

# Generation “Y”

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# Who Are They?

- Born between 1984-2002
- Age of instant everything
  - Gratification
  - iPhones
  - iPads
  - Messaging
  - Access to all/everything
- The people we deal with EVERYDAY!!

# These “Kids”

- Short attention spans
- Take their parents on job interviews
- Have parents contact professors over receiving a “C-”
- Motivated externally
- Want to start on the 4<sup>th</sup> rung of the success ladder
- Have hundreds of Facebook “friends”
- Very few “real” friends
- They are praised for very little

# Growing Leaders

- Organized for Battle!
- 5,000 schools, universities, civic organizations, sports teams, and corporations across the country
- Turn 16-24 age people into leaders
- Give them the tools they lack to avoid 3 failed marriages and business adventure disasters.

# The “Charge”

- Shift from helicopter/lawnmower parents to self-reliance teachers
- Shift from soft shelled kids to hard boiled
- Understand and accept adversity
- Change the direction of our world
- Reverse the trend and help kids become more creative and self-motivated
  - Rely on “me” instead of others

# When Did This Happen?

- Started in 1982 with the tainted Tylenol scare
- 7 people died from poison laced Tylenol
- Halloween was a week away
- Halloween and parents changed indefinitely
- Obsession with children's safety
- Replaced playing outside with organized and supervised events
- “Soccer Mom” was born

# When Did This Happen?

- No spare time, all filled
- We did their homework for them
- We resolve their school conflicts with friends and teachers
- Give them trophies for showing up!
- The “special” kid was born!
- We have not let them fail effectively
- We don't take risks anymore
  - (remember climbing the monkey bars?)

# When Did This Happen?

- We cultivate “fear” of future
- We are consumed with protecting them instead of preparing them for the future.
- The “Reward for Good Behavior” has backfired – They expect rewards all the time!!
- We have preceded the “midlife crisis” with the “quarter-life crisis”

# Where Did We Go Wrong?

- Dream big. Small acts seem insignificant
- Small steps are boring and too slow now
- We tell our kids they are “special” (for no reason)
- They now “demand” special treatment
- They have assumed they do not have to do anything special in order to be special

# Where Did We Go Wrong

- We gave our kids comfort
  - (now they can't delay gratification)
- We have no patience for anybody or anything
- Our kids' happiness is our only goal. They can't generate their own own happiness – the by-product of a meaningful life.

# The Solutions – Uncomfortable!

- Let them fail!
- Better at 12 than 42...
- Speak the truth...
- We all don't grow up to be the Beatles, Peyton Manning, or an astronaut.
- You can't do anything you want!
- Success: hard work, diligence, talent, and opportunity

# The Solutions - Uncomfortable

- Align dreams with gifts
- Allow them to get in trouble and accept the consequences
- Balance autonomy with responsibility.
  - (borrow the car, fill the tank)
- Collaborate with the teacher, don't bail the kids out
- Expect results! Teach them!
- Let's cultivate "Velvet Bricks"
  - (soft on the outside, hard on the inside)
- Fail when they are young so they succeed when they are old.

# IT'S NOT TOO LATE!!

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