

Engaging Generation Y

By Michael McQueen

n e x g e n *
i m p a c t

www.nexgenimpact.com

Name	Birth years
Builders	
	Mid 1940s – Mid 1960s
Generation X	
	Early 1980s – Late 1990s
Generation Z	



6 areas of 'Paradigm Rift'

1. Concept of _____
2. Assumptions of _____
3. _____
4. The Value of _____
5. The _____
6. _____

Engaging Generation Y
Some ideas to remember...

1.) What are some examples of paradigm rift that you have you experienced?

2.) What strategies could you use to more effectively engage Generation Y?

3.) What challenges may there be in implementing these strategies?