

1 - Millennials



Warm up

Who are Millennials? What do you know about them? What are their interests? When were they born?

What is the name for your generation? What is typical for people of your generation?

Names for generations (by birth years)

during the WWI - *Lost Generation*

the early 1900s to late 1920s - *G.I. Generation*

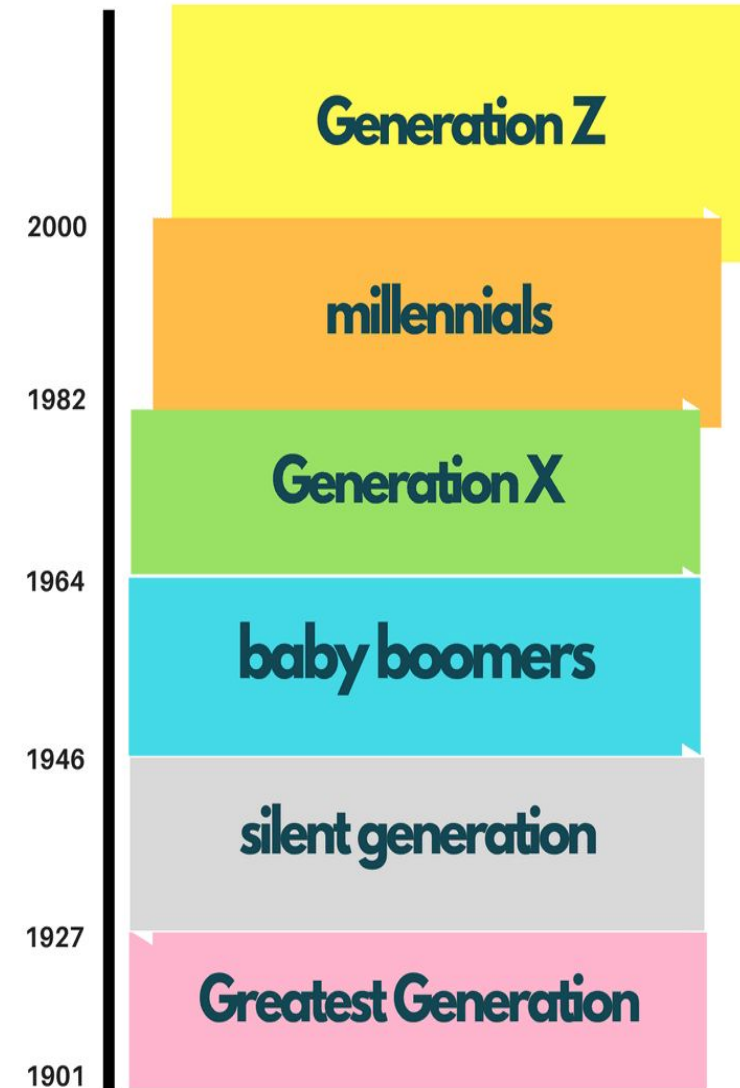
mid-to-late 1920s to early-to-mid 1940s - *Silent Generation*

birth years from 1946 to 1964 - *Baby boomers*

early-to-mid 1960s to the early 1980s - *Generation X*

the early 1980s to the mid-1990s - *Millennials*

mid-1990s to mid-2000s - *Generation Z*



Some key characteristics that define different generations:

SO WHO ARE THE DIFFERENT GENERATIONS?

Here is how they are often grouped:



TRADS
1928 – 1944

TRADITIONALISTS:

Value authority and a top-down management approach; hard working; 'make do or do without'.



BOOMERS
1945 – 1964

BABY BOOMERS:

Expect some degree of deference to their opinions; workaholics



GEN X
1965 – 1979

GENERATION X:

Comfortable with authority; will work as hard as is needed; importance of work life balance.



GEN Y
1980 – 1994

GENERATION Y:

Respect must be earned. Technologically savvy; goal and achievement oriented.



GEN Z
1995+

GENERATION Z:

Many traits still to emerge. Digital natives, fast decision makers, highly connected.

Let's watch a video



You will listen and watch the video of Simon Sinek and his view on Millennials. Try remembering key points of his talk, because your instructor will ask you questions related to this video.

<https://www.youtube.com/watch?v=hER0Qp6QJNU>

Speaking time

1) Since what year are Millennials born according to Simon Sinek. In what ways do you think this generation is different than their preceding ones? (*Answer the question using your own words*)

2) How does Simon Sinek describe the millennials? What to they want? (*Answer the question using your own words*)

3) Which of the following is/are NOT the characteristic(s) of millennials' unhappiness? [more than one answer is possible]
parenting / working/ technology /economy

Speaking time

4) How has the technology affected the Millennials. Why are social media and cell phones "highly addictive"? (*Answer the question using your own words*)

5) Complete the sentence with what you just heard. Fill the gap: You have an entire generation that has access to an addictive_____ called dopamine through social media.

6) What does the speaker mean by "hardwired"?

- ❖ difficult to understand
- ❖ difficult to release
- ❖ difficult to be freed from
- ❖ difficult to cope with

Speaking time

7) Do you think governments should set age restriction on social media usage?

Why?

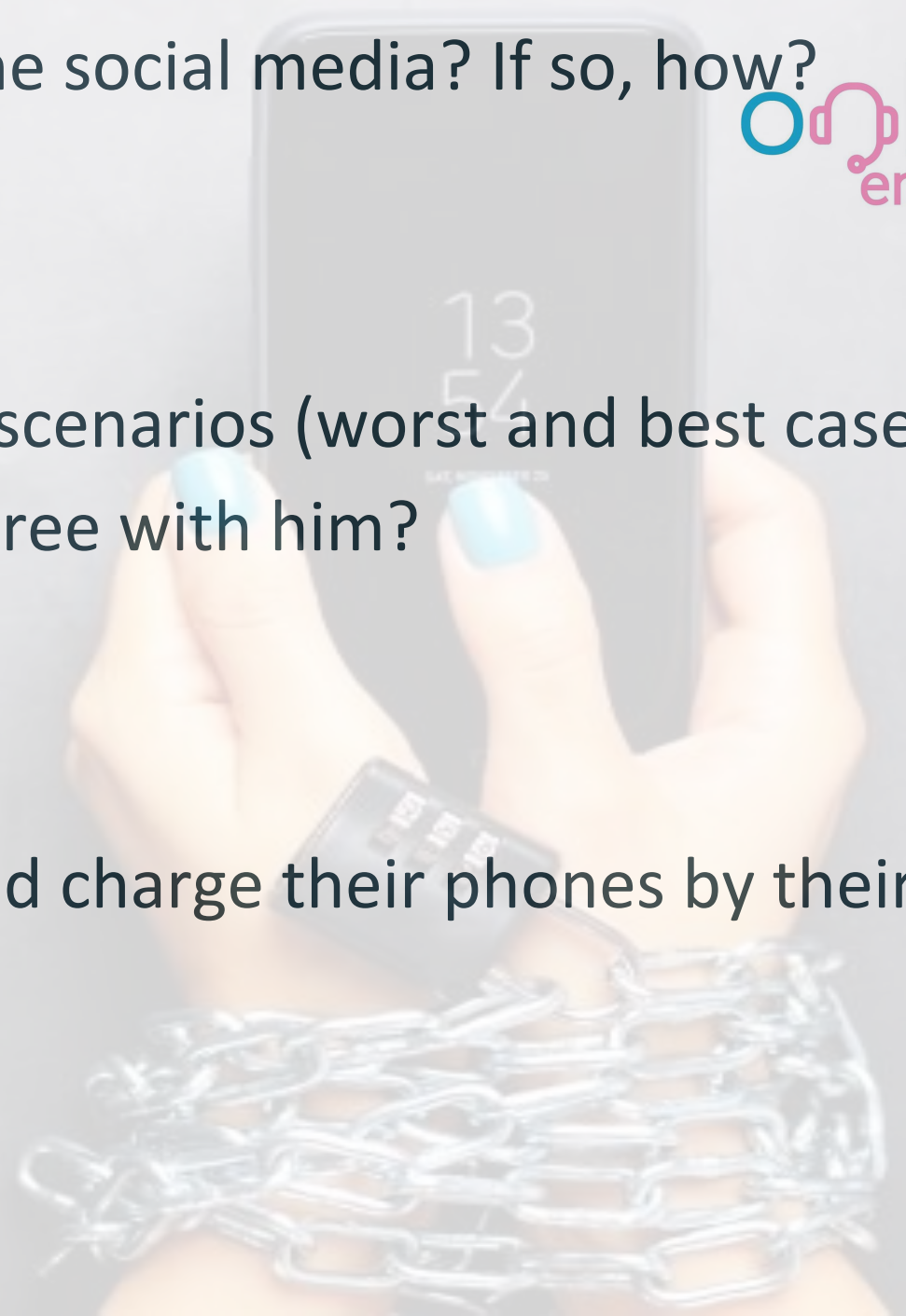
8) Explain in your own words the effect of social media addiction on friend/companionship.



9) Do you think you are addicted to the social media? If so, how?

10) Simon Sinek depicts two possible scenarios (worst and best case). What are they? Do you agree or disagree with him?

11) Why Simon suggests no one should charge their phones by their beds?



New words alert!

entitled,
confound,
to thrust,
to be dealt a bad hand,
unfettered,
to binge,
to be a stud,

arduous,
to pick up the slack,
innocuous,
magnanimous,
willpower,
to wander



Wrap up

- What is the most interesting thing you have learnt in this class?
- Have you changed your mind about Millennials?
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- Pick any three new words that you have learnt and use them in a sentence.





**THANK YOU
FOR
YOUR
ATTENTION !
ANY QUESTIONS?**