



Make a difference
wherever you are

Understanding the generations



The London Institute for Contemporary Christianity

Equipping Christians and churches for whole-life discipleship in the world.



So in terms of power and influence you can forget the Church and forget business now dominates politics, too. There is no more powerful institution in society than business. It is faster, more creative, adaptable, more efficient than ever before for business to assume a moral leadership in society.

I'll keep it short and sweet.

Family. Religion.

Friendship.



These are the demons you must
slay if you wish to succeed in
business.

C. Montgomery Burns
The Simpsons

Bill Gates: 11 things you won't learn in school



Rule 1: Life is not fair - get used to it.

Rule 2: The world won't care about your self-esteem. The world will expect you to accomplish something **BEFORE** you feel good about yourself.

Rule 3: You will **NOT** make 40 thousand dollars a year right out of high school. You won't be a vice-president with a car phone, until you earn both.

Rule 4: If you think your teacher is tough, wait till you get a boss. He doesn't have tenure.

Rule 5: Flipping burgers is not beneath your dignity. Your grandparents had a different word for burger flipping - they called it opportunity.

Rule 6: If you mess up, it's not your parents' fault, so don't whine about your mistakes, learn from them.

Rule 7: Before you were born, your parents weren't as boring as they are now. They got that way from paying your bills, cleaning your clothes and listening to you talk about how cool you are. So before you save the rain forest from the parasites of your parents' generation, try delousing the closet in your own room.



Rule 8: Your school may have done away with winners and losers but life has not. In some schools they have abolished failing grades and they'll give you as many times as you want to get the right answer. This doesn't bear the slightest resemblance to ANYTHING in real life.

Rule 9: Life is not divided into semesters. You don't get summers off and very few employers are interested in helping you find yourself. Do that on your own time.

Rule 10: Television is NOT real life. In real life people actually have to leave the coffee shop and go to jobs.

Rule 11: Be nice to nerds. Chances are you'll end up working for one.



Brief Guide to the Generations.

'Silent' or 'Builder'

1920's – 40's

'Silent' or 'Builder'

A relatively conservative generation who both protected and built on their parent's achievements – 'building' a 'future' after WW2

'I work hard because it's my duty to do so.'

Brief Guide to the Generations.

'Boomer'

1940's -60's

'Boomer'

Children of the 60's they espoused largely liberal progressive ideals, throwing off the constraints of previous generations.

'Work is self – fulfilling; it makes me feel important.'



Brief Guide to the Generations.

'Generation X'

1960's -80's

'Generation X'

They challenged the progressive optimism of previous generations.

Saw huge rise in divorce rates, unemployment, the spread of Aids.

-Disenchanted with Change.'

'I work to fund my lifestyle.'



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Brief Guide to the Generations.

'Generation Y 1980's -2000's

'Generation Y'

A generation adept at multi –
tasking, focussed on pleasure
seeking but also entrepreneurial
with a 'can do' attitude.

'My work will help to change the world.'



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'Generation Y'

Focus on Gen Y



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New Philanthropy?

'...students from the Millennial Generation are increasingly interested in jobs where they feel they can make a positive difference—whether that's building solar panels, running a food bank, or making microfinance loans in Africa.'

Businessweek.com



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'Millenials want to end the culture wars; move America's foreign policy toward a more cooperative and multilateral approach; rebuild a strong, positive role for government; achieve universal healthcare; reform and expand America's educational system; start the transition to a clean energy economy; and much more.'

Demos 'An Anatomy of Youth' Report 2010

New 'can do' attitude?

'They combine the teamwork ethic of the Boomers with the can-do attitude of the Veterans and the technological savvy of the Xers. At first glance, and even at second glance, Generation Next may be the ideal workforce – and ideal citizens.'

Demos 'An Anatomy of Youth' Report 2010

Digital Natives?



Keeping up with your employees...

In need of purpose?

‘Purpose is an intention to accomplish something that is at the same time meaningful to the self and consequential for the world beyond the self.’



'The postponements of many young people today have taken on a troubling set of characteristics, and chief among them is that so many youth do not seem to be moving toward any resolution.

Their delay is characterized more by indecision than by motivated reflection, more by confusion than by the pursuit of clear goals, more by ambivalence than by determination.'

'what *does* matter for happiness is engaging in something that the person finds absorbing, challenging, and compelling, especially when it makes a valued contribution to the world beyond the self. Scientists dedicated to discovering natural truths, artists dedicated to creating new forms of beauty, are often happiest when they are in the midst of solving a wrenchingly difficult problem.'

William Damon 'Path to Purpose'



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So what do they expect from the workplace?

‘When they arrive in the office they will want a family friendly workplace. They will demand creches and playgrounds for after school care, and will think nothing of taking their families to work. Gyms and schools in office grounds, and overnight sleeping quarters and hammocks slung up in the gardens will become normal office environments.

So what do they expect from the workplace?

satellite offices and the use of wireless technology will further enhance employees' ability to telecommute and be flexible.'

Graeme Codrington and Sue Grant-Marshall
'Mind the Gap.'

Ricardo Semler



'The Seven Day Weekend.'

RELINQUISHING CONTROL

- It's our lack of formal structure, our willingness to let workers follow their interests and their instincts when choosing jobs or projects.
- It's our insistence that workers seek personal challenges and satisfaction before trying to meet the company's goals.
- It's our commitment to encouraging employees to ramble through their day or week so that they will meander into new ideas and new business opportunities.

'Generation Y'

Challenges of working with Gen Y



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Challenges of working with Gen Y.

Aspiration Deficit: What happens when you're not Bill Gates, David Beckham or Beyonce by the time you're 25?



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Challenges of working with Gen Y.

Managing Generational Distrust:

Gen Y: 'They can't adapt.'

Boomer: 'They're not resilient or committed.'



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Challenges of working with Gen Y.

**Creating an atmosphere of
peer generated and passed
down wisdom.**

Challenges of working with Gen Y.

Providing accountability and ownership:

'Here's what we need you to do but here's the space in which to grow and evolve the job yourself.'

Challenges of working with Gen Y.

Positional v Personal Authority:

**managers gaining authority
through relationship &
modelling.**



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Model the way

‘leading means you have to be a good example and live what you say.’

Kouzes and Posner



Kouzes and Posner first law of
leadership.

**'If you don't believe in
the messenger, you
won't believe the
message.'**

The Leadership Challenge

