

THE MILLENNIAL GENERATION: THINKING DIFFERENTLY, ACTING DIFFERENTLY AND BELIEVING DIFFERENTLY

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ABSTRACT

RATIONALE

As the children of the boomers, the millennials are poised to be the most important generation in Canada and beyond (Statistics Canada, 2009). Not only are they a huge generational cohort that is already making its influence felt in the workplace, schools and society generally, this technologically savvy, always wired generation is profoundly different than any generation that has come before.

Simply put, Millennials think differently, act differently and believe in different things. The Millennials are the generation that grew up with “*Babies on Board*” stickers, Bill Clinton, Hurricane Katrina, 9/11 and war. They are “the most affluent generation, best educated and most ethnically diverse North American generation ever” (Howe & Strauss, 2000, p. 4).

Over the last 15 years, millennials have grown from being the “apple of their parent’s eyes” to defendants in lawsuits instituted by the recording industry, to an online majority who watched the destruction of the economy and the American dream. Rather than emerge as bitter players, they have emerged with a new sense of hope that is similar to the new spirit felt after WWII. Our research indicates that this sense of hope is what universities, professors and private and public institutions need to capture in order to alter negative perceptions of their brand and to engage millennials with their brand. Millennials are their consumers, present and future

employees/donors and will become either their greatest allies or critics. But getting Millennials on their side takes knowledge.

During our special session will outline tips we have found useful over the past year to engage millennials, test millennials, and teach millennials.

LIST OF PARTICIPANTS

Millennials: how they process information

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Millennials and value alignment

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