White Paper

Millennials

“‘Their secrets . . . we may not even know about ourselves.”

Version 1.20

Imagine . . . deeply understanding the secrets in how Millennials think.

What would that mean to your life and the life of those around you?






Authors

Nicole Mihalos

Daniel Harris

Alex Repsholdt

Jonathan Boersma

Millennials . . .

Have you ever thought . . . “I just don’t understand Millennials!”?

This white paper is designed to help you understand us . . . and . . . maybe help us better understand ourselves.

There are some millennials who read this who will become defensive or upset about what is shared. There will be others who may misunderstand what is really being shared. Others will believe we are using too broad of a brush to describe our generation.

What we are seeking to point out are some of the flaws in our generation; to help our generation to address these perceptions about our generation. Groups of people, seem to get upset when people broad brush a group with negative perceptions or prejudices. When whole groups of people, get upset and angry . . . well . . . it’s probably a good thing to remember the reasons that a group, any group, ethnic, age, gender or really any group, is often because there are so many instances / experiences with people within a group which is why that group gets the labels it does.

Groups often fight against being stereotyped rather than embracing this as something the groups can learn and grow from. We ask . . . do you know of ANY group of people who embrace “negative” stereotypes? We can be that group to embrace whatever our generation has as weaknesses and learn, grown and change.

Maybe any group that gets upset about a label . . . should focus on addressing people within the group rather than attacking people outside of the group about the label. There is some percentage of truth which is true with probably anything that is said. It could be 1% to 99% probably. The more defensive or upset we get . . . the more truth there probably is.

Think Differently ~ www.youtube.com/watch?v=iMBI6JZj_Ic

Mindset / How We Think



We struggle with thinking we're really smart and past generations maybe not so much. Hmmm, that's never happened to any past generations has it? Are we worse than past generations? Probably. Why?

Maybe, it's in large part, that we have so much technology and have access to so much information that we think the more information we have the smarter we are? Maybe it's because our grandparents often didn't invest as much time with their children and our parents thought their parents didn't give them enough time and/or things? Maybe it was our parents had the benefits of all the hard work that previous generations had invested and had more time and resources and shared that excess time and resources with us?

Maybe our parents didn't realize that the more you give people . . . the more those individuals become entitled in their thinking and the more they expect. Maybe it's that everything seemed to get BIGGER. Government became bigger, businesses became bigger, education, media, medical and even big religion . . . most everything became bigger and the way BIG seduces the masses is by telling the masses what they want to hear.

What do people want to hear? People want to hear how amazing they are . . . even when people aren't. People want to consume and live in the moment. When people have problems, people want to be told that it's not their fault. It's the fault of someone else and BIG anything seems to be very adapt at using technology and media in pumping into our generation that whatever we want to hear, telling us that we deserve to have and we deserve to have it right now and we deserve to have it without having to work or wait for it.

It seems . . . maybe . . . that every generation might seem to degenerate further from the past generation in being self-centered, self-absorbed and believe the world revolves around us? Hmmm, when we consume more than we produce . . . what do we want to do? We want to consume even more and more and more until we self-destruct.

Think Differently ~ www.youtube.com/watch?v=rZySD6EEi7w

When our generation destructs there's a disorder for everything now and it's not our fault . . . because . . . we have this disorder. Not to worry though because . . . BIG medical has some medicine which will help us, BIG government will give out big grants / money to BIG education (the experts) and BIG business will support everything else BIG to help our generation in a big way.

NOTE that we said HELP not HEAL. Let's be truthful . . . nothing BIG seems to wants us to heal, why? There's a lot more money, jobs, power and dependence on others / BIG to be made in helping people than in healing people. The one flaw in that way of thinking . . . is that eventually everything will fail and fall and all of society will crash and burn.

What's the solution? Our generation . . . like every generation needs to take personal ownership for the failings within that generation and the faster we all do that, the faster we'll see a turnaround.

An Interesting Exercise . . .

List 12 people you know who are "outside the box thinkers."

1.	**7.**
2.	**8.**
3.	**9.**
4.	**10.**
5.	**11.**
6.	**12.**

NEXT Step . . . Text or call each of the 12 and share with them . . . "I was asked to identify 12 outside the box thinkers and you were one of them. :-) Quick question . . . If someone . . . anyone could help you in any area of your life . . . what would you love help on?

NEXT Step . . . Talk to the person who shared this white paper with you and compare notes with them based on the responses they received and then talk about the idea of starting a mastermind group.

Think Differently ~ www.youtube.com/watch?v=6O7S6sneHKE

How We Work

It's probably fair to say that our parents might not be as committed to their employers as their parents were. Likewise, it's also fair to say that probably their employers were not as committed to them as their grandparents employers were to them. We've probably become even less loyal and we have more options than ever in all the history of mankind. Options are great right?

Well . . . maybe not? We're involved in all kinds of sports, events, clubs and everything else. We've been served from when we were born and always busy and hate being bored. We don't tend to stick with things very long and our parents, teachers and coaches always told us how amazing we were . . . maybe . . . even when we weren't so good.

If we work within BIG then we're probably going to continue to be told how amazing we are. The challenge is . . . that we hate and rebel the burden that BIG often attaches to what they say is free or what we deserve . . . so we then seek out something small or may even try something out on our own. If we can't find something we like or where we get paid what we "know we're worth," then we go back to college knowing that if we have more degrees that we'll be worth even more.

We're 22, 25 or maybe even in our late 20's or early 30's and we hit the real world, the marketplace, that nothing BIG can truly control or govern. For maybe 30 years we've been told how good we are, even when we're not and when someone for the first time tells us the truth we get upset and depressed. Not to worry . . . we can get some medicine to help fix that or pay someone to listen to us and how it's not our fault and feel good about ourselves. We can occupy ourselves with gaming, 24/7 entertainment, energy drinks . . . to make us feel good about ourselves and/or at least distract ourselves so we don't have to face the truth of who we become and how our futures aren't anything like we thought it would be.

Think Differently ~ www.themvpnetwork.org/examples/natural-laws

Q&A

Q1. What is the solution to every challenge / problem?

Answer: Albert Einstein was a pretty smart guy. He saw things far before anyone else could see them. In essence . . . it seems to mean that we create our own problems based on how we think and to solve our problems we need to think in a very different way.



www.youtube.com/watch?v=PwtxbmYRr-s
www.youtube.com/watch?v=Xu4S1WGY4Pc
www.dnaforlife-laws.com/cool-free-stuff/think

When a whole generation or a whole society thinks a certain way . . . that can be good or it can be bad . . . depending on the thoughts. It seems . . . maybe that each generation continues to become more and more entitled and that doesn't lead to anything good.

While there is nothing wrong with peaceful protests and marches, what does it really do? Yes, when a group of people all get together and demand something then BIG government will tend to take notice. Yes it gives attention to that groups grips and concerns and yes even injustices.

When other groups start to see that pattern playing out where groups who come together and demand justice then everyone starts getting on the bandwagon. We all need to learn to think differently about where we are at and why we are at where we're at. If there are people in our age, ethnic, gender and/or social who are successful . . . maybe . . . just maybe it's not that everyone else is picking on us but maybe we're making poor choices and if we made better choices we would see greater success.

Every group in all of history could point out to injustices done against them. Henry Ford said *"Whether you believe you can do a thing or not, you are right."* Let's all rise above the real or perceived injustices which have been done against us and let's help others to do so as well. Start a company, invent or create something new . . . and join others who are innovative thinkers and let's actually change the world in which we live . . . first and foremost . . . but changing the way we think.

Q2. What's the solutions?

Answer: We better wake up quickly and realize that someone pays for everything and leaders who say we can have free education, free medical, free . . . we need to realize that they are lying to us or maybe they're just stupid? We're going to pay for our choices, that's not the question. The question is not "if" but "when" and "what will it cost in the end?"

Our parent's generation has dropped the ball big time in the debt that has been racked up at a national level, regional level and local level. What's makes this even worse is that it doesn't seem like very many people are worried about it. Maybe if we listen a little more to our parents / grandparents on some things they share . . . maybe they would listen to us on this HUGE issue. The longer everyone ignores this issue, the worse it will be. Regardless, we need to take personal ownership and learn how to enjoy hard work and delayed gratification. We need to learn that the world doesn't revolve around us and we need to stop thinking we're so smart and caring . . . we're not!

Nothing BIG will probably ever share this with us. Telling a generation who, often has not been told the truth, doesn't know how to see the truth and resists the truth, is not going to be good for the bottom line profit and / or for retaining power. The only one who is going to save our generation is us! That's the hard truth! **Take Personal Ownership!**

Think Differently ~ www.themvpnetwork.org/examples/My-AV

Q3: How Millennials Connect, build Relationships

Answer: To anyone over 50 years old . . . when something didn't work out in a relationship when you were a teenager what did you do? You may have had a couple of other options but eventually you probably had figure out how to make a relationship work.

For us . . . we aren't restricted to our local social friends / networks or even our school. We have millions or even billions of options and when we don't get what we want out of one relationship, no problem, we can just move on and quickly find another relationship.

Many, if not most of us, have never learned the skills to have a deep relationship with one person for a lifetime. Most of us don't have the disciplines to stick with something when it gets hard and we lack consistency and commitment to build rock solid lifelong relationships.

I mean . . . if we grew up being the center of attention where the world revolves around us . . . when that significant other doesn't treat us the way we want them to, we'll just move on to the next one.

The Solution: We didn't get where we're at overnight and we're not going to change overnight. This is going to take a lot of hard work, sacrifice and we need to learn to think differently. Get this white paper out to as many people as possible. There will be a few people who "get it" right away and will share it with others they know. There will be others who will see some truth in what was shared and will think about this further and may change their way of thinking and help those around them to do the same.

There will be some who won't read this and/or if they do will hate most everything which is said. They are not the enemy . . . so seek to engage them and seek to try to understand why they think the way they do. Don't try to change their mind through confrontation but ask great questions which maybe they have never been asked.

My guess is that everyone realizes there are challenges and it's going to take all of us together to help everyone of us to learn to think differently.

Q4: How do we attract millennials?

"We are a men's study church group and many of us are over 50 years old, retired and have fairly successful lives and have some strong networks. How do we better understand millennials and help them to see our hearts to help them?"

Answer: Just turning 40 myself, I'm just starting to realize myself . . . Mark Boersma, one of my mentors, is 54 and shared that when he turned 40, he had an awakening. He thought . . . "How cool would it have been if I knew at 20 what I know at 40?"

What's strange about Mark is that he actually SAW into the future at 40 years old and realized that he probably would feel the same way he did when he turned 60 that he did when he was 40. He then set his mind to gain wisdom much faster and reduce the time it would take him to learn and grow. At the age of 40 he was intentional in seeking people out who were over 60 years old and learning from them. Simple . . . right . . . but how many people do you know who have done that? Mark has seven children, six of which are millennials so interesting to me that more people don't seek out his wisdom and experience.

I actively seek to learn something from Mark and others who are over 60 as well. Here are some of the things I'm learning.

With millennials, or really anyone when you think of it, don't tell them things, but ask them questions. Find out how they are thinking and then if you think differently then share . . . "Hmmm, that's interesting, tell me more." and then after that share with them "Hmmm, that's interesting, that's one way to think. I wonder what others think." :-)

The following page will assist in learning how to best connect with millennials or really anyone who may not be our age, ethic, gender . . . etc.

Matt Maple is an ActionVision certified business engineer. Matt assists business owners to own a company rather than owning a job. Matt's story is similar to many, in that from the ages of 19 to 39 he did what most do in going to college, getting married, having children . . . and still something was missing. Matt can be emailed or texted at 815-501-6446 and ask for him to share his story.



Millennial Connection Model . . .

1. Ask question . . .
"So I'm curious, you seem to have a lot going on and I was wondering what the biggest challenge you may be facing in any area of your life right now?"

~ They will respond and ideally take notes and listen very carefully. **DO NOT** offer advice, input, your wisdom, your story's or make this about you in any way. Ask them the next question.

2. Follow up & next question . . .
"Hmmm interesting, tell me more."

~ Again, listen very carefully and DO NOT offer advice. Say as little as possible.

3. Then what . . .
~ There are many different things that can go on after you listen to them and what they have to say. You could ask them more questions.

> How long have you had this challenge?
> What are some things you've done to address this challenge in the past?
> If you were able to solve the problem, what would your life be like?
> How interested are you in solving this problem?
> Do you believe you need help on solving this problem?

~ Again . . . do not give them a solution, in most situations and don't bore them with a lot of conversation, stories or somehow make the conversation be turned from being about them to being about you. You may even recommend them to do The Action Card Personality assessment. www.TheActionCard.org

4. What's next . . .
~ After you've heard them out fully and listened deeply . . . still DO NOT give them solutions or talk very much. The problem didn't come about overnight, it probably won't be fixed overnight as well. They probably would benefit a great deal from a study group or some might call it mastermind group. Getting together weekly, even if it's only 30 minutes over the phone can make a huge difference.

"_____, I've been giving your biggest challenge / problem _____ and I've got a study group / mastermind call that meets on ____ at ___:___ and I

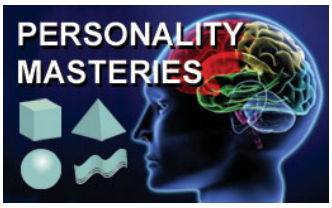
think some of those who are a part of that group may have some insights which would assist you in moving toward a solution, as my guest."

- Do not try to figure out what they will say before they answer the question. Do not try to figure out how you will answer them or help them. Just ask a question and then listen to their response. You will be amazed at how by just asking one simple question and listening careful on how it will draw people to us.
- Other members of the group need to be also aware of this model as well. The fastest way to chase a millennial, or really anyone away from a group is to have them descended on with a bunch of older people who have all the answers.
    - Many times those over 50 who are sharing answers . . . kind of are doing so, not to be mean, but out of ego. They want to feel important, they want to feel helpful and needed. Good motives . . . but won't work so well.
- What are one of the biggest stresses / concerns for millennials? It's being able to find a great job.
    - In the past, if you had a college education, there was a likelihood that you would find a good job.
        - Not so much anymore and what makes it worse is that there is so much debt due to college now the pressure is even greater.
    - What millennials don't know . . . because colleges / formal education doesn't teach is that one of the greatest benefits to hanging around those over 50 is that they have very wide networks.
        - Large networks mean a greater chance to find a better job.
        - If we listen to those over 50 and learn from their life experiences, then we are far more likely to get referred and connected to great jobs AND we'll see greater success once we have a job.
    - Many service industries are "greying out" . . . those who are in those industries are getting older and are interested in handing their businesses over to someone else / selling their businesses.
        - Imagine . . . buying a business / taking a business over from someone who has over 30 years of experience and a good name in the community. We would get a 30 year jump start.

Value - Beliefs based on Personality

"How Millennials See the World"

2 • Accuracy • Detail • Doing a perfect job • Thinking *The Analytic (The Teacher)*	**4** • Goals & Doing • Profit • Speed • Getting Ahead *The Driver (The Navy Seal)*
1 • Peace & Harmony • Getting along • Working together • Group input *The Amiable (The Cheerleader)*	**3** • Fun & Exciting • Adventure • Acting Quickly • Big picture *The Expressive (The Coach)*



Best Order To Communicate

2 **Step 3:** Communicate the **SPECIFIC DETAILS** to those who need to know. *The Analytic (The Teacher)*	**4** **Step 1:** Communicate **BIG PICTURE**, most important facts in as little words as possible. Cast the vision well. *The Driver (The Navy Seal)*
1 **Step 4:** Communicate that we **CARE**, the people are important, what people think is important and how it connects to their goals. *The Amiable (The Cheerleader)*	**3** **Step 2:** Communicate in **FUN & EXCITING** way to draw people in and help them to see the benefit to them. *The Expressive (The Coach)*

How To Be A Better Listener

2 When listening, get the big picture first, then focus on seeing how others respond and then the details are last. *The Analytic (The Teacher)*	**4** When listening, remember to value people, the details and getting everyone's buy in. May seem like a waste of time but often is not. *The Driver (The Navy Seal)*
1 When listening, don't focus on the people side, as you'll see that naturally. Listen for the tasks to be finished. *The Amiable (The Cheerleader)*	**3** When listening, work to stay focused, focus on the big picture, even if it's not fun and then make sure we don't miss key details. *The Expressive (The Coach)*

Imagine . . . what could happen in our community if we were to take all that we learned in this white paper and apply it throughout all our communities.

Questions . . . 888.230.2300 Outside the US . . . 630.393.9909