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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 1 - The Psychology of a Millennial: Really understand them to find, train & motivate a Millennial??

Even most parents of Millennial's are mystified as to why some of their Millennial's struggle or think differently. So it is critical to understand the ramifications of how Millennial's were raised because we are seeing the Parenting Butterfly Effect. This course breaks it down - specifically - because this is the key to understanding how to find, train and motivate Millennial's in business. They are a brilliant, much ridiculed demographic who have the most untapped potential – that if not listening or helping them – you'll miss it.

Learning Outcomes:

- How education has changed historically
- Defining Millennials differently to understand their psychology
- How Millennials process stimuli differently than GenX/Boomers
- How technology has changed a Millennial's brain functions
- The impact of different parenting styles on Millennials
- The impact of Modern Marketing tactics on Millennials

1.5 hour course