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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



### **Millennial Skill Alignment to Job Function**

#### **Module 4: Millennial Types: *How to Align by Job Category***

Most Millennials do not want to work in Corporate. And why should they, when they've heard their parents complain. So where are they working now? And how do you identify what Millennial type is best suited for a job function? Once you do, how do you convince them that your position offers them a benefit? Because the future of working with Millennials in business is to go "back to the basics" of investing in "talent" and guiding their career. In this module, we discuss the plan for doing this and Millennial category testing options available for businesses.

##### **Learning Outcomes:**

- Identifying the correct Millennials to recruit for your company
- Testing a Millennial for their specific skill sets
- How to align these skill sets to specific job descriptions in your organization

**1 hour course**