

# Millennials 1977- 1997 (ages 34 and younger)



## Life Events

- Economic prosperity (current times will impact)
- Lack of adversity until Oklahoma City bombing, Columbine shootings, 9/11, War on Terror, Iraq War
- Clinton–Lewinsky Scandal
- Technology Boom

## Characteristics

- Value diversity and inclusion
- Optimistic, idealistic, confident
- Multi-tasking, tenacious, goal-oriented
- Views work as a means to an end
- Avid digital native
- Value social interactions, (social networking) sense of civic duty, learning and development

## Motivators

- Meaningful work – values-driven
- Learning and personal development

## Leadership Style

- Value networks as problem solving
- Collaborative by nature