

Making Sense of Generation Y

n e x g e n *
g r o u p

by Michael
McQueen



**Family Business
Australia**

Generations of the 20th Century

n e x g e n *
g r o u p

Description	Birth years	Current age
Builders	Early 1900s – mid 1940s	Over 65
Baby Boomers	Mid 1940s – Mid 1960s	46 – 64
Generation X	Mid 1960s – Early 1980s	30 – 45
Generation Y	Early 1980s – Late 1990s	11 – 29
Generation Z	Late 1990s - ?	Age 10 & under

© 2010 The Nexgen Group Pty Ltd
P: 1300 701 915
www.TheNexgenGroup.com



n e x g e n *
g r o u p



© 2010 The Nexgen Group Pty Ltd
P: 1300 701 915
www.TheNexgenGroup.com



Why is all this significant?

Paradigms

© 2010 The Nexgen Group Pty Ltd
P: 1300 701 915
www.TheNexgenGroup.com



n e x g e n *
g r o u p

Seeing the world through their eyes



© 2010 The Nexgen Group Pty Ltd
P: 1300 701 915
www.TheNexgenGroup.com



3 areas of Paradigm Rift

1. Concept of Truth
2. The Value of Patience
3. Work Ethic



3 keys to Engaging Gen Y

1. Put **Relationship** Before Role
2. Focus on **Outcomes** not **Process**
3. Use **Stories** to Teach and Inspire



Michael McQueen

The Nexgen Group

info@thenexgengroup.com

Phone: 1300 701 915

www.TheNexgenGroup.com

© 2010 The Nexgen Group Pty Ltd
P: 1300 701 915
www.TheNexgenGroup.com

