

We Are Volunteers

The under-40s want their work/career to contribute to a better world, not merely provide a paycheck. Among their special passions are the environment, continuing the tech revolution, and ensuring equal opportunities for both genders. They are showing strong interest in the "helping professions", gravitating away from money-only professions to teaching, healthcare, social work, and similar jobs. Millennials came of age with a generation of idealistic parents and absorbed many of their parents' same save-the-world ideals. They also experienced the terrorist attacks of 9/11, the Indonesia and Japan tsunamis, the earthquake in Haiti, and brutal tribal and political violence in Southwest Asia and Africa. These events burned into them core values of compassion, volunteerism, and an empowerment that convinces them they can make a big difference in life on earth. And with that empowerment comes engagement: the willingness to participate in their communities and nation. In a 1990's Hollywood movie entitled *An American President*, actor Michael Douglas delivered one of the more famous monologues in movie history when he said this about the United States, "America isn't easy. America is advanced citizenship. You've gotta want it, 'cause it's gonna put up a fight." Millennials in America - and in other democratic nations - get that. Because of the times and teachings of their formative years, they're willing to wade into the arena where freedom and democracy are argued every hour of every day. ●



CHUCK UNDERWOOD

founded The Generational Imperative, Inc. He's one of the seminal scholars who actually created and developed the field of generational study.

We Are Successful

Our generation has always had information easily accessible, enabling them to pursue their passions at any point. And since their ideas have always been welcomed, it's no surprise they want to work for a company that lets them channel their passions. Seeing value is the biggest passion for this generation. They want to know they're making a meaningful contribution and see tangible results. They'll take what job they can get in this economy, but they seek to work for a company whose values are aligned with theirs so they can blend their personal interests with their professional goals. If they're proud of their company, they'll even promote it on their social media channels. Moreover, young employees are also passionate about workplaces that give them a voice. Millennials believe in themselves. They are empowered by the Internet, frequent encouragement, and have grown up with a sense of responsibility to make things happen. Their passions are developed by companies who emphasize that everyone's input matters. If they're not passionate about what they're doing, they'll get involved in other projects. They're innovative and will turn their hobbies into a profession. Steve Jobs and Mark Zuckerberg are among their biggest role models and entrepreneurialism is increasingly important to them. They believe success comes through hard work and passion. For them, it's not necessarily about money but personal happiness and fulfillment. ●



EMILY ANATOLE

is an Associate Editor/Research Associate at Ypulse, a youth media, marketing, and market research firm focused on the Millennial generation.

We Are Passionate

We are interested in self-discovery, in the most public of forms. This has been heavily developed by the internet and other technologies that make sharing almost too easy, but also growing up in the age of the "participation trophy" has molded us with the need to feel unique and publicly recognized. The young generation is interested in the pride that comes with doing something we love to do... and then sharing it with the world. Again, growing up with social media and the ease of online sharing has made our generation extremely interested in publicizing how proud we are to be a kindergarten teacher, an information technologist or a sports columnist. We are passionate about competition. In the work force, in our personal lives, it doesn't matter—we are a competitive generation that, contrary to what others might say, doesn't feel entitled to everything without working for it. We like to win, whether that be winning a contract, winning a fellowship or winning an online poker game, and our desire to win has elevated the competition for attention, opportunity and success in everything we do professionally and personally. We are passionate about the here and now as well as change. Yes, satisfying our immediate needs is important to us, maybe even more so than anticipating where we see ourselves in twenty years. We are experts at adapting to change, and in many cases, are the leading cause of it in the first place. This makes our generation early adopters to nearly everything. ●



MOLLY MEYER

is a Millennial, marketing professional and recently co-authored a book, *It's My Company Too*. Molly is also the creative director for nuphorIQ - a Chicago-based marketing firm.