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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



**PSYCHOLOGY OF A MILLENNIAL.** This course is designed to explore and understand the evolution of children overtime that explains behavioral changes between the generations. These differences have caused engagement issues and communication gaps that impact recruiting, hiring, and retaining the younger Millennial workforce.



**THE GENERATIONS WAR.** This course covers areas of disconnect and synergies between the generations. A simple comment or gesture can easily offend a generation. Therefore, to work toward a harmonious and productive workforce there are dynamics that may need adjustment within an organization. The first step is understanding them, then determining solutions that correct generational issues.

**SOLUTIONING WITHIN AN ORGANIZATION.** Not every organization finds solutions for generational differences in the exact same way. Therefore, building on the first two course, the use of one or all of the following solutions may be necessary depending on the organization's unique needs.



**GENERATIONAL MENTORING PROGRAMS.** Mentoring programs have always traditionally been one way with the mentor providing knowledge to the mentee. But with Millennials, this will not work. Not just for the Millennial but for the organization. So, mentoring programs must be redefined and this course defines areas of adjustment.



**GENERATIONAL SKILL ALIGNMENT TO JOB FUNCTIONS.** A Millennial on paper can look great but their skills may not align with the everyday needs to perform the job. Yet the Millennial generation is the largest workforce, next to the Boomers, so companies need them. There are ways to align skills or allow them roles in groups that can teach skills.



**COMMUNICATE THE RIGHT MESSAGE TO MILLENNIALS.** Most organizations are not on the social media platforms popular with Millennials, and they are not speaking their language. This course discusses the ways to communicate with Millennials on social media for recruiting and how to speak their language in the workplace to retain them.



**BUILDING THE EDUCATION GAP.** Academics calls it 'education', business calls it 'training' and 'professional development' – and that is just the beginning of the learning gap. Changes in academic are not always aligned with business needs. This course teaches how to modulate training Millennials, so they learn and retain information for success.



**ADJUSTING PERFORMANCE REVIEWS.** "Everyone gets a trophy', 'safe rooms' and 'stress playdoh' to relieve anxiety are tools schools have used to help Millennial's cope with stress instead of teaching actual problem-solving skills. This means they get offended easily, can have hurt feelings. So, performance reviews – if not handled correctly – demotivate. This course covers innovative ways to create positive