

# GENERATION Y

KEYNOTE PRESENTATION BY MIKE HOHNEN



*Did you notice that something has changed – what you thought you knew about how ‘young’ people should act and react somehow does not fit the picture any more. Why is that?*

## **A new generation is a new perspective**

Researchers have found that throughout time age groups can be lumped together in cohorts that span more than just one generation. These cohorts are grouped together based on similar behaviour and values. Since the end of World War one we have seen four major such cohorts . The veterans – born between the two world wars (not enough of anything) – to Baby boomers (too much of everything) to Generation X who wanted to do it their way – and now Generation Y who most of all look for meaning before they do anything: What is the purpose, why are we doing this? If they understand ( and agree) why, they will climb Mount Everest, if you asked them to. If they don't see the purpose there is no way you will get them even to sweep the floor.

## **The clash of co-working generations**

The great challenge is that in today's workplace we very often have all three generations present. Baby Boomers, Generation X and Generation Y, and they see the world from very different perspectives. The classic clash occurs where Generation X's are in middle management positions having to deal with Gen Y's in their first real job. And when the Gen Y's ask: "Why are we doing this"?, and the X replies: "Because I say so" ...things get tricky.

This often gets worse when the X'ers complain to their boss – who is often a Baby Boomer – because Baby Boomer boss tend to think Gen Y's and their idealistic attitudes are quite cute – they recognise themselves remembering their ideas of a better world back in '68 – ideas that some how got lost en route to the 2 car family with 2,3 kids and bungalow.

## **Understanding the enemy**

So what is the solution? There is no quick fix – this is all about understanding the enemy – and that is what this 90 minutes presentation will help you do. What ever cohort you belong to Mike will help you better see what life looks like from the other side – and hopefully, with better understanding you will have an easier time.

Mike Hohnen offers a wide range of presentations — among others:

### **Food Service**

New solutions to wellknown trends

### **The Service Profit Chain:**

The key to create truly remarkable service companies.

### **Perspectives:**

Change your perspective and you will change your life...

### **The 4 P's of Business Today:**

The new mantra of successful sustainable business is:  
Purpose, People, Planet and Profit.

For further information visit us at:

[www.mikehohnen.com](http://www.mikehohnen.com) or contact us:

Mike Hohnen: +45 26164666 or mail:

[mikehohnen@mac.com](mailto:mikehohnen@mac.com)

Stinne Hust: +45 2763 4666 or mail:

[stinnehust@mac.com](mailto:stinnehust@mac.com)

