



Boy Scouts of America – Four Generations

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A repetitious process...



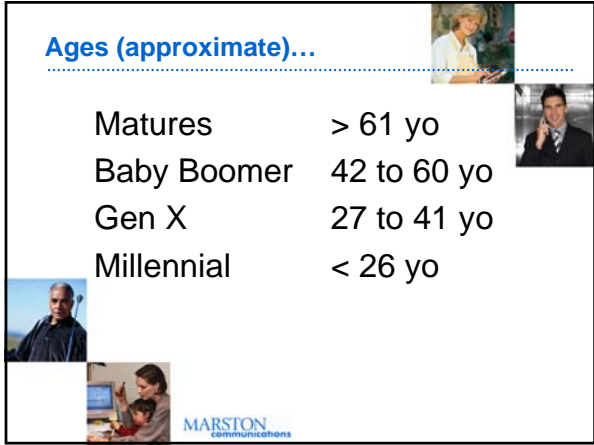
- Senior generations assume the younger generations will define success the same ways they have.
- So the senior generations then prescribe a “pay your dues” process to achieve that same “success.”
- The senior generation often thinks that the younger generations will never need to work as hard as they did to become “successful.”

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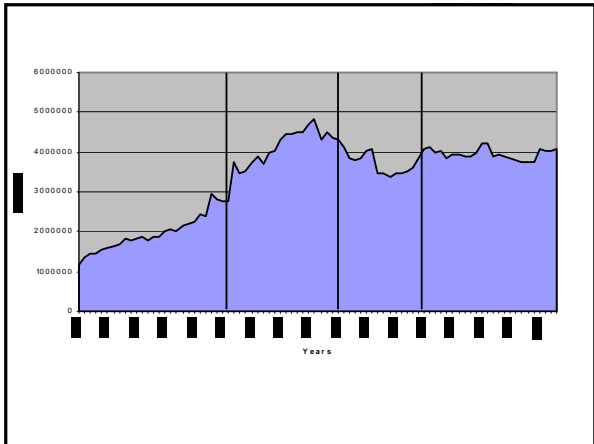


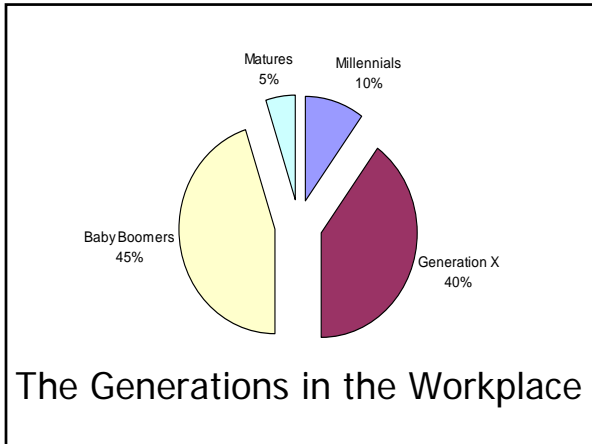
Ages (approximate)...

| | |
|-------------|-------------|
| Matures | > 61 yo |
| Baby Boomer | 42 to 60 yo |
| Gen X | 27 to 41 yo |
| Millennial | < 26 yo |



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A Glance into the Future:

Theory:

The oldest, wealthiest, and most visible members of a generation define the behavior and attitude for those that follow



The Matures (born prior to 1946)



- Duty, honor, country
- Dedication, sacrifice
- Conformity, blending, unity – “We First”
- Patience
- Hard, hard times then prosperity
- Doing a good job was most important
- Delayed gratification
- Duty first. Pleasure later.
- Know the rules
- Age = Seniority

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The Baby Boomers ('46 to '64)



- Work ethic = Worth. “Workaholic”
- Competitive
- Success is largely visible – trophies, plaques, certificates, etc.
- Optimistic
- Consumers
- Defined by their work
- *We are the world, We are the children*

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Generation X ('65 to '79)



- Question authorities.
- Their heroes are people they've met; that they know.
- Raised as their parent's friends.
- Saw lifelong employment end – don't believe it will happen to them.
- Can be cynical. Can be pessimistic.
- Time horizons are shorter than the Boomers or Matures.
- Time is a currency.
- *Carpe Diem* approach – Seize the day!
- “Prove it to me.”

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Millennials (Since 1980)



- Individuals w/ a group orientation (team?)
- Optimistic
- Programmed. Coddled. Well looked after.
- Hard time focusing on anything.
- Busy & stressed at a young age.
- Like "X", raised as their parent's friends.
- Are not adults. Are not adolescents.
- "Adolescent" phase.
- "Future" is very short term.
- Huge goals. Clueless on the execution.

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Millennials



"Adolescent" phase of life

aka

Peter Pan-demonium

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www.usatoday.com
USA TODAY
Life SECTION D
Thursday, September 30, 2004

It's time to grow up - later
The gap between adolescence and adulthood gets longer

By William Saletan
Special to USA TODAY

Today's teenagers won't have the teen angst of the 1950s, 60s, 70s, 80s, 90s, and 00s. They're more mature, more confident, and more responsible. They're also more likely to be in the workforce, to have a job, to be in college, and to be in the military. They're also more likely to be in the workforce, to have a job, to be in college, and to be in the military.


What's grown up?

| Category | Percentage |
|-------------------------------|------------|
| Young adults in the workforce | 62% |
| Young adults with a job | 58% |
| Young adults in college | 57% |
| Young adults in the military | 55% |

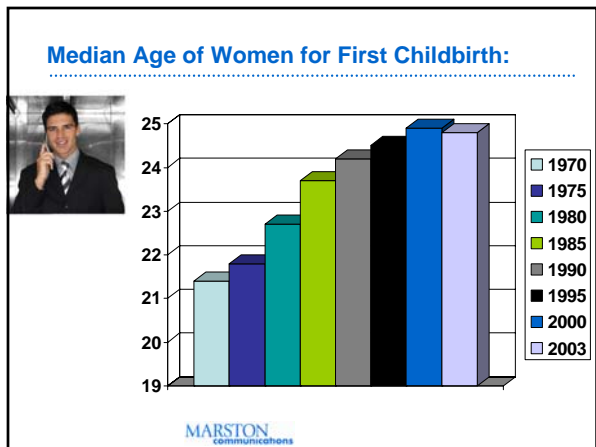
Photo by GUY LAWRENCE for USA TODAY



Median Age of First Marriage

| | | | |
|--|--------------|-------------|-------------|
|  | | 1970 | 2005 |
| | Men | 23.2 | 27.1 |
| | Women | 20.8 | 25.8 |

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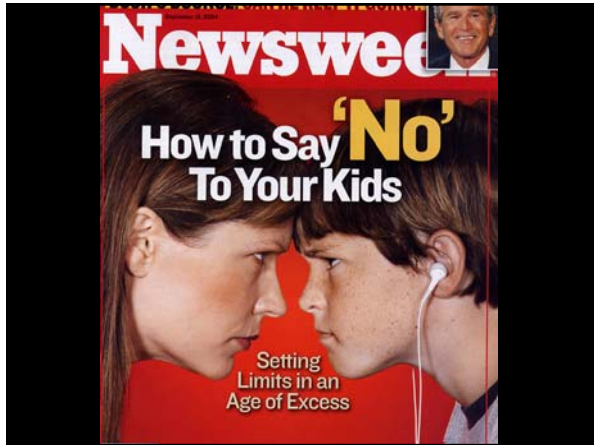
VA poll – of member of class of 2000



Events that made the biggest impact/impression:

- Columbine
- War in Kosovo
- Oklahoma City Bombing
- Princess Diana's Death
- Clinton Impeachment Trial
- OJ Simpson Trial
- Rodney King Riots
- Lewinsky Scandal
- Fall of Berlin Wall
- McGuire-Sosa Homer Derby





Who has figured them out?

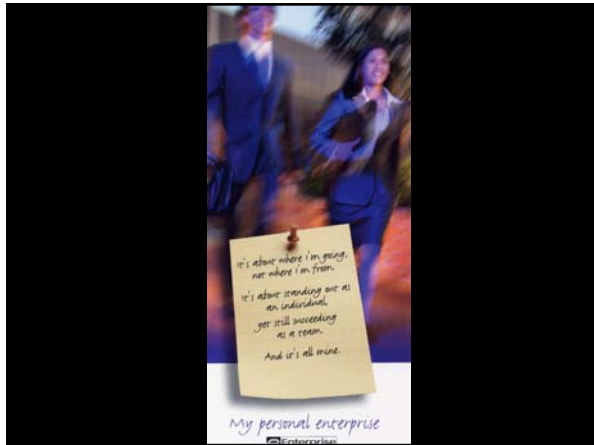


Q: What do their messages have in common?

A: A strong sense of individuality

















Good Stress, BAD STRESS

Good or positive stress can make you feel excited and energized—but bad or negative stress can cause you to feel anxious, upset, nervous and totally “stressed out.”

Many situations are stressful if you don't feel you are in control of them. But what is stressful for one person is not necessarily stressful to another. It can even be fun for them! For some, speaking in front of a group can be super-stressful while others can feel right at home.

So, whether you get all excited, or all stressed-out is really up to you! Here are some tips to help you feel in control over your life so you won't feel stressed.

Talk it over – if you're upset with friends or family, talk it out with them to clear the air.

Get organized – prioritize your homework and start your assignments early.

Ask for help – if you feel like you have too much to do (homework, chores, after-school activities), ask your family for help.

Learn to relax – practice relaxing by doing things

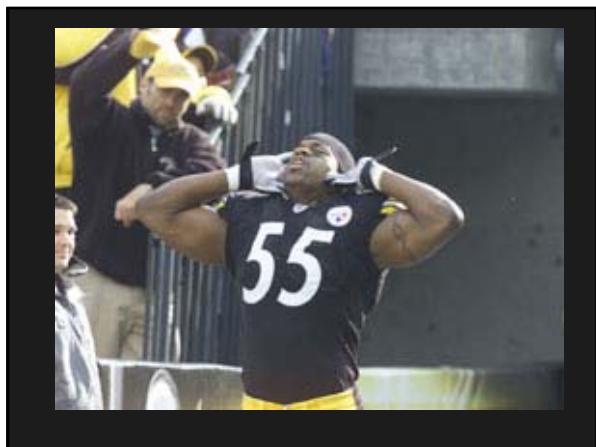
Good (positive) stress

- Energizes and excites you

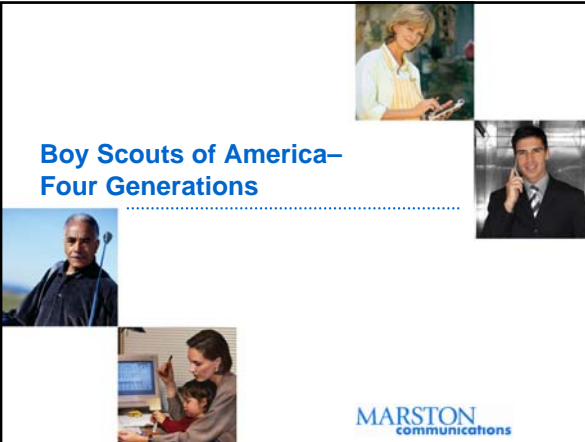
Bad (negative) stress, on the other hand, can make you...

- stomach ache.
- back or your neck stiff and sore.
- heart beat too fast.
- head hurt.

Good vs. BAD STRESS



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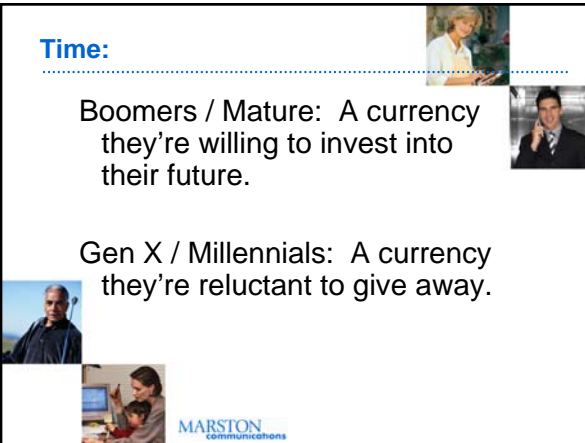


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Time:

Boomers / Mature: A currency they're willing to invest into their future.

Gen X / Millennials: A currency they're reluctant to give away.

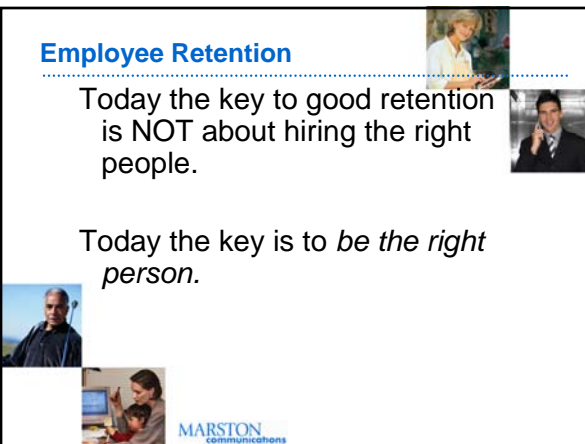


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Employee Retention


Today the key to good retention is NOT about hiring the right people.

Today the key is to *be the right person*.



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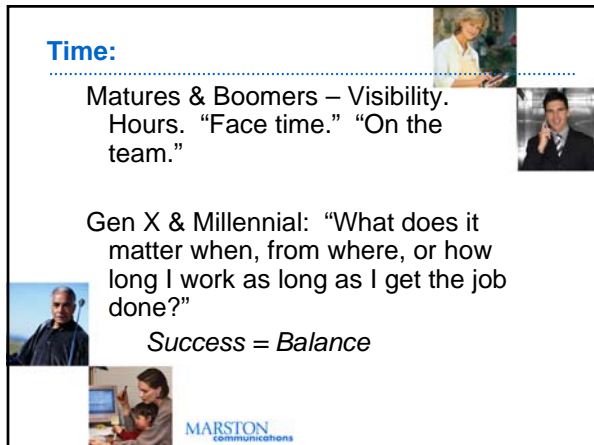
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Time:

Matures & Boomers – Visibility. Hours. “Face time.” “On the team.”

Gen X & Millennial: “What does it matter when, from where, or how long I work as long as I get the job done?”

Success = Balance



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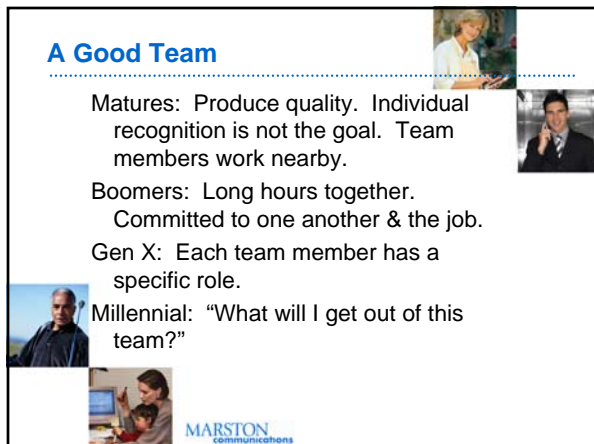
A Good Team

Matures: Produce quality. Individual recognition is not the goal. Team members work nearby.

Boomers: Long hours together. Committed to one another & the job.

Gen X: Each team member has a specific role.

Millennial: “What will I get out of this team?”

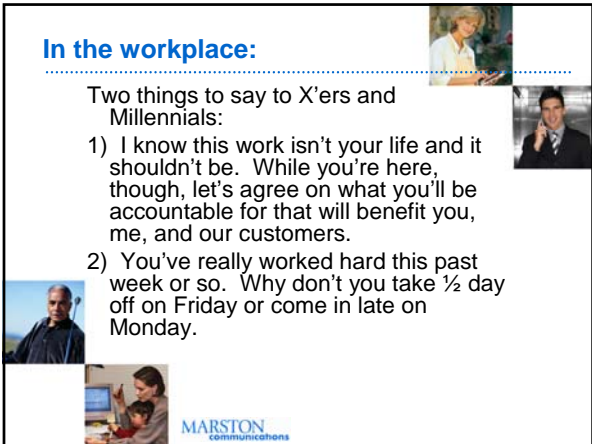


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In the workplace:

Two things to say to X'ers and Millennials:

- 1) I know this work isn't your life and it shouldn't be. While you're here, though, let's agree on what you'll be accountable for that will benefit you, me, and our customers.
- 2) You've really worked hard this past week or so. Why don't you take ½ day off on Friday or come in late on Monday.

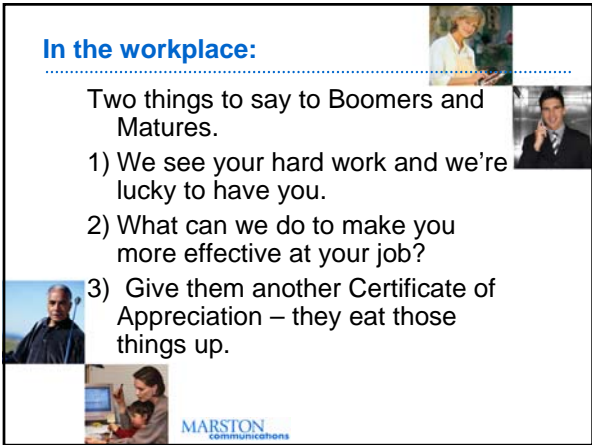


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In the workplace:

Two things to say to Boomers and Matures.

- 1) We see your hard work and we're lucky to have you.
- 2) What can we do to make you more effective at your job?
- 3) Give them another Certificate of Appreciation – they eat those things up.

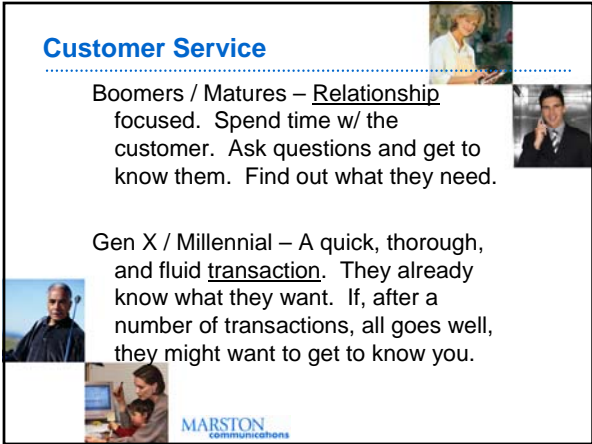


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Customer Service

Boomers / Matures – Relationship focused. Spend time w/ the customer. Ask questions and get to know them. Find out what they need.

Gen X / Millennial – A quick, thorough, and fluid transaction. They already know what they want. If, after a number of transactions, all goes well, they might want to get to know you.



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Remember – Instant Gratification...

What can you do to satiate their desire for quick rewards and acknowledgement for their work?



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Recruiting Ideas



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Recruiting Considerations:

Which generations are you now targeting?
Does what you're saying about the Boy Scouts or a job with the Boy Scouts appeal to them?



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Recruiting Considerations:

What is the Boy Scouts' Value Proposition? To parents? To kids?

- In which generation's terms are you measuring this value?
- What if the generation you're targeting doesn't want what you have? Or care how you got it?
- You must be careful of marketing to yourself...



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Communication may boost youth 401(k) participation

Poor 401(k) participation rates among "Millennials" – One-third of Millennials fail to join their company's retirement plan, the findings show, and they are far less likely than Baby Boomers to say plan availability increases their corporate loyalty.

- "Our survey suggests that the value of the plans, designed and administered by Baby Boomers to meet their own expectations and needs, is currently being lost on young Americans now entering the workforce," says John Kim, president of Cigna Retirement & Investment Services.

Things that will resonate:

Recruiting Scouts and Parents:

- Here are some short term changes you'll see in your children. And here is the long term benefit.
- We have the kid's activities already worked out. You show up, plug in, and we make the quality time happen.

Recruiting Employees:

- We want to know who you are, what you want, and what you want to do. We'll help you'll get there if you'll do the same for us.



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Things to consider:

Might you have to position your "Value" a bit differently to appeal to this new target market?

Consumer Product Case Studies:

Cadillac
Levi's

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Another way of looking at this...

Millennials **Self Actualization**

Gen X Esteem Needs

Baby Boomers Belonging Needs

Matures Safety Needs

Matures Physiological Needs



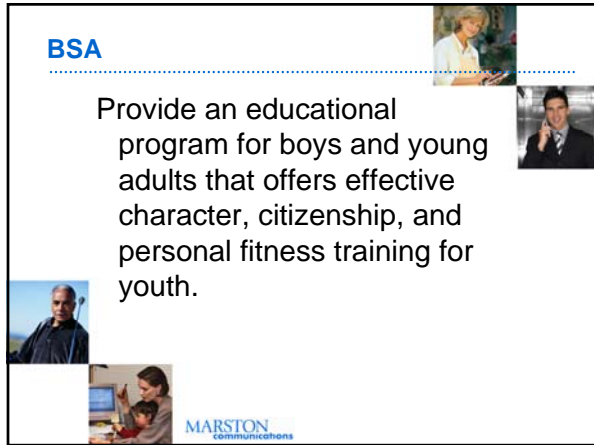
Fads
Trends
Principles

David Zach

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BSA

Provide an educational program for boys and young adults that offers effective character, citizenship, and personal fitness training for youth.



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