



 **GreatAmerica**[™]
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HARD WORK • INTEGRITY • EXCELLENCE

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THE MILLENNIAL MINDSET

BTA Capture the Magic
August, 2015



AGENDA

- Overview
- Millennial Panel
- Non-Millennial Panel

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BTA DEMOGRAPHICS

Name	Born	Age
Silent	1927 – 1945	70 – 88
Baby Boomer	1946 – 1964	51 – 69
Gen X	1965 – 1981	34 – 50
Gen Y (Millennial)	1982 – 1994	21 – 33
Gen Z	1995 – 2010	5 - 20

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COMMON NEEDS

- Impact
- Recognized
- ***Work Environment***
- Developed
- Consulted
- Remembered

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LEADING MILLENNIALS

<https://www.youtube.com/watch?v=Sz0o9clVQu8>

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Meet the Millennials

- Lindsay Dick, Collabrance
- Pete Eckstrom, Carolina Business Equipment
- Michael Schwartz, Image Systems for Business Inc.
- Jenna Stramaglio, MWA Intelligence Inc.


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PANEL QUESTIONS

Questions?

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(MOSTLY) TRUE OR FALSE?

1. Millennials have limited loyalty to their employers?
2. Millennials want to set their own work hours?
3. Millennials lack ambition and don't want to work as hard as prior generations?
4. Millennials need consistent, positive recognition and accolades?

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(MOSTLY) TRUE OR FALSE?

5. Millennials have an entitlement mentality; they want everything now without being willing to pay their dues.
6. Millennials are no longer printing documents.
7. Millennials just want to have fun!

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QUESTIONS

- For the Millennials

- For the non-Millennials

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THANK YOU



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