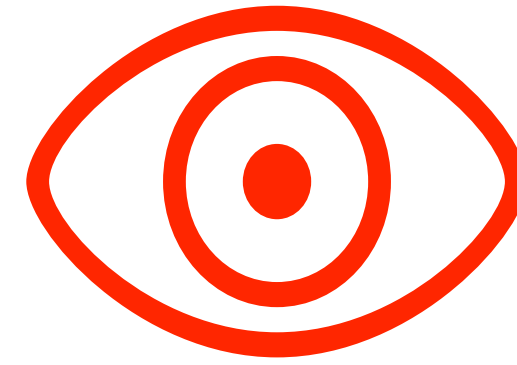
# 3 MUSTS AT WORK

F O R T H E E M E R G I N G G E N E R A T I O N S



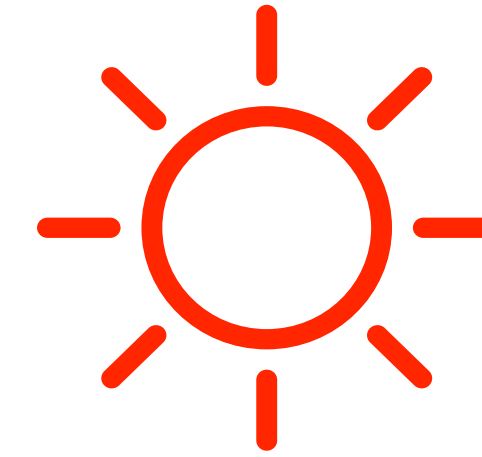
## BETTER BOSS

Top talent view  
**effective leaders**  
as a must.



## BIGGER VISION

Top talent want  
to **connect work**  
**with impact.**



## BRIGHTER FUTURE

Top talent have a  
proclivity to be  
**future oriented.**

***Doesn't every generation want these 3 things in a job?*** Yes.

For previous generations, these are **“nice-to-haves.”**

For emerging generations, these are **conditions of employment.**

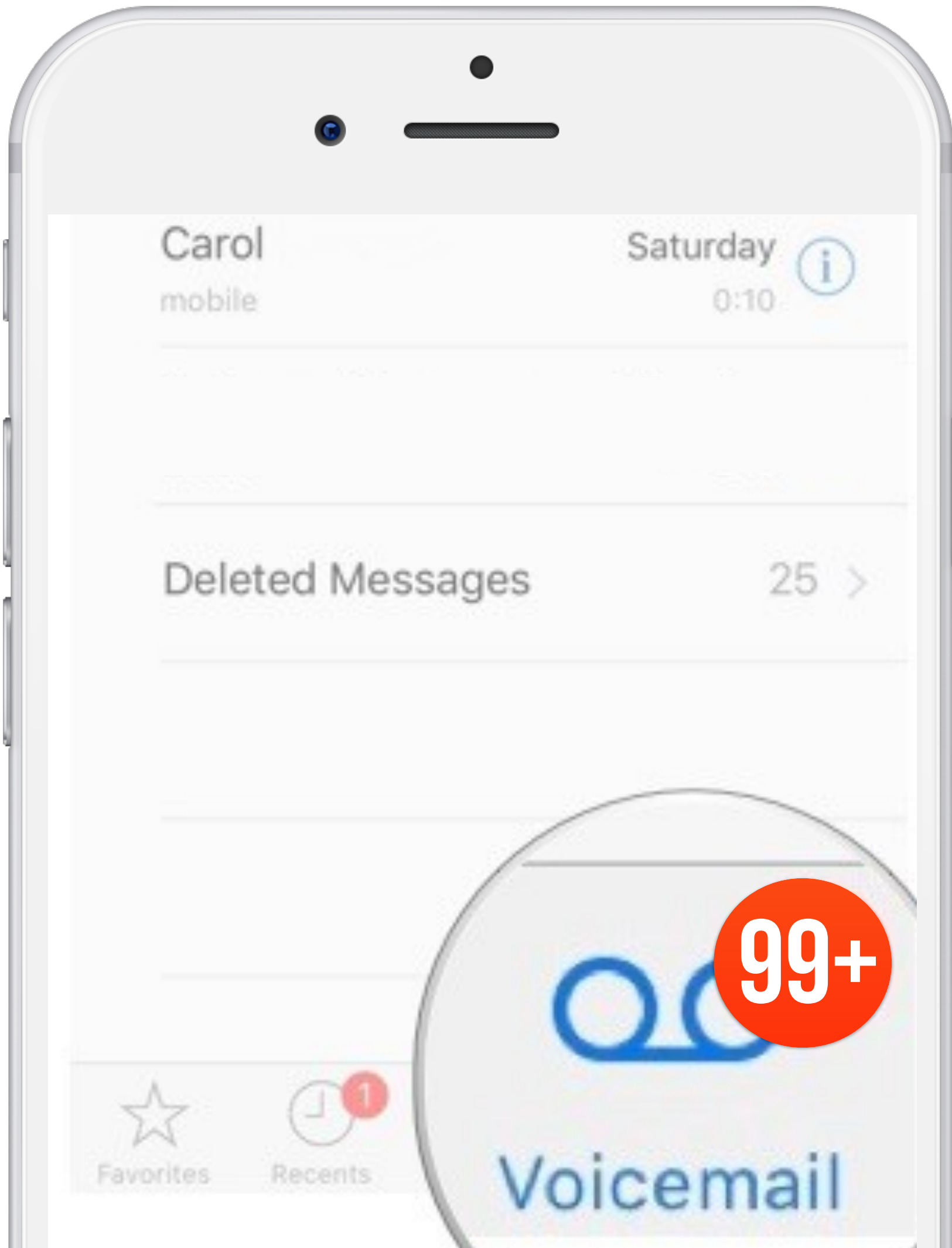
# COMMUNICATION

## VARYING PREFERENCES

	BOOMERS	GENERATION X	MILLENNIALS	GENERATION Z
SUMMARY	Formal & Direct	Informal & Flexible	Authentic & Fast	Transparent & Highly Visual
VIEW	Face-to-Face, Phone & Email	Email, Text & Facebook	Text, Instagram, Skype & Slack	Snapchat, Bitmoji, FaceTime, YouTube, WhatsApp & Twitch
ATTITUDE	Need Background Info & Details	Keep Professional	Efficient & Mobile First	Mobile Only & Voice

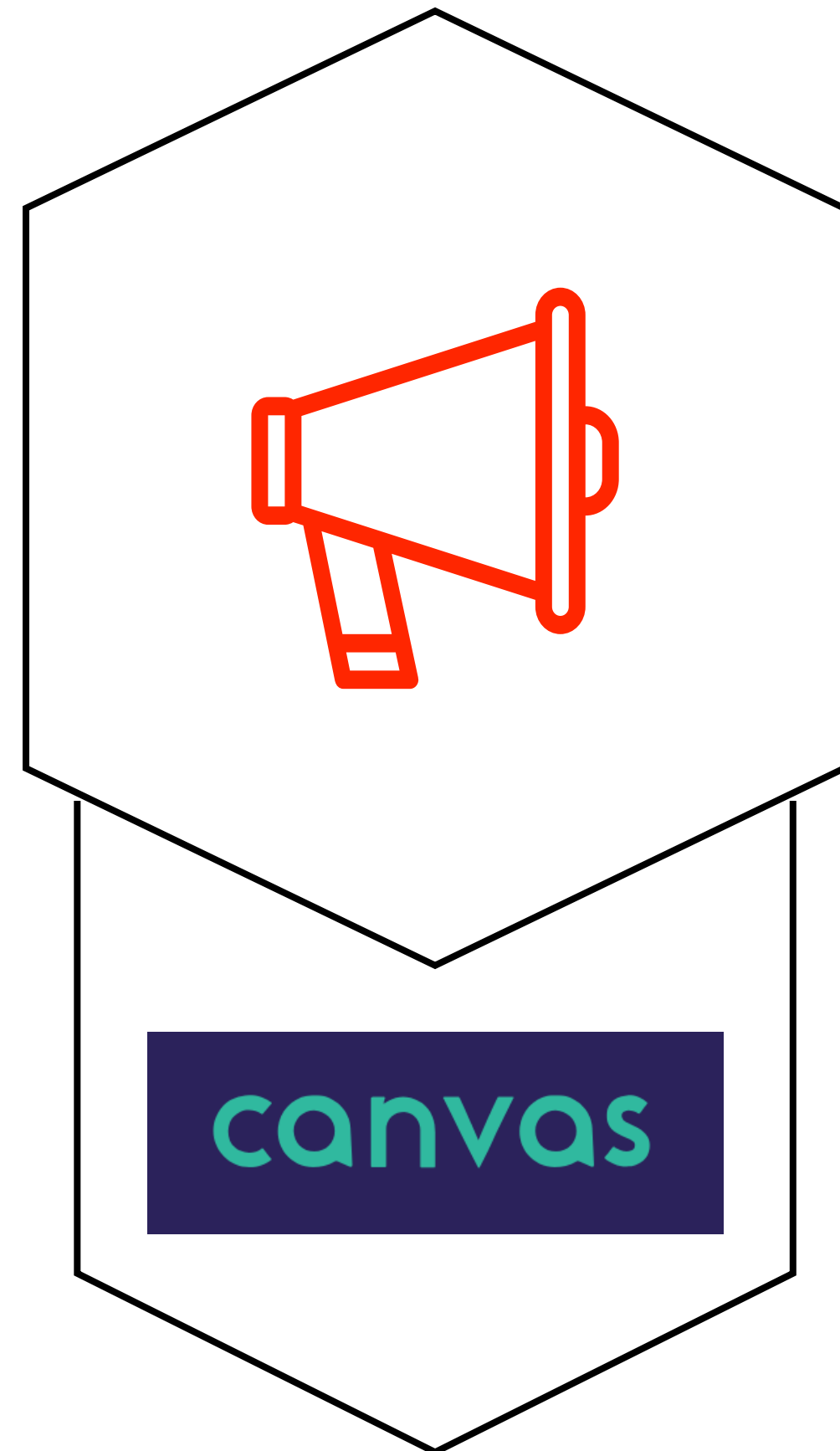
# COMMUNICATION DIVIDE

J U S T 1 E X A M P L E



# COMMUNICATION

S T R A T E G Y # 1



## DEFER YOUR COMMUNICATIONS

🔍 Use generations as **clues**.

📱 Ensure **mobility** throughout all communications.



Canvas, the world's first **text-based interviewing platform**, shifts recruiter's conversations to the preferred channel of Gen Z candidates, texting.



# WORK

## VARYING PREFERENCES

	BOOMERS	GENERATION X	MILLENNIALS	GENERATION Z
SUMMARY	A Place	A Means to an End	A Vehicle	Life
VIEW	Responsibility	Drive Outcomes	Fulfilling	Earn & Learn
ATTITUDE	Loyalty is Rewarded	Work Hard, Play Hard	Work Smart	Work Fluidly

# APPROACH TO WORK

D I F F E R S I N T H E N E X T G E N E R A T I O N



Why wait **until lunch!**?

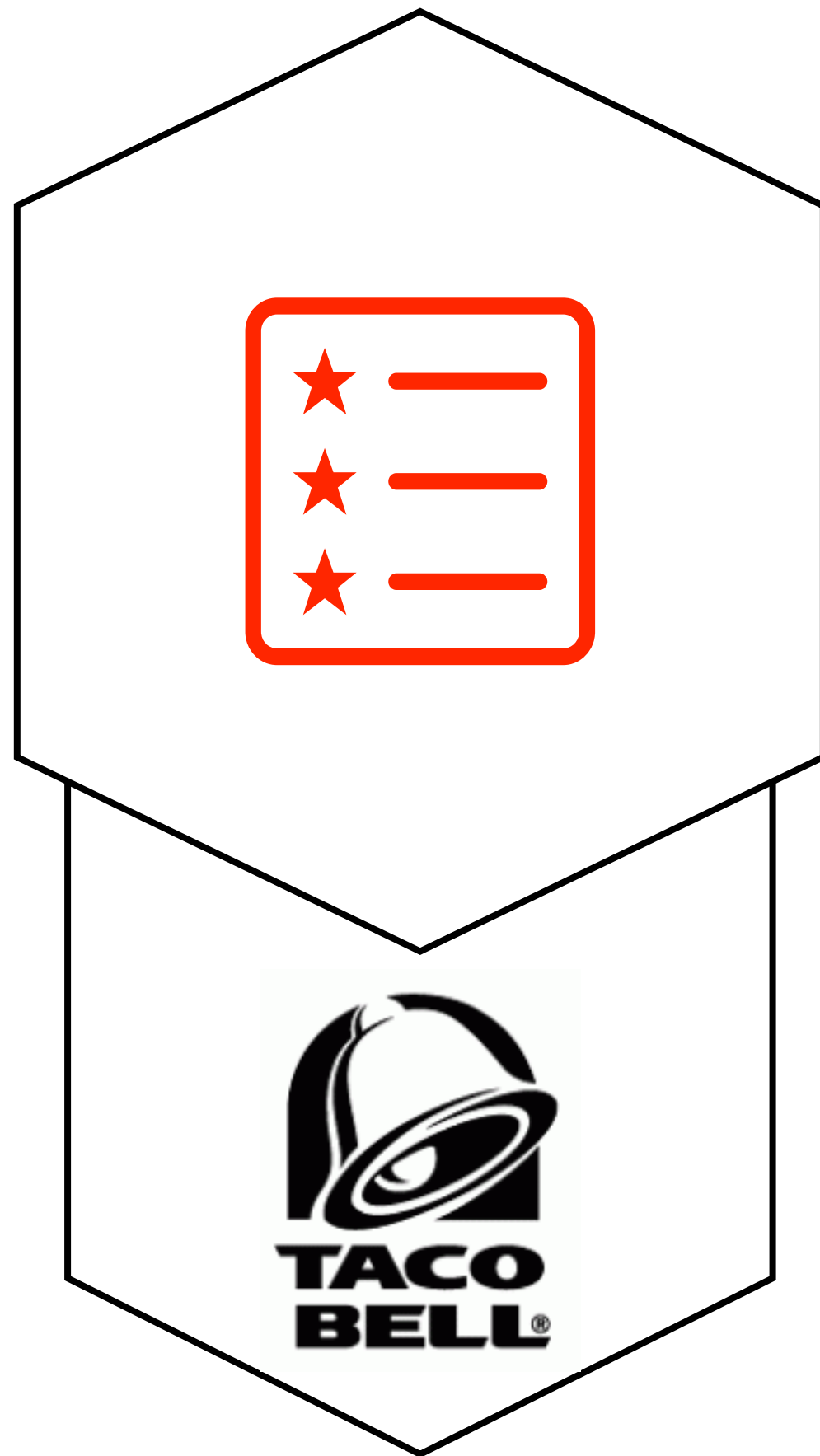
...because if not,  
your next gen  
employee will use  
LinkedIn to find a  
**new job by lunch.**

Mobile technology and ubiquitous connectivity have  
**empowered** the next generation.



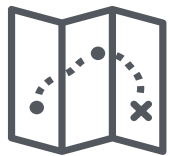
**Access leads us away from average.**  
If there are better employers, superior services, or  
improved products out there, they will be found.

# WORK

S T R A T E G Y # 2



## ENHANCE THE EMPLOYEE (OR PATIENT) EXPERIENCE

-  The impact an organization's **processes, policies, perks, & programs** have on its people.
-  Create organizations where people **want, not need**, to show up to work.
-  Alleviate any **friction points** throughout the entire employee (or patient) lifecycle.

.....

Taco Bell is **Uber-izing** their front-line employee experience through a new internal app.

# LEADERSHIP

## VARYING PREFERENCES

	BOOMERS	GENERATION X	MILLENNIALS	GENERATION Z
SUMMARY	Authoritative	Hierarchy	Coaching	Networked
VIEW	Sage	Sherpa	Soldier	Student
ATTITUDE	No News is Good News	Semi-Annual Reviews	Routine Check-ins	360° Real-time Feedback

# LEADERSHIP QUESTION

*How do I lead this **distraction-prone** generation?*



Phones aren't to blame for **distracted employees**.

A lack of a **compelling narrative** is the problem.

**Fulfillment** is not found through **scrolling** but by **contributing** to a worthy mission.

# LEADERSHIP AND STORY

H O W   T H E Y   C O L L I D E



Somebody who **wants** something,



who has to **overcome conflict**



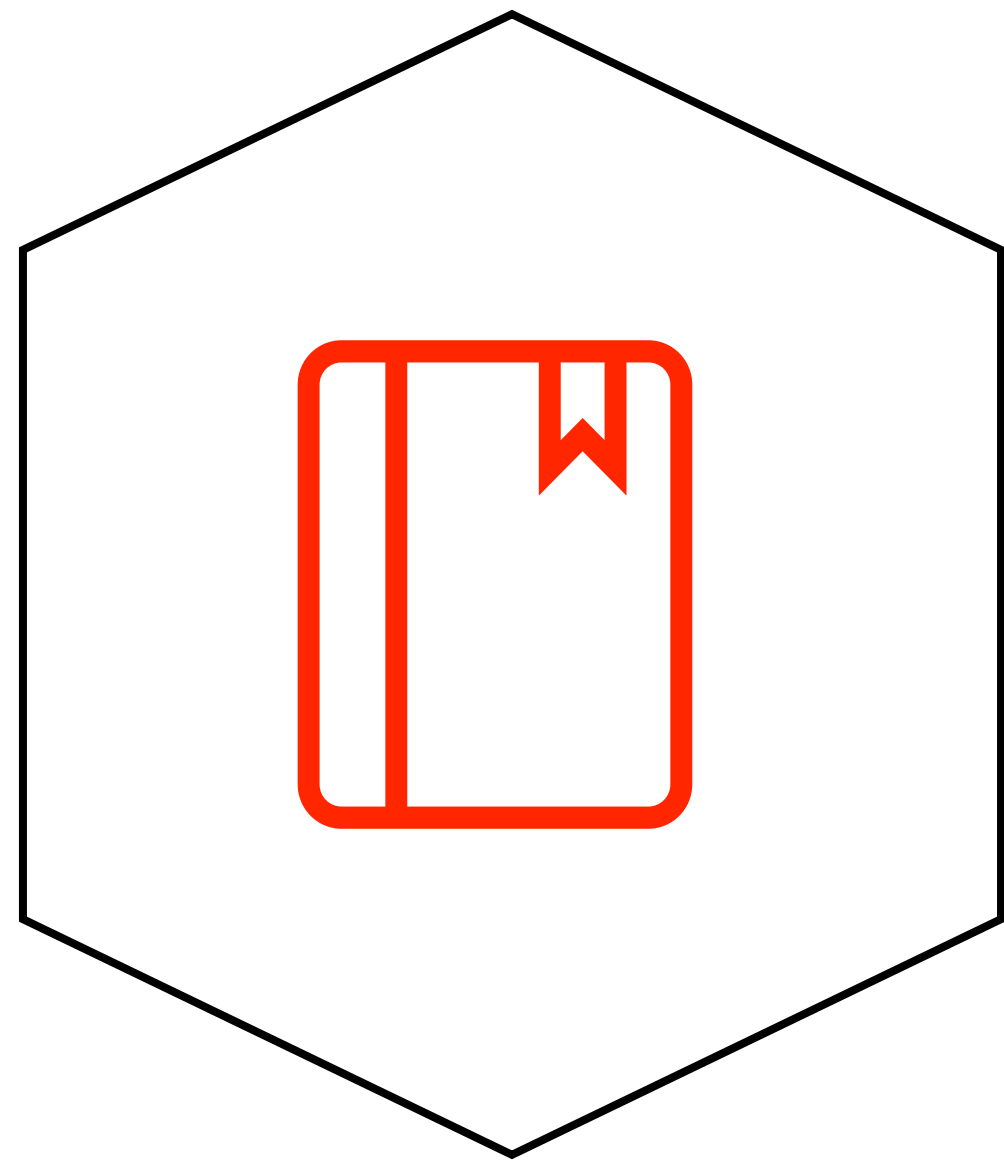
in order to **get what they want.**

Teams **look to leaders** to be taken somewhere.

Use story to **engage and activate** your next-gen team.

# LEADERSHIP

S T R A T E G Y # 3



## INVITE INTO A COMPELLING NARRATIVE

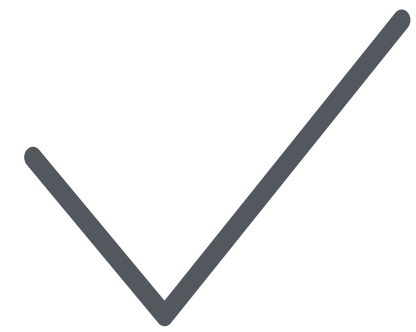
 Answer the 3 burning questions **every follower secretly asks** of their leader.

 **What** are we doing?

 **Why** are we doing it?

 **How** do I fit in?

# AGENDA



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who are they



## **3 STRATEGIES**

to lead and  
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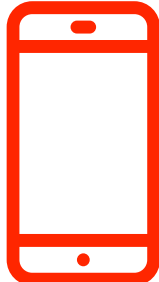
## **Q&A**

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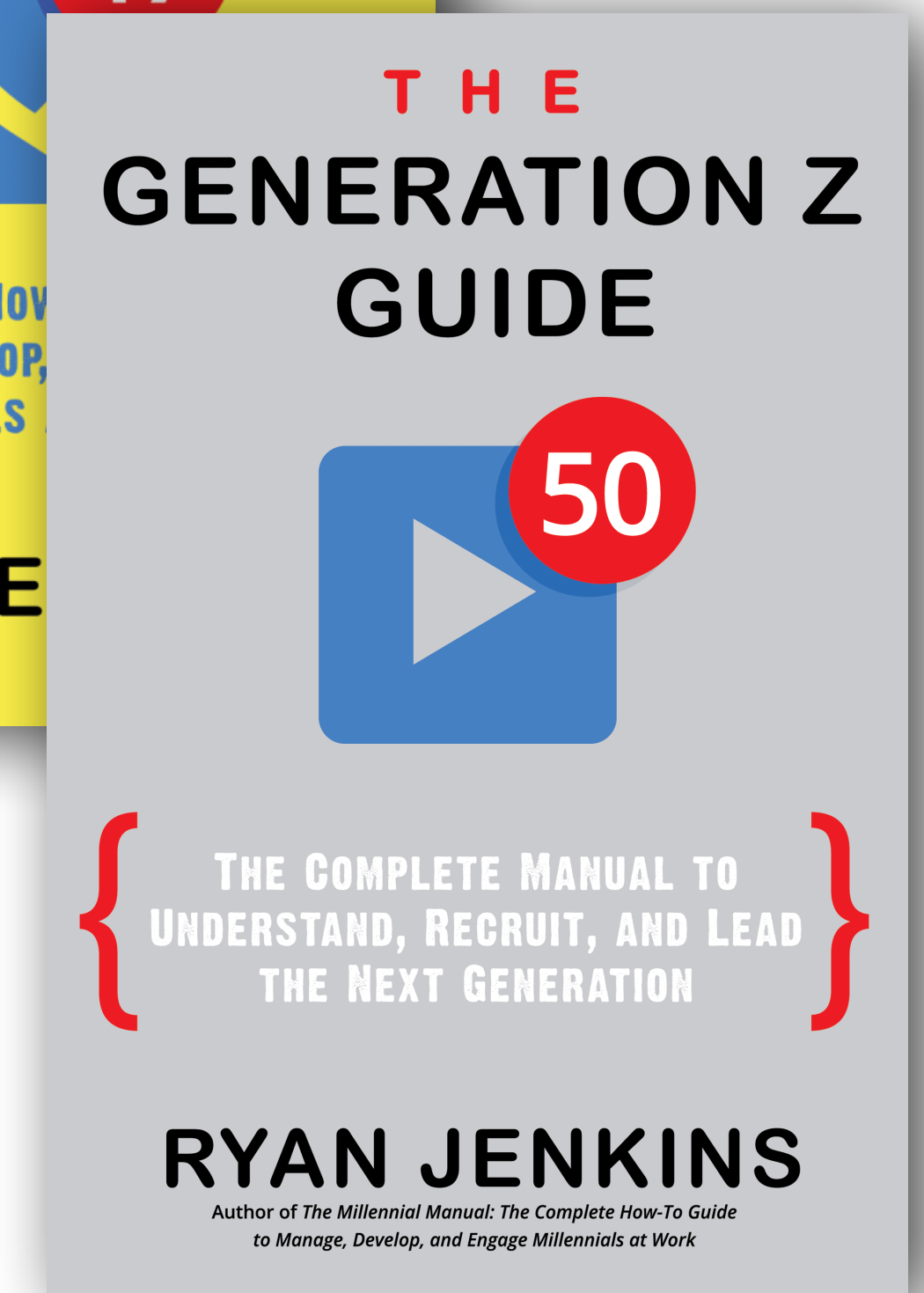


# ADDITIONAL RESOURCES

T A K E A P I C T U R E O F T H I S S L I D E

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<b>21MILL</b>	 <a href="https://courses.21mill.com">courses.21mill.com</a> <i>free sign-up &amp; test drive the learning platform</i>

Available at  
**amazon**





A “**This is always how we’ve done it**” mindset is...  
a slippery slope to  
**irrelevance.**

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Prioritize **WHY**  
over the **WAY**



# THANK YOU



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 [@theryanjenks](https://twitter.com/theryanjenks)

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