GO All in! IASA 2015

Educational Conference & Business Show
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NEXT GENERATION LEADERSHIP
LEADING IN THE DIGITAL AGE

by Ryan Jenkins

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Today's generations
NEXT GENERATION LEADERSHIP
LEADING IN THE DIGITAL AGE

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TODAY’S AGENDA
Buckle up and buckle down

1. GENERATIONS
   understanding the millennials

2. LEADERSHIP
   the new disconnect

3. STRENGTHEN YOUR LEADERSHIP BENCH
   3 proven strategies

4. Q&A
<table>
<thead>
<tr>
<th>THE GENERATIONS</th>
<th>AGE</th>
<th>NUMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>GENERATION Z</td>
<td>&lt; 15</td>
<td>50+ million</td>
</tr>
<tr>
<td>MILLENNIALS</td>
<td>15-35</td>
<td>80 million</td>
</tr>
<tr>
<td>GEN X</td>
<td>36-50</td>
<td>51 million</td>
</tr>
<tr>
<td>BOOMERS</td>
<td>51-69</td>
<td>76 million</td>
</tr>
<tr>
<td>BUILDERS</td>
<td>70-90</td>
<td>56 million*</td>
</tr>
<tr>
<td>G.I. GENERATION</td>
<td>91+</td>
<td>60 million*</td>
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</tbody>
</table>
2015 WORKPLACE

4 generations representin’

- **39%** MILLENNIALS
- **30%** BOOMERS
- **18%** GEN X
- **13%** BUILDERS
2025 WORKPLACE
Oh the places they’ll go

75% MILLENNIALS
25% OTHER GENERATIONS
2018

The year Millennials will have more spending power than any other generation.

89%

Of Millennials would prefer to choose when & where they work rather than being placed in a 9-to-5 position.

40%

Of Millennials are already parents & in the next 10-15 years, 80% of them will be parents.
EVOLUTION of the Millennial
Millennials are a critical mass of change agents. (you know it's true)
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1. GENERATIONS: understanding the millennials
2. LEADERSHIP: the new disconnect
3. STRENGTHEN YOUR LEADERSHIP BENCH: 3 proven strategies
4. Q&A

IASA 87TH ANNUAL EDUCATIONAL CONFERENCE & BUSINESS SHOW #IASA2015
Leadership is influence.

John C. Maxwell
**Leadership Stats**

Hmmmm...

- **41%** of Millennials prefer to be rewarded or recognized for their work at least monthly.
- **63%** of U.S. executives will be eligible to retire in the next 5 years.
- **39%** of Millennials want to work for companies that reward idea generation and creativity.
LEADERSHIP
Shifting perspectives

<table>
<thead>
<tr>
<th></th>
<th>BUILDERS</th>
<th>BOOMERS</th>
<th>GENX</th>
<th>MILLENNIALS</th>
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<tbody>
<tr>
<td><strong>SUMMARY</strong></td>
<td>ENDURE IT</td>
<td>RESPECT IT</td>
<td>IGNORE IT</td>
<td>CHOOSE IT</td>
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<tr>
<td><strong>VIEW</strong></td>
<td>HONOR</td>
<td>RESPECT</td>
<td>AUTONOMY</td>
<td>EQUALS</td>
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<tr>
<td><strong>ATTITUDE</strong></td>
<td>NO NEWS IS GOOD NEWS</td>
<td>FEEDBACK ONCE PER YEAR</td>
<td>ROUTINE CHECK-INS</td>
<td>CONSTANT FEEDBACK</td>
</tr>
</tbody>
</table>
LEADERSHIP DISCONNECT

Defining career success

- Meaningful Work
  - Millennials: 11
  - Non-Millennials: 30

- High Pay
  - Millennials: 27
  - Non-Millennials: 48

- Sense of Accomplishment
  - Millennials: 11
  - Non-Millennials: 24

- High Responsibility
  - Millennials: 3
  - Non-Millennials: 12
“How can I as a leader stay credible when I haven't done what the people I'm leading are doing?”
beyond
You
Lead beyond you
TODAY'S AGENDA
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3. STRENGTHEN YOUR LEADERSHIP BENCH
   3 proven strategies

4. Q&A
AND NOW...

Drum roll please

3

STRATEGIES TO STRENGTHEN YOUR LEADERSHIP BENCH
25% of millennials are "asking for a chance" to show their leadership skills.
STRATEGY #1
All day, everyday
DECIDE
LESS
WHY DECIDE LESS?

UNDERUTILIZED + IMPACT
HOW TO DECIDE LESS?

“YOU DECIDE.”
YOUR TURN
Roll up the sleeves

Identify one area where you can begin delegating.
50% of millennials believe their organization could do more to develop future leaders.
STRATEGY #2

Git-r-done

SERVE DOWN
WHY SERVE DOWN?

CONNECTIONS + FEEDBACK + TRUST
HOW TO SERVE DOWN?

“How can I help you?”
YOUR TURN

Time to apply

List one way you can lighten the load of your team.
75% of millennials want a mentor.
STRATEGY #3
A game changer

POUR MORE
THE VALUE OF A LIFE IS ALWAYS MEASURED BY HOW MUCH OF IT WAS GIVEN AWAY.

Andy Stanley
HOW TO POUR MORE?

“MAY I SHARE...”
WORD OF CAUTION
Identify one individual that you will pour into.
LEADERSHIP RECAP

Soak it in

3 STRATEGIES TO STRENGTHEN YOUR LEADERSHIP BENCH

1. Decide Less
2. Serve Down
3. Pour More
TRUE SUCCESS COMES ONLY WHEN EVERY GENERATION CONTINUES TO DEVELOP THE NEXT GENERATION.

John C. Maxwell
LEAD
BEYOND
STAY CONNECTED

Or else

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5 PHASES OF CHANGE

Stay overwhelmed

1. Ignorance
2. Self-Deception
3. Surrender
4. Adjustment
5. Freedom
THANK YOU
y’ all rock!
Please Complete the Session Evaluation Form on the Conference App
REFERENCES


Jeff Fromm & Christie Garton, Marketing To Millennials: Reach the Largest and Most Influential Generation of Consumers Ever (New York: Barkley Inc, 2013)

Barkley, The Boston Consulting Group (BCG), and Service Management Group (SMG), 2011-2013


YPulse: Youth Marketing and Millennial Marketing: https://www.ypulse.com/

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