

Millennials: Communicating with a Globalised Generation

Millennials (born 1982- 2002) have become the most homogeneous generation ever in history. Technology, media, and the removal of national borders have provided Millennials an unprecedented opportunity to become world citizens. They are global. They are consumers. They are well-educated, well-informed, well-connected, and they are extremely powerful. Recent research on 30,000 Millennials across 24 nations has shown some amazing trends. The results are profound! In this workshop we will discuss important changes the Church needs to make in order to reach this Millennial Generation. How do we reach them with a relevant, significant, and life-changing message?

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I. Who are the Millennials?

A. Defining and Describing Millennials

1. Common core traits, characteristics, and values
2. Recent research discovers Millennials' global identity

II. Why are Millennials Significant?

A. The Essential Role Millennials Play in the World

1. The rules have changed
 2. There has never been a generation quite like this one
 3. How Millennials' influence politics, economics, and education
- III. How Do We Reach Millennials with a Relevant, Meaningful and Life-changing Message?

Suggested Readings:

Millennials Rising: The Next Great Generation (2009), N. Howe & W. Strauss

The Millennials (2010), T. Rainer & J. Rainer

A Generation in Transition: Religion, Values, and Politics among College-Age Millennials (2012), R.P. Jones & T. Banchoff

Managing the Millennials: Discover the Core Competencies for Managing Today's Workforce (2010), C. Espinoza, M. Ukleja, & C. Rusch

The Next Normal: An Unprecedented Look at Millennials Worldwide (2012)

<http://sydney.edu.au/future-students/documents/career-advisers/events/2013/Sydney-University-2013-CAT-Conference-Viacom-The-Next-Normal.pdf>

Viacom's global research: <http://blog.viacom.com/2013/06/mtv-new-millennials-research-mirrors-international-study/>

Pew Research Findings: <http://www.pewresearch.org/topics/millennials/>