

MOTIVATING YOUNG PEOPLE

David J. Denniston, Ph.D.
Director of the Legends of Ranching
Program
Associate Professor
Colorado State University
Fort Collins, CO 80523 USA

Generation Name	Births Start	Births End	Youngest Age Today*	Oldest Age Today*
The Lost Generation - The Generation of 1914	1890	1915	103	128
The Interbellum Generation	1901	1913	105	117
The Greatest Generation	1910	1924	94	108
The Silent Generation	1925	1945	73	93
Baby Boomer Generation	1946	1964	54	72
Generation X (Baby Bust)	1965	1979	39	53
Xennials -	1975	1985	33	43
Generation Y - The Millennials - Gen Next	1980	1994	24	38
iGen / Gen Z	1995	2012	6	23
Gen Alpha	2013	2025	1	5

By: Michael T Robinson, Found and Career Coach – CareerPlanner.com

My Generation (X)

- Grew up working for everything I had
 - *Paper route*
 - *Shoveling snow*
 - *Recycling cans*
 - *Cleaning a barn full of stalls*
- I became used to working hard for results
 - *Understood this was a process*
- Scholarships and loans for school
- When an Equine Sciences major, most wanted to be a vet or a horse trainer
- My generation was the “walk it off” and “suck it up” generation



My Journey

- Took one semester off in my 21 years of schooling
 - *Worked for an airline*
- Graduated from NMSU with Ph.D.
- Immediately went to work after college
 - *Colorado State University*



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- Cocky
- Egotistical
- Pompous
- Hard line in the sand
 - *Laptops in class*
- Millennials NOT receptive



Gen Y – The Millennials

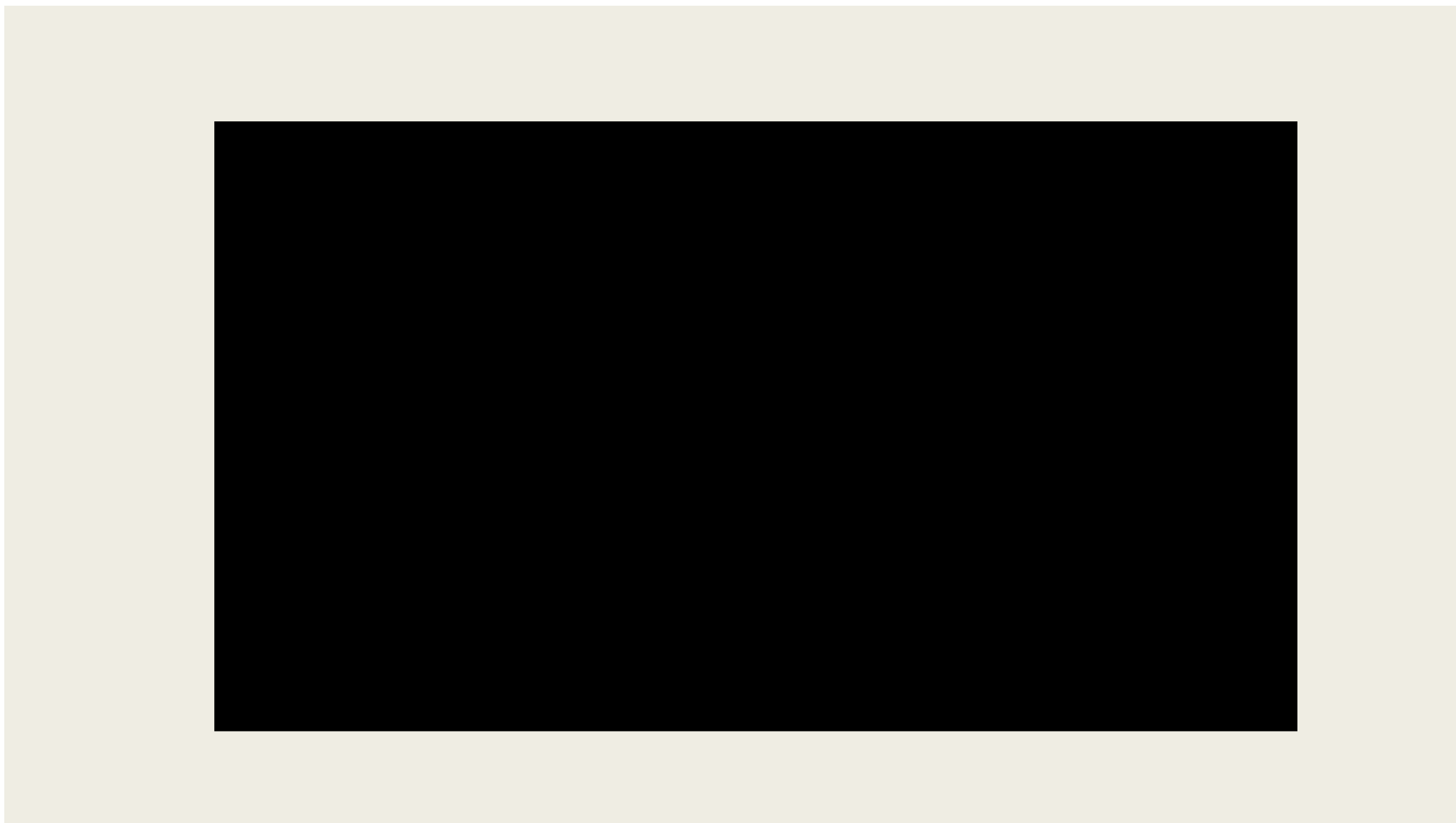
- Born between 1980 and 1994
- Grew up and began their careers in a time when:
 - *Almost every home had an internet connection and a computer*
 - *2008 – the largest economic decline since the great depression*
 - *September 11*
 - *Concerns about global warming*
 - *Explosive growth of online companies*
 - Google, Facebook, Salesforce.com, etc



Gen Y – The Millennials

- Became accustomed to instant results and gratification
 - *Example: Horse Training Class*
 - *Example: Decrease in participation in activities that require time to develop a skill*
 - *Example: You want something now, get it on Amazon*
- In summary.....





iGeners

- Born between 1995 and 2012
- Characteristics
 - *More tolerant of others*
 - Different cultures, sexual orientations, races
 - *More cautious, less risk taking*
 - *Less drinking, smoking, and drug taking*
 - Less likely to believe authority figures – church, government, academia
 - *Delay driving – not as important*
 - *Less likely to go out and see a movie*

AKA: Gen Y, Gen Z, Gen Nexters, Millennial Gen, iGeners



Comparison: Millennials to iGensers

- Millennials thought they were special and they could become anything they dreamed of – feeling of entitlement
 - *Growing up with lower self esteem than other generations*
 - *Thrive on and seek out being “liked”*
 - *Inability to deal with stress*
- iGens are:
 - *Less “in person” and “face to face” with others*
 - Smart phones?
 - *Gaming*
 - *Less reading books and newspapers*
 - *Less experience with teen jobs*
 - *Stay up late using smart phones and social media*
 - *More depressed?*
 - *Lonely?*
 - *Higher suicide rate?*
- Seen a transition from wanting to be a vet or trainer to more “feel good” career choices

The Story of Andrew

- On the cusp of a Millennial and iGener
- Normal kid
- Introvert



My Journey

- Become more sensitive to the challenges of young people
 - *Today's world is a difficult place to navigate*
- Rather than getting mad, I've tried to learn more about how young people are comfortable communicating
 - *Example with lecture of 150*
- Learn how to incorporate technology rather than resist it
 - *It's NOT going away*
- Talk to them about how best to use social media outlets
 - *Example from Business Capstone Class*
- I don't force students to gain skills
 - *Example with student in Sales Management*
- Learn about, identify and communicate their skill sets
 - *Also learn about, identify and don't be afraid to communicate their weaknesses – be honest*

In General, Young People Today Are....

- More interested in things that make them feel good (job satisfaction, great relationships)
 - *Community service, philanthropy, etc.*
 - *Less interested in material things (money, cars, etc.)*
 - *But, they don't know how achieve those things because they don't happen right away*
 - Example: Student had a great job but wanted to leave because they didn't think they were making an impact
- Ask and they will tell you
 - *Often times, they will tell you too much – be aware*
- Passionate
- Not as interested in traditional educational values (spelling, grammar, math, history, how to read a map, etc.)
 - *Social media and Siri to blame?*

Important in Motivating Young People

- Make them feel like they are a part of something special
- Give them something to “own”
 - *Don't be afraid to let them fail*
- Be honest – Learn about, identify and communicate their skill sets
- The Millennial and iGens just have never been told
 - *Don't be afraid to tell them*
 - *Ex: Vet School Aspirations*
 - *Student on judging trip*

What I've Found Helpful

- Put devices away for first 10 minutes of the Sales Management Class
- Teach them how to communicate with someone
 - *Example: Group consignor calls in Sales Management Class*
- Be able to communicate that not everything is instant results
 - *Some things in life require hard work and time (relationships)*
 - *Millennials and iGens aren't used to this and simply don't know*
- Teach them to think before they ask
 - *Do you have stapler?*
 - *Teach them to be resourceful*
- Teach them how to develop problem solving skills



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