

NOT



EVERYONE

GETS A

TROPHY

HOW TO MANAGE GENERATION Y

BRUCE TULGAN

Bestselling author of *IT'S OKAY TO BE THE BOSS* and *MANAGING GENERATION X*

Motivations of Millennials

NOT



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HOW TO MANAGE GENERATION Y

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Motivations of Millennials

The background features a collage of book covers. The most prominent is 'NOT EVERYONE IS A TROOP' by David Brooks, with the title in large white letters on a green background. Other visible titles include 'HOW TO MANAGE GENERATION Y' and 'IT'S OKAY TO BE THE BOSS and MANAGING GENERATION X'. A yellow banner is overlaid across the middle of the image.

Motivations of Millennials

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Authenticity over Antiquity

Credibility over Creed

Orthopraxy over Orthodoxy

QUESTION
NOTHING



1950

QUESTION
EVERYTHING



1970

QUESTION
QUESTIONS



1990

ENOUGH
QUESTIONS



2010

Experience over Expertise

Passion over Position

Discipleship over Discipline

Relationships over Refutations

Partnership over Patronage

They are Cause Driven

Nearly one out of every 10 of all Millennials say they text to donate at least once a month, which doubles among practicing Christian Millennials to two out of 10.

***Millennials want to
change the world!***

In the next half hour

Their Focus is Holistic

Showing Christlike compassion for the poor and those scorned by society has long been a Christian tradition. But ministries that refuse to take this attitude, and to act upon it, may be viewed by the young generation as irrelevant.

This leads to greater concern for the environment and ministries of compassion

If you look closely at this generation of college-age people, you'll find that they seem to be more concerned about other people than any American generation that has gone before them. They are overall compassionate and believe they can make a difference.

Other Millennial Motivators

- *Fidelity to Family and Friends*
- *Personal freedom including a casual lifestyle*
- *Fun and enjoyment - balance of life and work*

"They are more afraid of being unhappy than being unsuccessful"

Worlds Apart: Understanding the Mindset and Values of 18-25 Year Olds, Chuck Bomar (Kindle Location 750)

- *Sense of Purpose and Achievement*

"We asked Millennials to respond to a simple statement: 'I believe I can do something great.' If you think the Millennials may doubt themselves, think again. Those who agreed with that statement represented 96 percent of those we surveyed!"

The Millennials: Connecting to America's Largest Generation, by Thom and Jess Rainer, p. 116

"88% of Millennials rated the opportunity to have an impact on the world as an important consideration in choosing an employer. "

Millennial Momentum: How a New Generation Is Remaking America, by Morley Winograd and Michael D. Hais, p. 151