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Millennial Generation (GenY) and the Zoomer Generation (GenZ) and the Generational Wars employers have inherited due to profound changes in education and parenting



This series was developed based on my personal observational studies collected about Millennials (and even Zoomers) as a college professor. As a full-supply chain marketer, collecting consumer behavior and market research are tactics I applied when teaching to continuously improve my teaching skills. Why? Because the way I was taught and how I learned (as a GenXer) is radically different from how these younger generations were raised and taught in school that is not aligned with business needs. To engage them in class, I had to learn through trial and error, what was needed to engage these younger generations.

This module learning series stems from observations in student behaviors from a variety of courses of study including the disciplines of Management, Marketing, Business, HR, English, Communications and in creative colleges photography and fashion merchandising programs (the retail and online business side of fashion). My primary qualitative data stems from teaching over a span of six years and has been coupled with secondary research collected from sources such as Pew Research. My teaching background is important because Millennials are taught to be both analytical and creative. Companies not aligned in both elements can bore and demotivate Millennials.

When presenting this series of modules to private, public, and non-profit organizations as well as academic alumni associations and industry associations, the participant satisfaction rating for the series has been 96%. The Q&A period has normally gone over the time expectations even attendees asking questions long after the presentation has ended. This is in large part due to my unique observations and creative way of expressing the evolutionary changes - in education and parenting - that have created the behaviors and expectations of these generations. I attribute this to my marketing background in market research but also my undergraduate degrees in English, Psychology and Communications. These disciplines are critical areas in marketing and key areas to monitor by watching and listening carefully with a critical lens.

This series has previously been presented at: (Partial List)





Generational Master Classes

Curriculum Module Series Overviews



Module 5: Communicating with Millennials: *Millennial Speak*

Do you know that most college students do not have LinkedIn accounts? Most of my college students do not. Problem 1: Do you have Baby Boomers and Gen X'ers trying to talk to Millennials? Problem 2: Are you talking to Millennials the way THEY want to talk or are you talking to them the way YOU want to talk to them? There is a large communication gap that can easily be filled by using the right plan.

Learning Outcomes:

- Identifying key demographics for Millennials
- Understanding the many communication channels that Millennials utilize
- Creating "Millennialized" content that will attract Millennials to your organization
- Using integrated marketing tactics for creating consistent messaging to Millennials

1 hour course