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# Engaging Generation Y

Presented by  
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## What is all this generational stuff anyway?

<b>Description</b>	<b>Birth years</b>	<b>Current age</b>
Builders	Early 1900s – mid 1940s	Over 64
Baby Boomers	Mid 1940s – Mid 1960s	44 – 63
Generation X	Mid 1960s – Early 1980s	28 – 43
Generation Y	Early 1980s – Late 1990s	9 – 27
Generation Z	Late 1990s - ?	Under 8

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**Why is all this significant?**

**Paradigms**

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**Seeing the world  
through their eyes.**



## **6 areas of Paradigm Rift**

- 1. Concept of Truth**
- 2. Assumptions of Respect**
- 3. Communication**

Language according to SMS:

*My smmr hols wr CWOT*

*B4 we usd 2 go 2 SA 2C*

*my bro his GF & thr 3 :- @ kds*

*FWIW ILSA - its gr8 GTG PAW*

*My smmr hols wr CWOT. B4, we usd 2 go 2 SA 2C my bro, his GF & thr 3 :- @ kds. FWIW, ILSA - its gr8. GTG, PAW*

My summer holidays were a complete waste of time. Before, we used to go to South Australia to see my brother, his girlfriend and their 3 screaming kids. For what its worth, I love South Australia - it's a great place. Got to go, parents are watching.

***Y use 179 letters if I can use 72?***

## **6 areas of Paradigm Rift (cont.)**

**4. The Value of Patience**

**5. The Future**

**6. Learning**

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## **4 keys to Engaging Generation Y**

1. Put Relationship Before Role
2. Use Stories to Make Your Point
3. Adopt a Facilitator Role
4. Go for Commitment Not Compliance

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