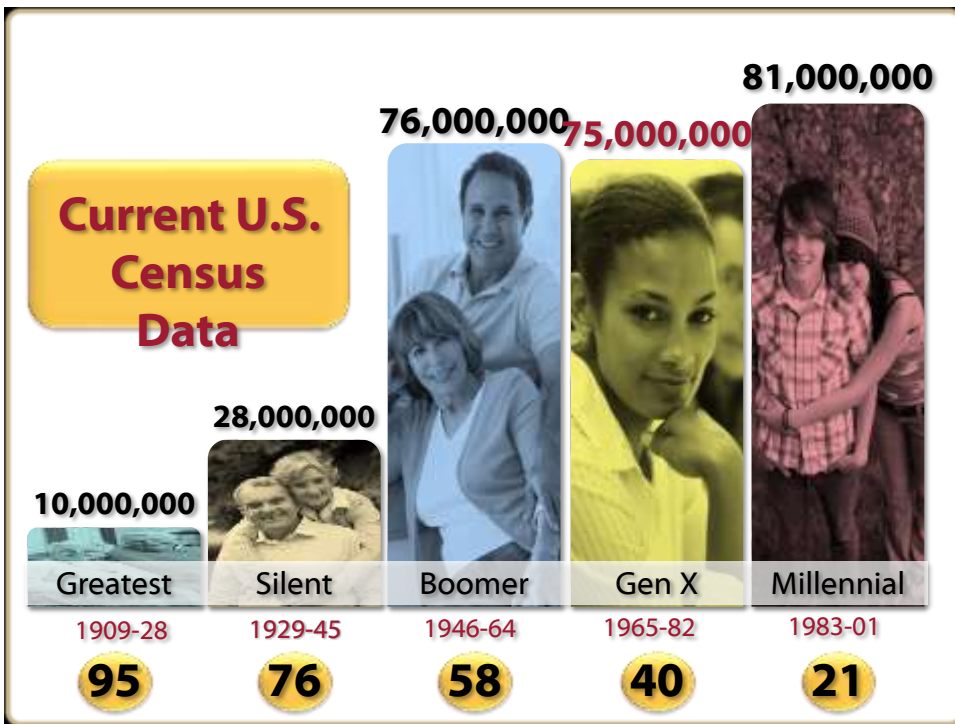
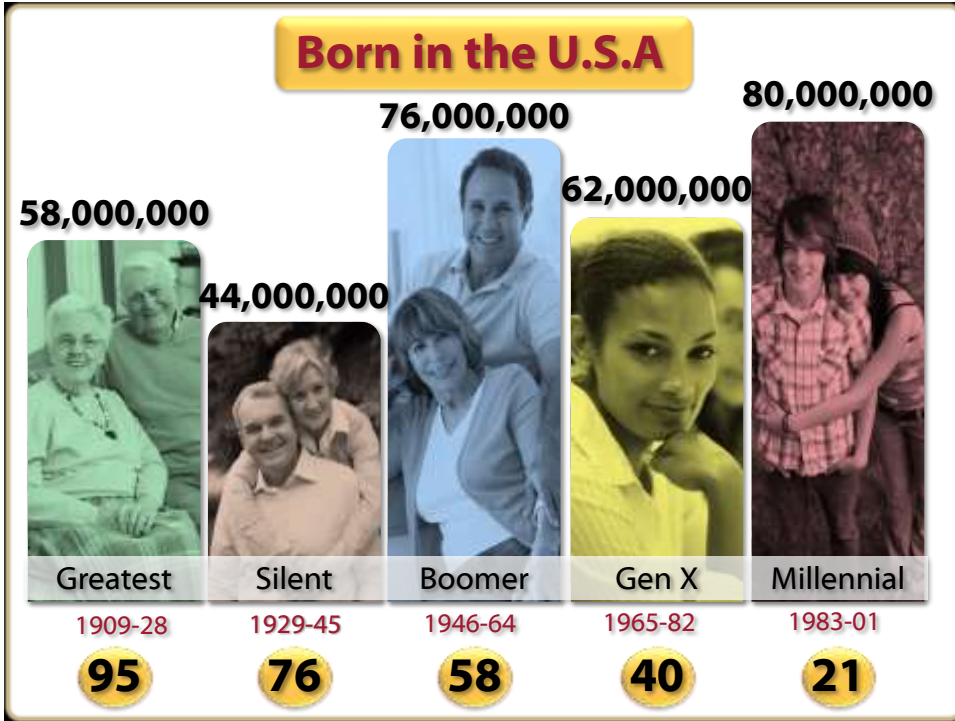


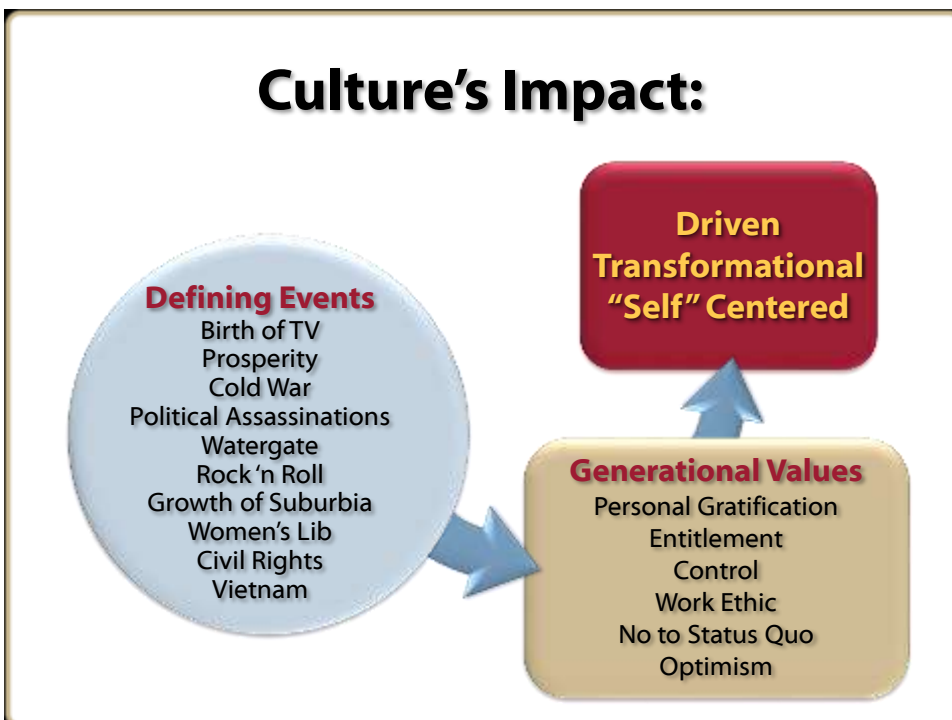
John Martin's
Presentation 1-13-14
Key Slides

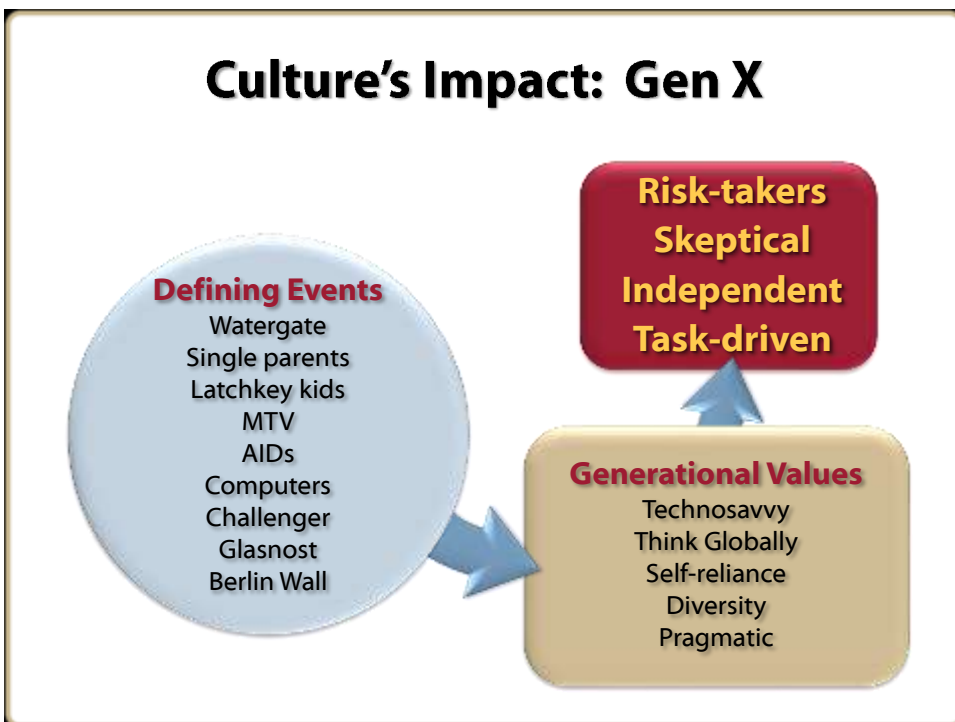


What is a Generation?

- Age cohort: 15-to-20 year span
- Born on the leading and trailing edge
- "cuspers"
- Big events create the "bookends"

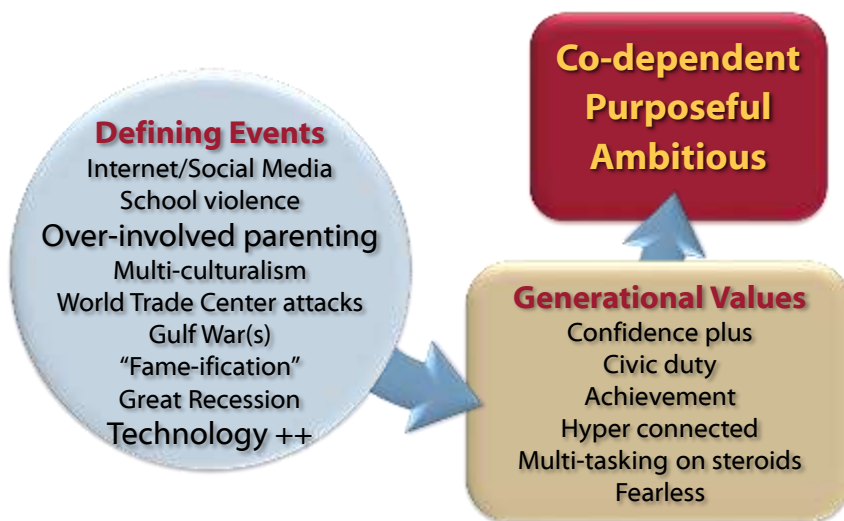








Culture's Impact: Millennials



The Collective (or "Hive") Rules



Generational Mindsets

	<u>Silent</u>	<u>Boomers</u>	<u>Gen X</u>	<u>Gen Y</u>
Outlook	Practical	Optimistic	Skeptical	Confident
Work Ethic	Dedicated	Driven	Free Agent	Goals
View of Money	Pragmatic	Spenders	Debtors	TBD
View of Leadership	Hierarchy	Pay your dues	Competence	Egalitarian
Work/Life Balance	Huh?	Work is Life	Work to Live	Integrated
Medium	Radio/Print	TV	Computer	Mobile
Orientation	Selfless	Self-centered	Self-reliant	Collective Self

