



ULI Symposium 2015 C3 The Millennial Revolution and the future of city building:

Facts vs. Myths. Millennial values and their potential impact on changing the future of city building.



Generation breakdown

- BABY BOOMERS
 - GENERATION X
 - MILLENNIALS
- 1946 – 1964
 - 1965 – 1976
 - 1977 – 1995



Core Values

Baby Boomers

- Optimism
- Team orientation
- Loyalty
- Personal gratification
- Health and wellness
- Personal growth

Gen Xers

- Diversity
- Global thinking
- Balance
- Techno-literacy
- Fun, work/life balance
- Self-reliance
- Pragmatism

Millennials

- Optimism
- Innovation & change
- Civic Duty
- Confidence
- Achievement
- Sociability
- Diversity



So what?

Recent study (IBM Institute for Business)

The differences among Millennial, Gen X and Baby Boomer's have been grossly exaggerated.

Survey compared preferences & behavioral patterns :

1,784 employees
12 countries,
6 industries

Findings:

- Similar career aspirations, needs and attitudes.
- Attitudes and characteristics of millennials in the workplace are often mischaracterized.

Society is measured by their ideals...which changes based on what stage you are at in life. We all go through the same cycles.

- <http://www-935.ibm.com/services/us/gbs/thoughtleadership/millennialworkplace/>



Summary:

Generational similarities

- All generations have similar values
- Everyone wants respect
- Leaders must be trustworthy
- Nobody likes change
- Loyalty depends on context
- Everyone wants to learn
- Everyone likes feedback