

interact

# WHY CAN'T WE ALL GET ALONG?

## Generational Struggles in our Colleges

Pamela Cox-Otto, Ph.D.

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# How Many?

- Boomers are here today?
- Gen X'ers are here today?
- Gen Y'ers are here today?

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# What is Wrong With This Picture?

- In the Next 10 Years...43% of the entire workforce is eligible to retire
- If every Gen X'ers came to work for you today... there would still not be enough people to fill even the “senior” leadership jobs
- Y'ers will come... they only want two things....
  - World Peace...
  - ...And to Be Rich.

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



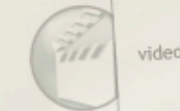
strategy



web



seminars



video



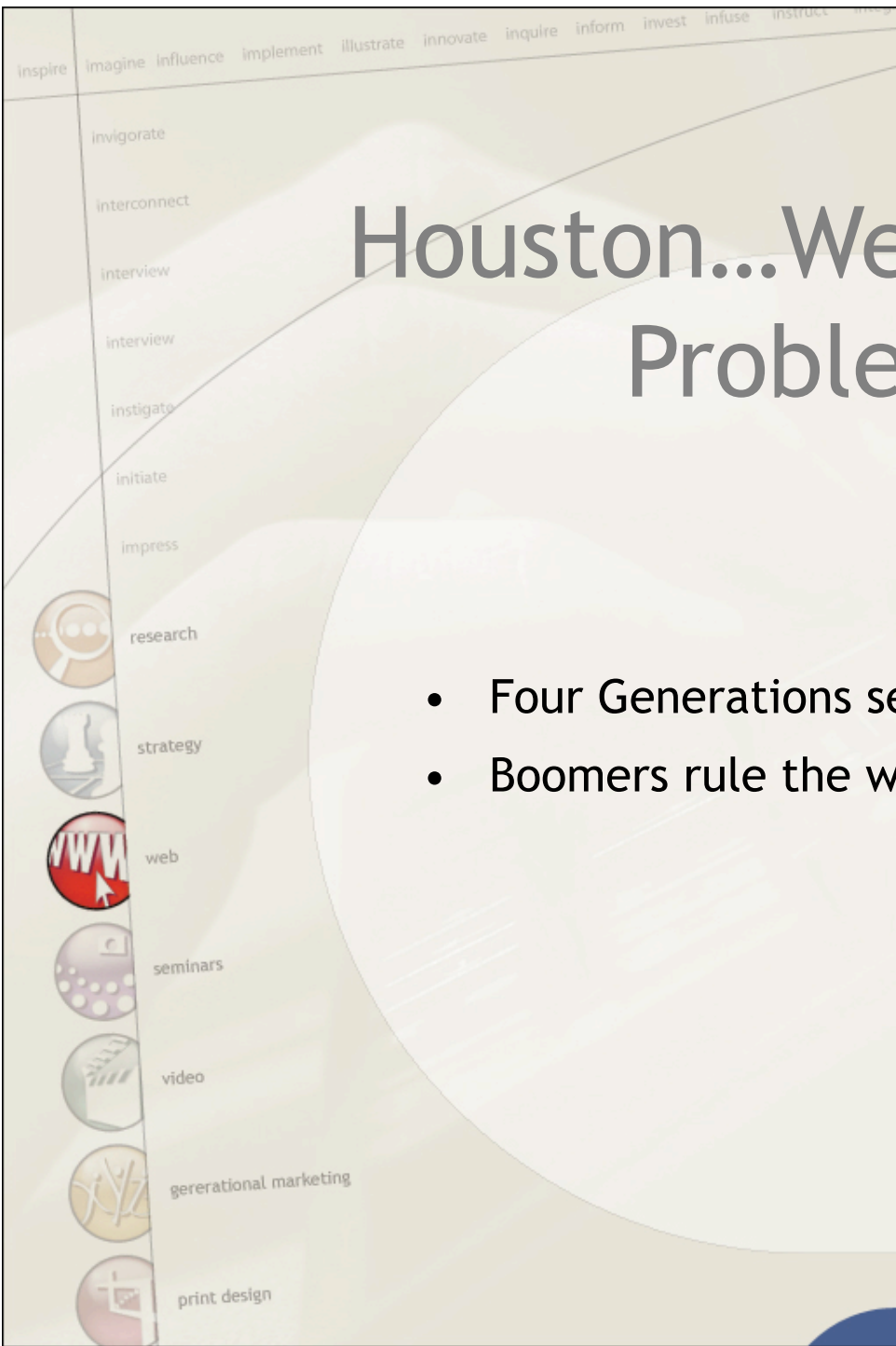
generational marketing



print design

# Houston...We have a Problem

- Four Generations serving four generations
- Boomers rule the world...and we are, well...



inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

# interact

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

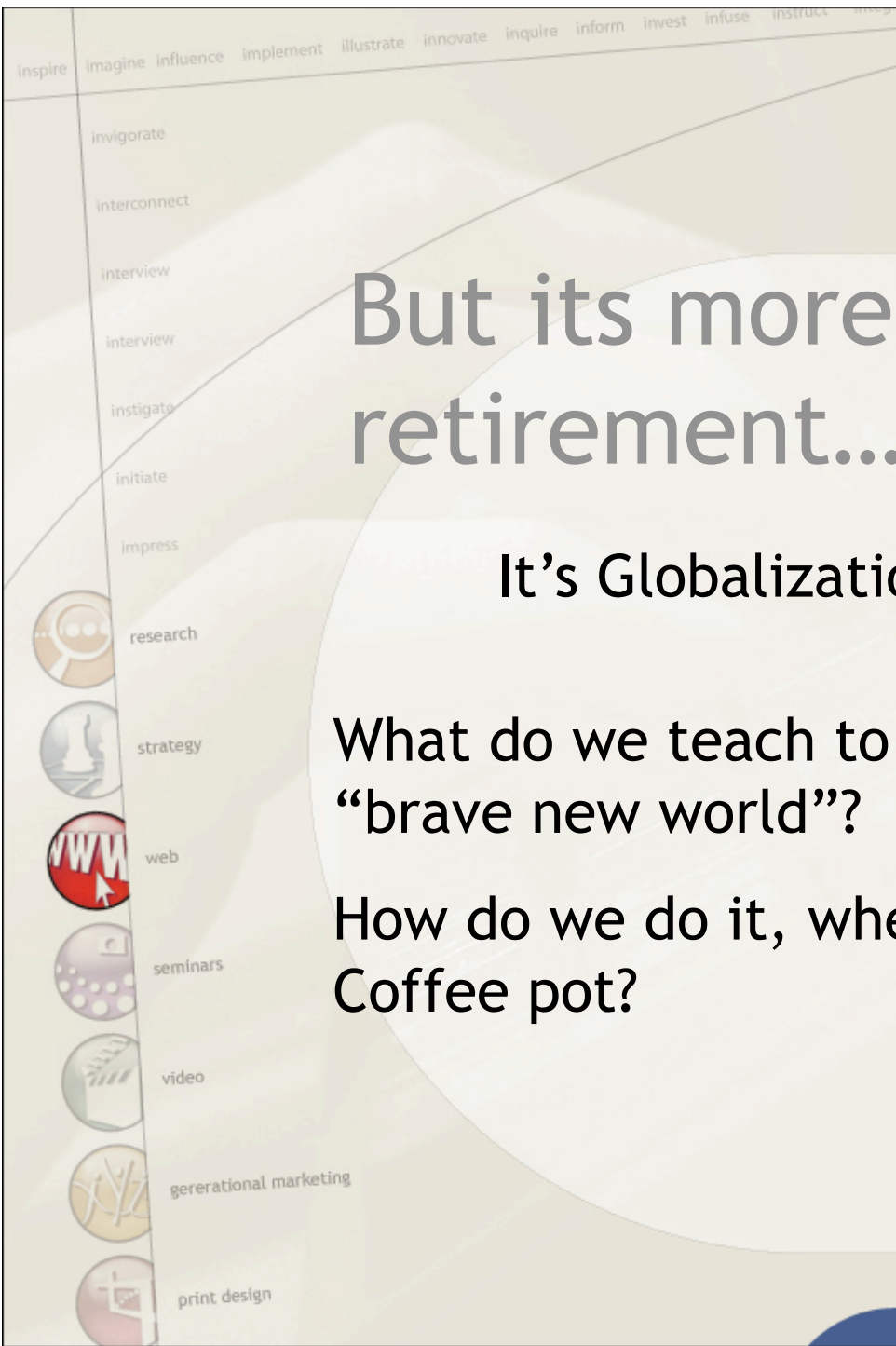


But its more than just  
retirement...and succession

It's Globalization<sup>2</sup>

What do we teach to prepare students for the  
“brave new world”?

How do we do it, when we can't even program the  
Coffee pot?



# Mindset List

Beloit College - Wisconsin

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# Born After 1989...

- They have never “Rolled down” a car window
- Katie Couric has always had screen credibility
- Stadiums have always had corporate names
- Thongs no longer come in pairs and slide between the toes
- Being a latchkey kid has never been a big deal.
- Thanks to Facebook, autobiography happens in real time
- Virtual reality has always been available
- The space program has been mostly disasters
- Most of them have had avatars

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

interact

# What it Feels Like



- invigorate
- interconnect
- interview
- interview
- instigate
- initiate
- impress
- research
- strategy
- web
- seminars
- video
- generational marketing
- print design

interact

And it Fools us... We think  
we can “manage” it

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



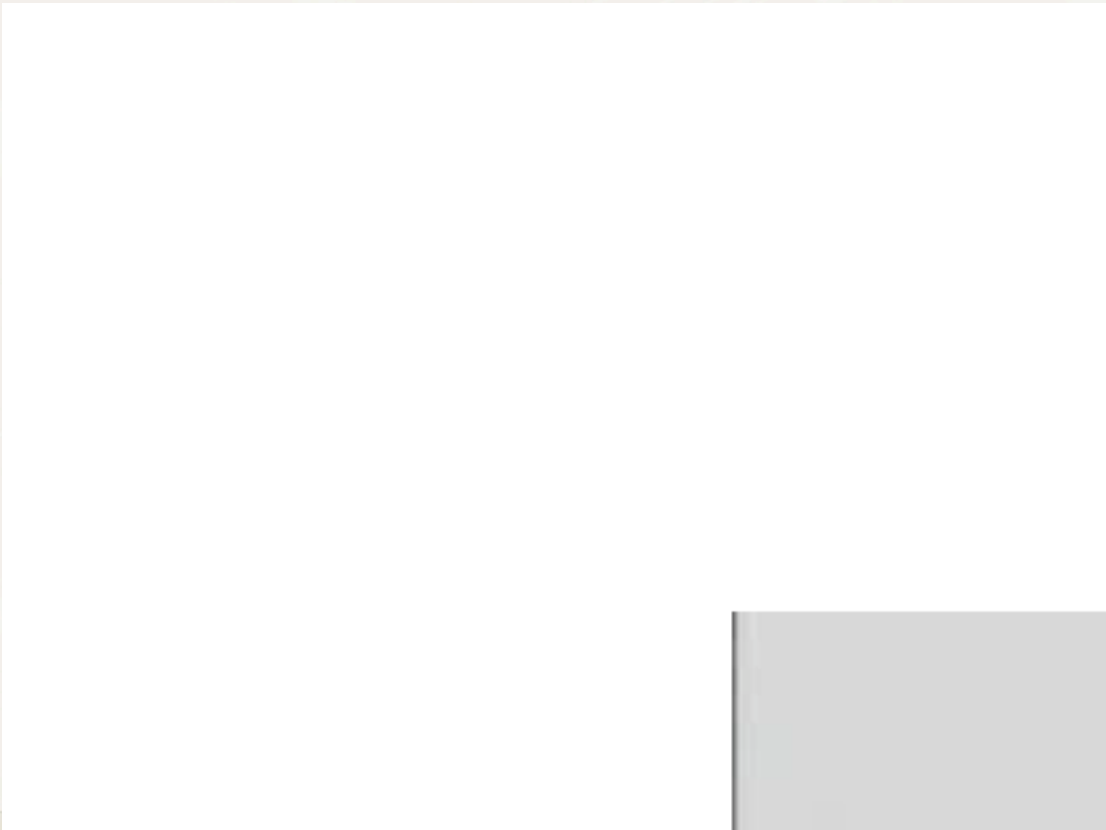
video



generational marketing



print design



# Part Two

# Who's Who

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# The Generations

<b>Traditionalists</b> <b>&gt;62</b>	<b>Born 1925-1945</b> <b>75 Million</b>
<b>Baby Boomers</b> <b>42-62</b>	<b>Born 1946-1964</b> <b>80 Million</b>
<b>Generation X</b> <b>29 - 41</b>	<b>Born 1965-1980</b> <b>46 Million</b>
<b>Gen Y</b> <b>&lt;29</b>	<b>Born 1980-2002</b> <b>76 Million</b>

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

interact

# Baby Boomers



research



strategy



web



seminars



video



generational marketing



print design

# Boomers

Ages 42 - 61

Senior Management & Staff

Older Returning Students

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# Boomers

Ages 42 - 61

Senior Management & Staff

Older Returning Students

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# Boomers

Ages 42 - 61

Senior Management & Staff

Older Returning Students

Parents of Gen Y

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# What Shaped Them

Vietnam War

Civil Rights & Women's Rights Movements

Television

The Rebel Mentality

***The World is Not Safe***

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# What They Experienced

## **Boomer**

Rock and Roll  
Television  
Protests/Riots  
Space Exploration  
Vietnam War/Hippies  
Racial Divides  
Sexual Revolution  
Yuppies  
New Definition of 50

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

interact

# The ONE Thing They Know

We “Gotta “ Change The World

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# Their Approach

Compete and Stand Out

Question Authority

Make a Difference

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

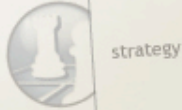
instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# The Climate They Create

Boomer:

Andy Hardy

Superman

You had better be working as  
hard as I do

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# Conflict Style

Go to the Source

There is no problem in the world that I can't muddle in

Do Something.... But do it now (Mud on the Wall Syndrome)

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# Management Style

Pushing, Always Pushing

What Does it Take to Succeed?

Lead, Follow, or Get out of the Way

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

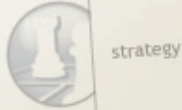
instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# How to Make them Mad... Fast

Not Offer to Help

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

interact

# We're going to Fix Everything

invigorate  
interconnect  
interview  
interview  
instigate  
initiate  
impress

 research

 strategy

 web

 seminars

 video

 generational marketing

 print design



AdCRITIC.COM

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

interact

# But We're Tired



- invigorate
- interconnect
- interview
- interview
- instigate
- initiate
- impress
- research
- strategy
- web
- seminars
- video
- generational marketing
- print design

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

interact

# But Still Rebels...

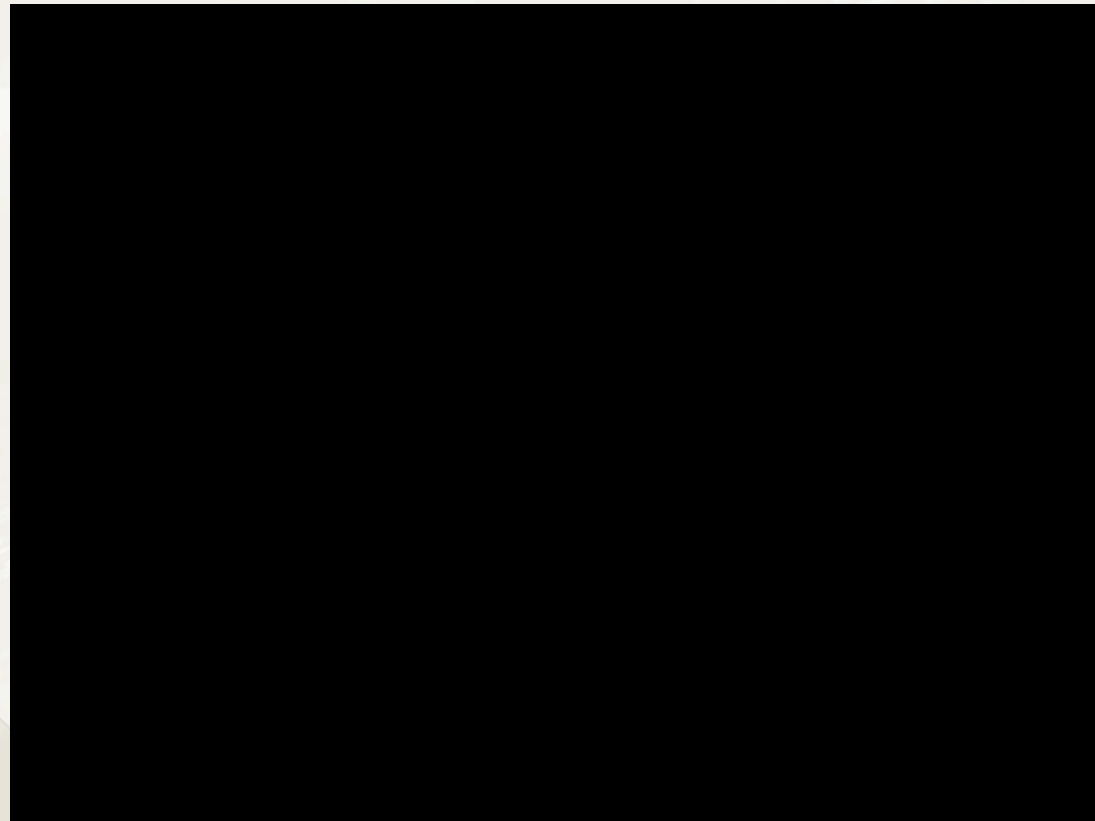
invigorate  
interconnect  
interview  
interview  
instigate  
initiate  
impress

- research
- strategy
- web
- seminars
- video
- generational marketing
- print design



interact

# Who Root For the Underdog.



inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# What They Respond To

## Boomer

Iconic Authority -Heroes  
The things that are earned  
Comfort

“I’ve earned luxury”

Anti-Aging

Cues of Achievement & Status

Perks

Pacing of workload

Change the World

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

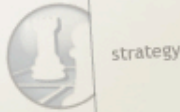
instigate

initiate

impress



research



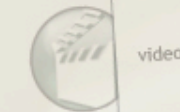
strategy



web



seminars



video



generational marketing



print design

# Boomer Iconic Sayings

“I Made a Difference”

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate  
interconnect  
interview  
interview  
instigate  
initiate  
impress



research  
strategy  
web  
seminars  
video  
generational marketing  
print design

# Gen X



inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# Gen X

Ages 29 - 41

Senior Management & Staff

Non- Traditional Students

Parents of Gen Y

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# What Shaped Them

Chernobyl

Lockerby

Cable, Digital, Fax, Pagers, Palm Pilots

*My Family is Not Safe*

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# What They Experienced

## Gen X

Disappointed Children of Divorce

Driven to Independence

AIDS Era Maturity

Crack/Gangs/

Violence

Downsized Parents

Stay-at-home Dads

Information Explosion

Latch-Key Kids

# The ONE Thing They Know

**We “Gotta” Take Care Of #1**

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# Conflict Style

Anticipate my needs or I Will leave  
(and I may leave anyway...)

If you can't give me money, at least  
leave me alone.

Vote with my Feet

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# The Climate

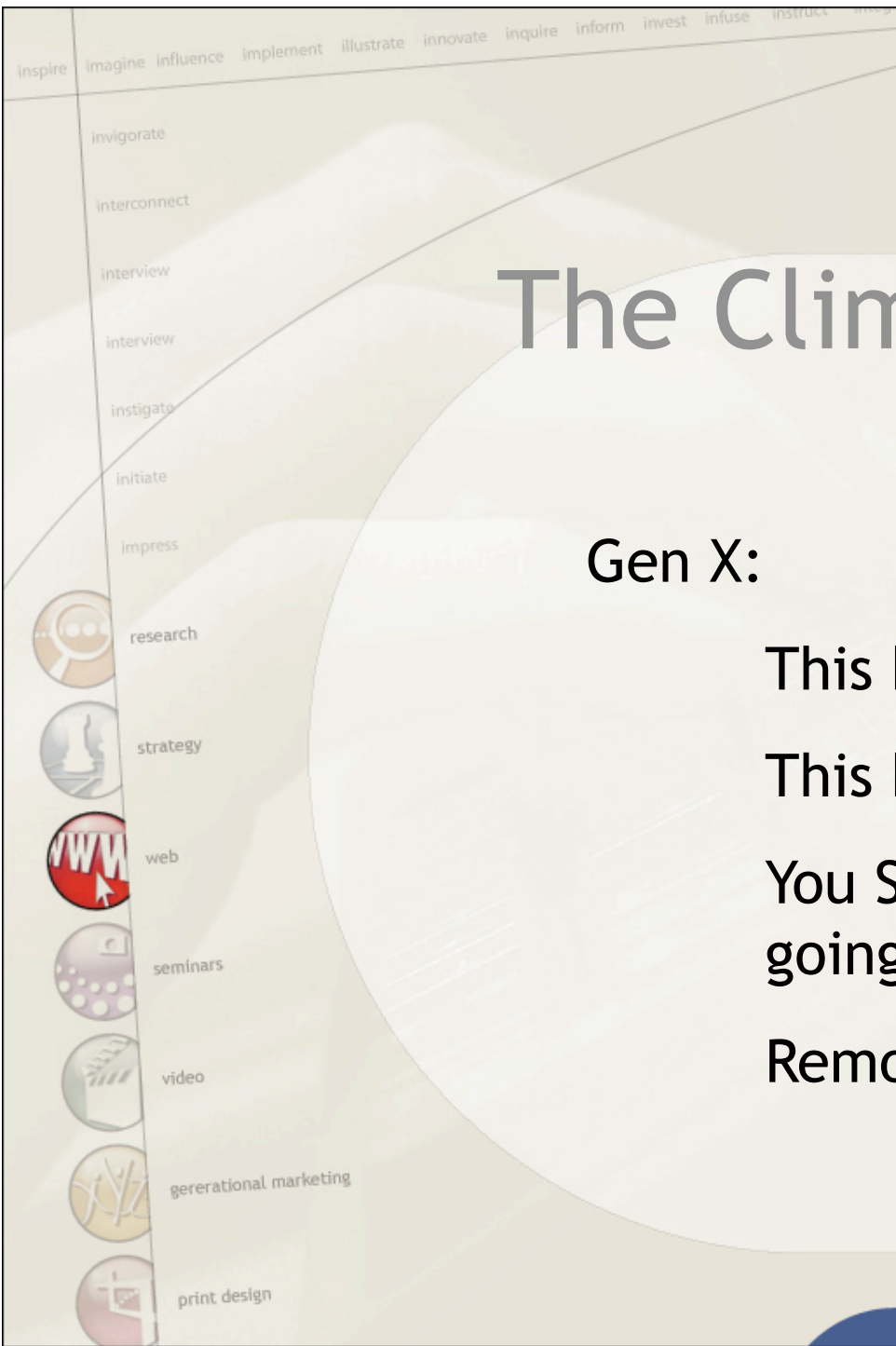
Gen X:

This had better be useful

This had better work

You Save the World, I'm  
going to my kid's soccer game

Removed from full engagement



interact

# How to Make them Mad... Fast

Ignore them or not anticipate their needs

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

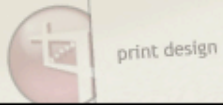
interview

interview

instigate

initiate

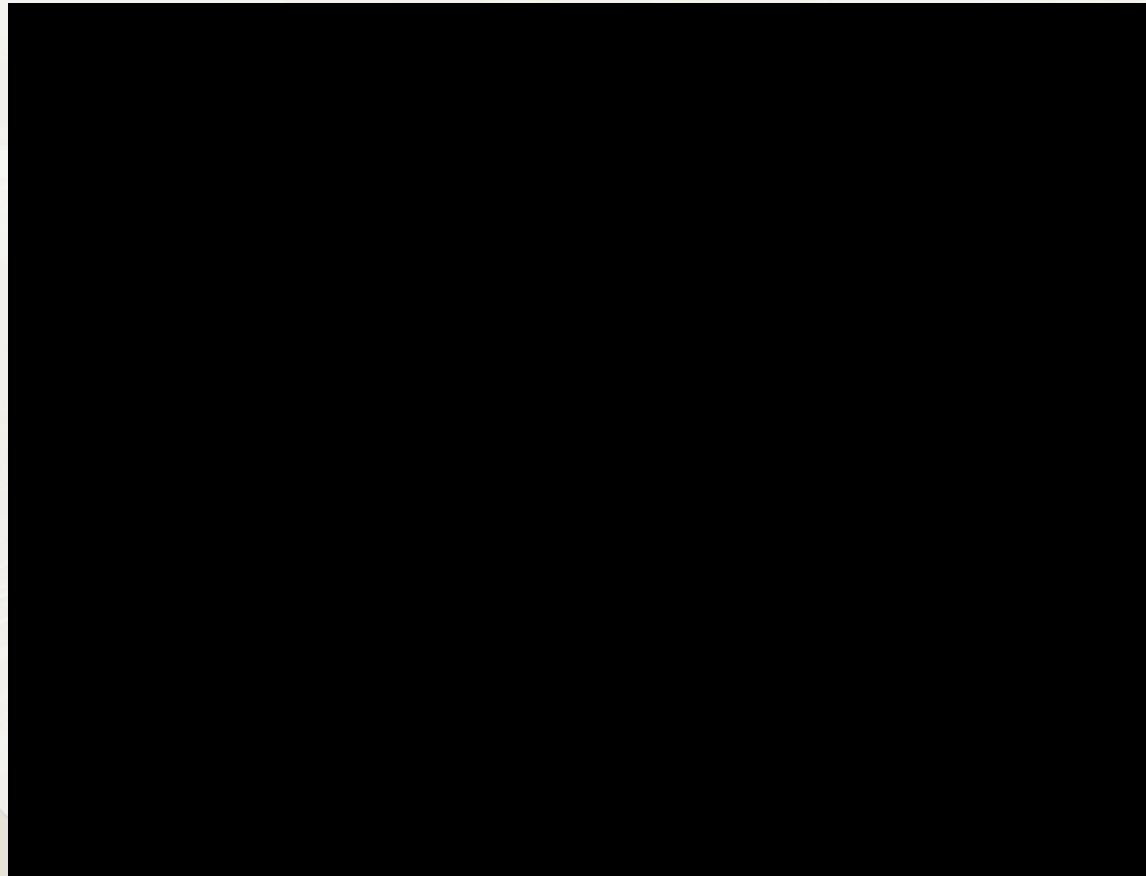
impress



inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

interact

They “know” we will hose  
them... usually to teach them a lesson



invigorate  
interconnect  
interview  
interview  
instigate  
initiate  
impress



research



strategy



web



seminars



video

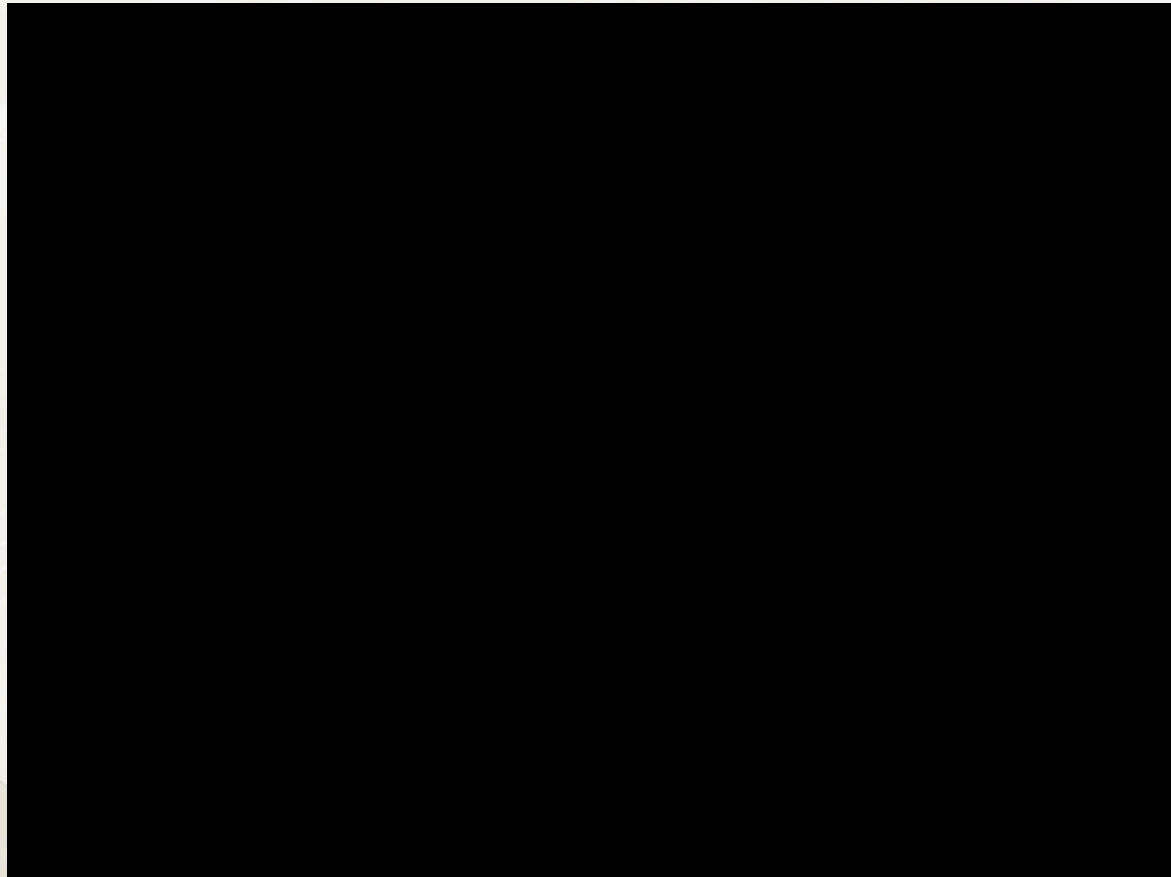


generational marketing



print design

9 - 5 is TORTURE



inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate  
interconnect  
interview  
interview  
instigate  
initiate  
impress



research



strategy



web



seminars



video



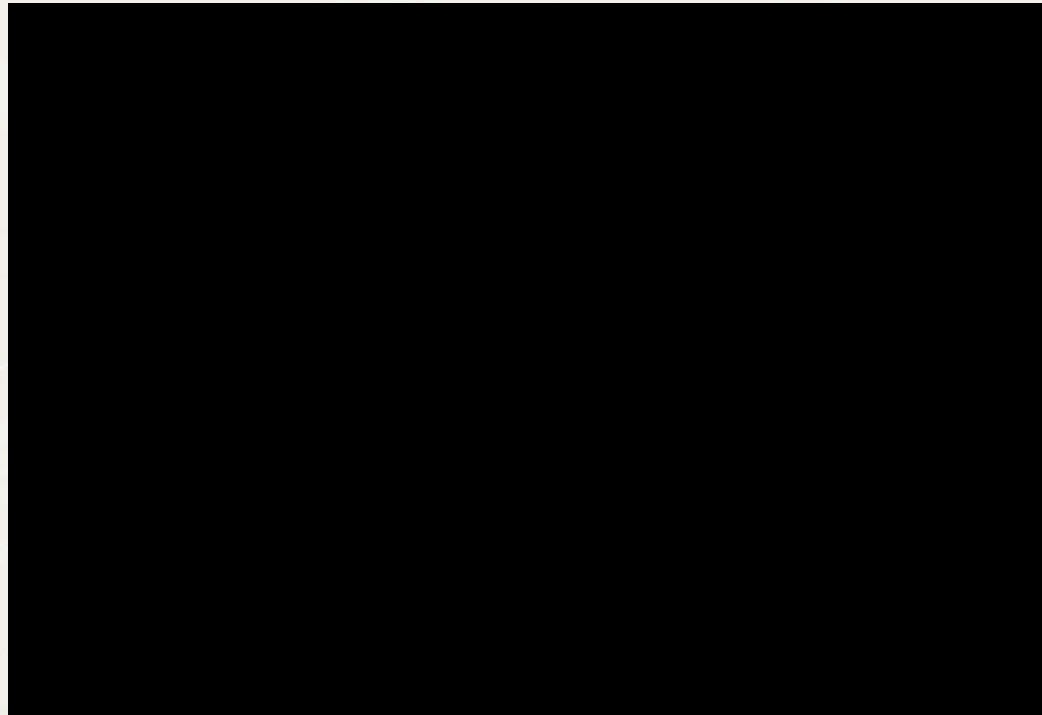
generational marketing



print design

interact

# They Know Why They Work (and go to school)



inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



# They expect misunderstandings



inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate  
interconnect  
interview  
interview  
instigate  
initiate  
impress



research



strategy



web



seminars



video



generational marketing



print design

interact

They know you are trying to cheat them



inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



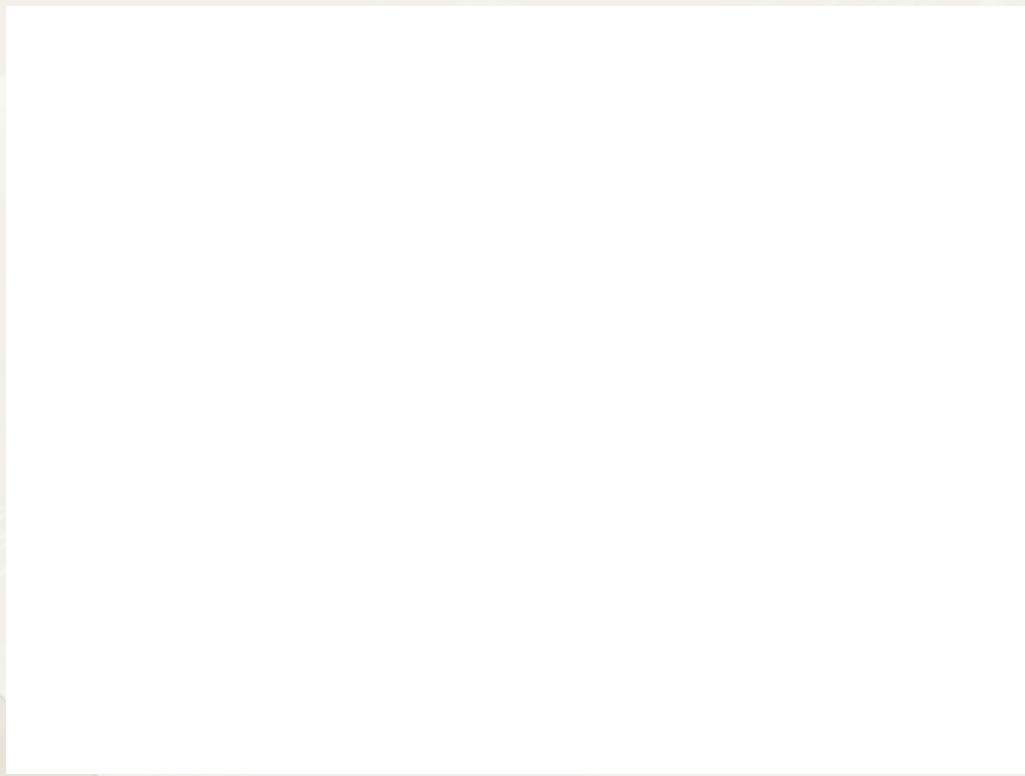
generational marketing



print design

# Willing to Do What It

# Takes... To get their way



inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

inter

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# What They Respond To

## Gen X

Themselves reflected in the messages

Fierce sarcasm/Imagination/Creativity

Luxury

Stupid/Smart Messages

Function AND Style

Their Children.... But Not Mushy

Accomplish the work your own way

Flexibility

In charge of you workload

Rules, We don't need not stinking rule

Autonomy

# Gen X

## Iconic Sayings

“Show Me the Money”

“So Not Worth It”

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# Gen Y/ Millennials



inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate  
interconnect  
interview  
interview  
instigate  
initiate  
impress



research  
strategy  
web  
seminars  
video  
generational marketing  
print design

# Gen X

Ages 10 - 28

Entry Level and Wunderkins

Traditional Students

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

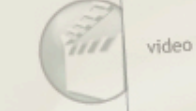
interview

interview

instigate

initiate

impress



# What Is Shaping Them

Columbine/Virginia Tech/ Illinois

9/11

The Internet

*I am Not Safe*

# What They Experienced

## Gen Y

Electronic Games and Pets

Understand Multi-layered information

Brought up in the era of Brands

Unity

Optimistic

Reared in the era of Psychology

Birth of the Future

Recycling

They are Loved

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

interact

# The ONE Thing They Know

We “Gotta” Stick Together

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# Conflict Style

I don't like conflict, let's work together

What Does it Take to Make It Work?

You help me. I'll help You.

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



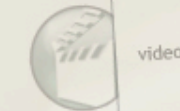
strategy



web



seminars



video



generational marketing



print design

# The Climate

## Gen Y:

We are all working equally hard

It's Not About Time... It's About Task

It's Not about Competition...It's about fun

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

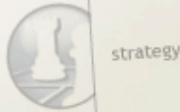
instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

interact

# My Parents are Heroes... They Clear the way



research



strategy



web



seminars



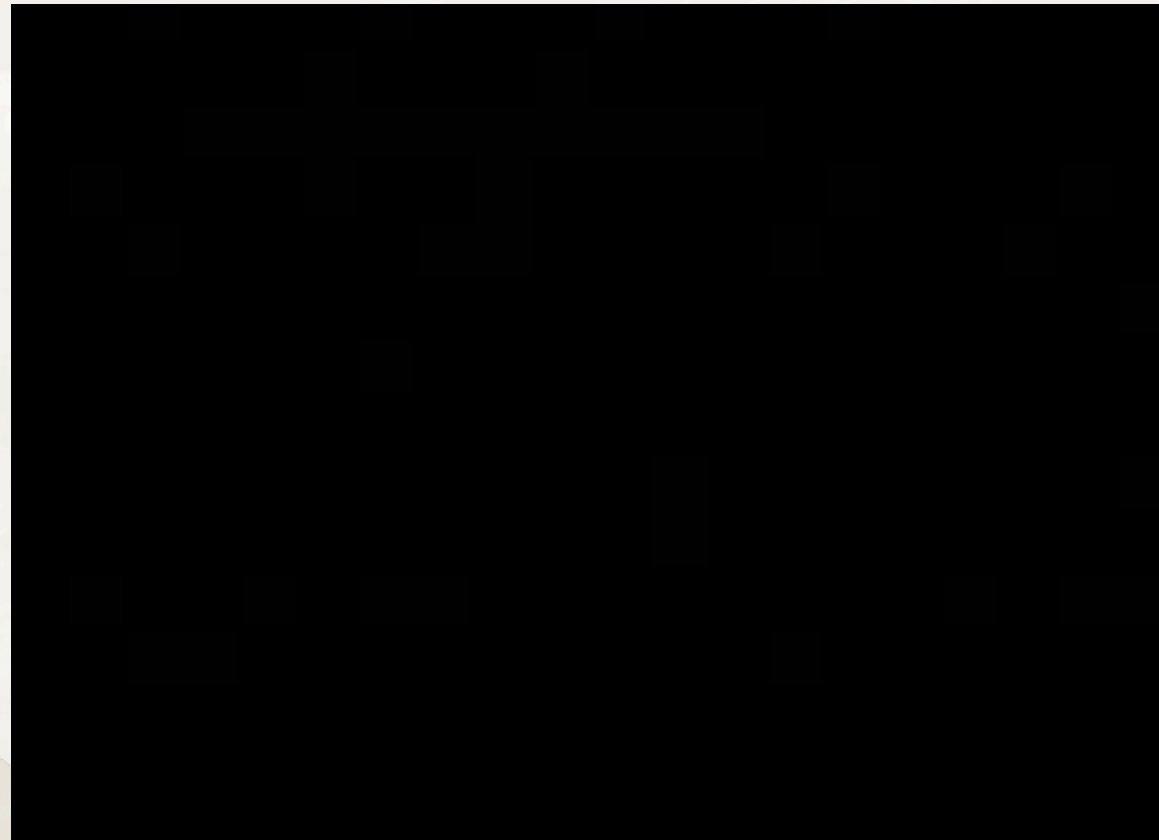
video



generational marketing



print design



# How to Make them Mad... Fast

Not Answer Quickly... or imply they don't know how the world works

Try to dictate...when.

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

Like..

Favored Work Style...asynchronously

8 - 5 - HATED

40% say they don't want to work in a workplace

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# And Yet.. Harvard predicts

They will be the Best, Most-Flexible,  
Highest Maintenance Workforce, ever

The WOW Factor

Diversity (Teams)

Change is interesting

Self-Directed Learning as Fun

See the System

Bottom-Line

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing

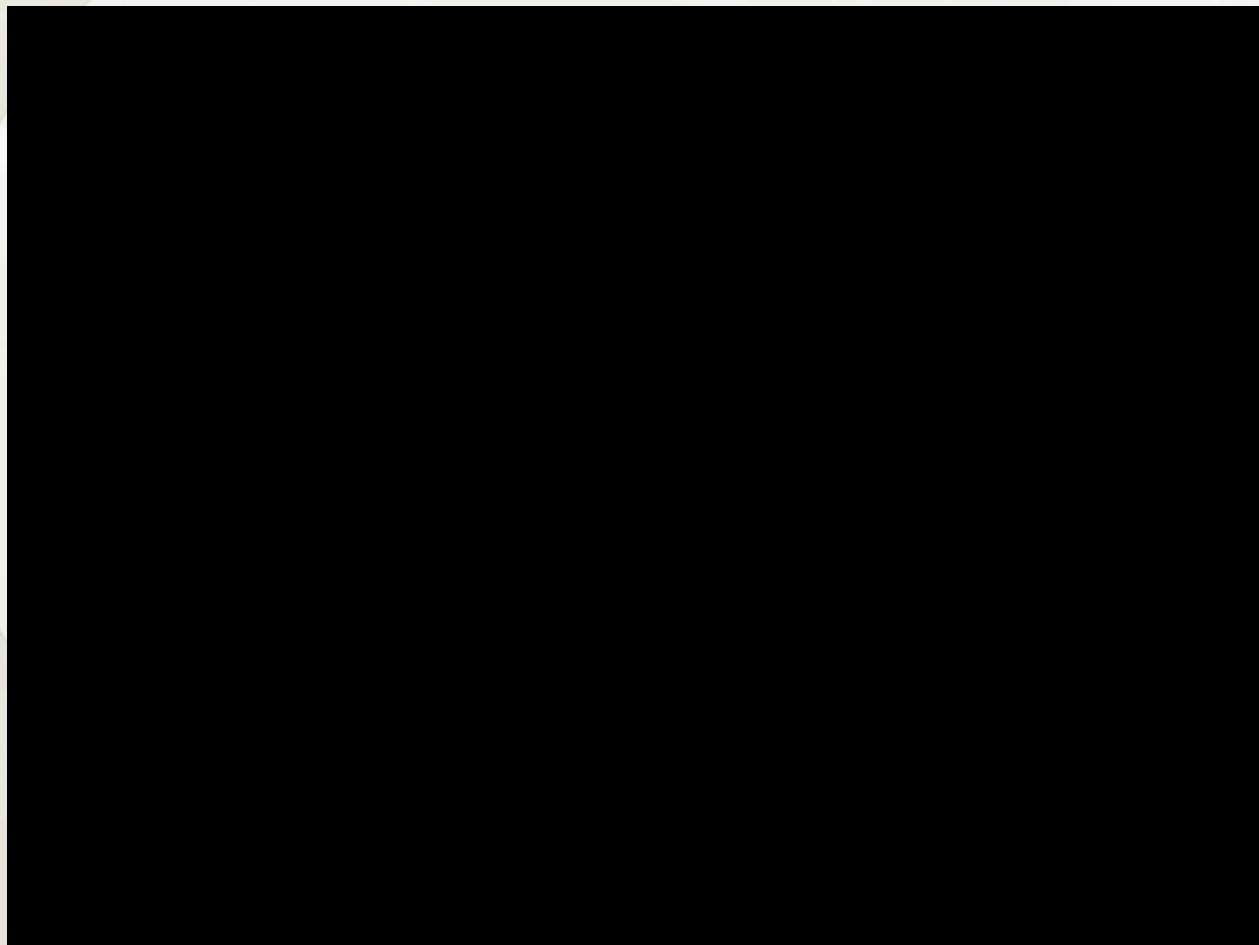


print design

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

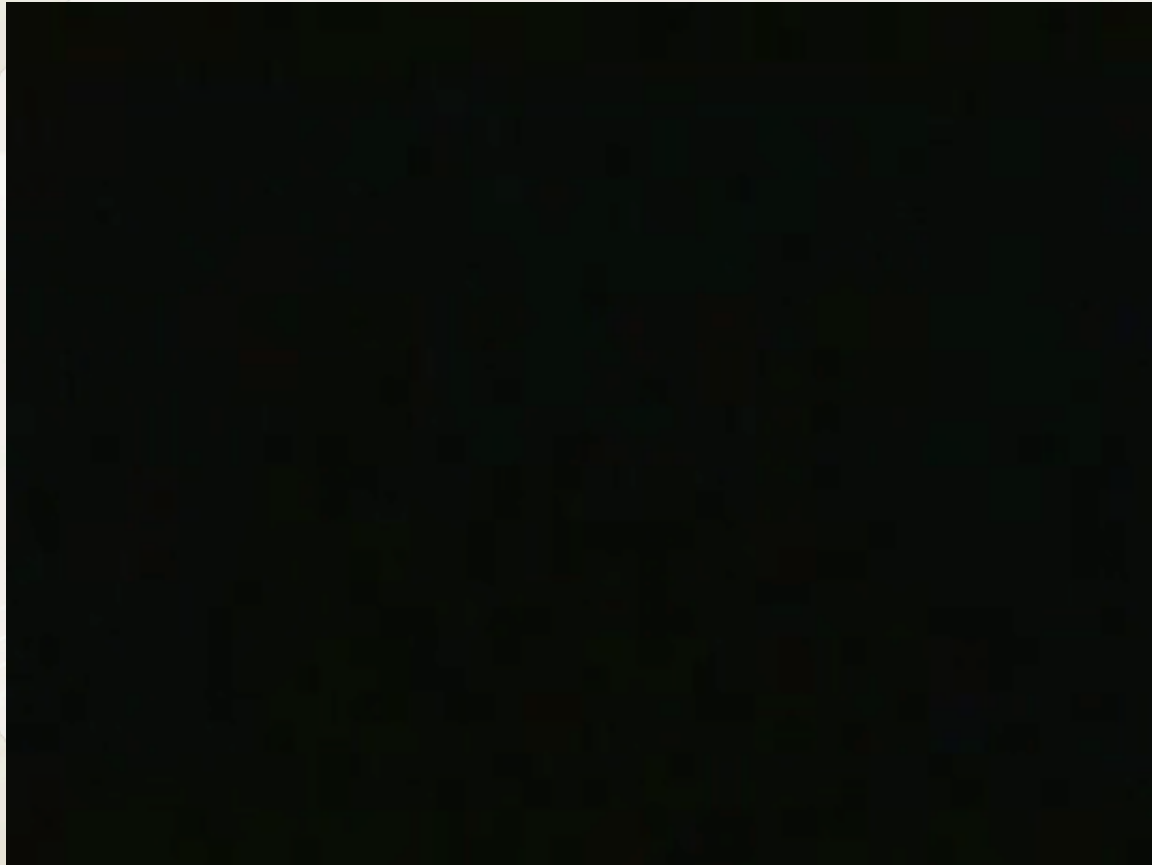
interact

# Don't Judge Us By Our Age



- invigorate
- interconnect
- interview
- interview
- instigate
- initiate
- impress
- research
- strategy
- web
- seminars
- video
- generational marketing
- print design

# You “SO” Don’t Get It



inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

interact

# Our Life is a Movie

invigorate  
interconnect  
interview  
interview  
instigate  
initiate  
impress



research



strategy



web



seminars



video



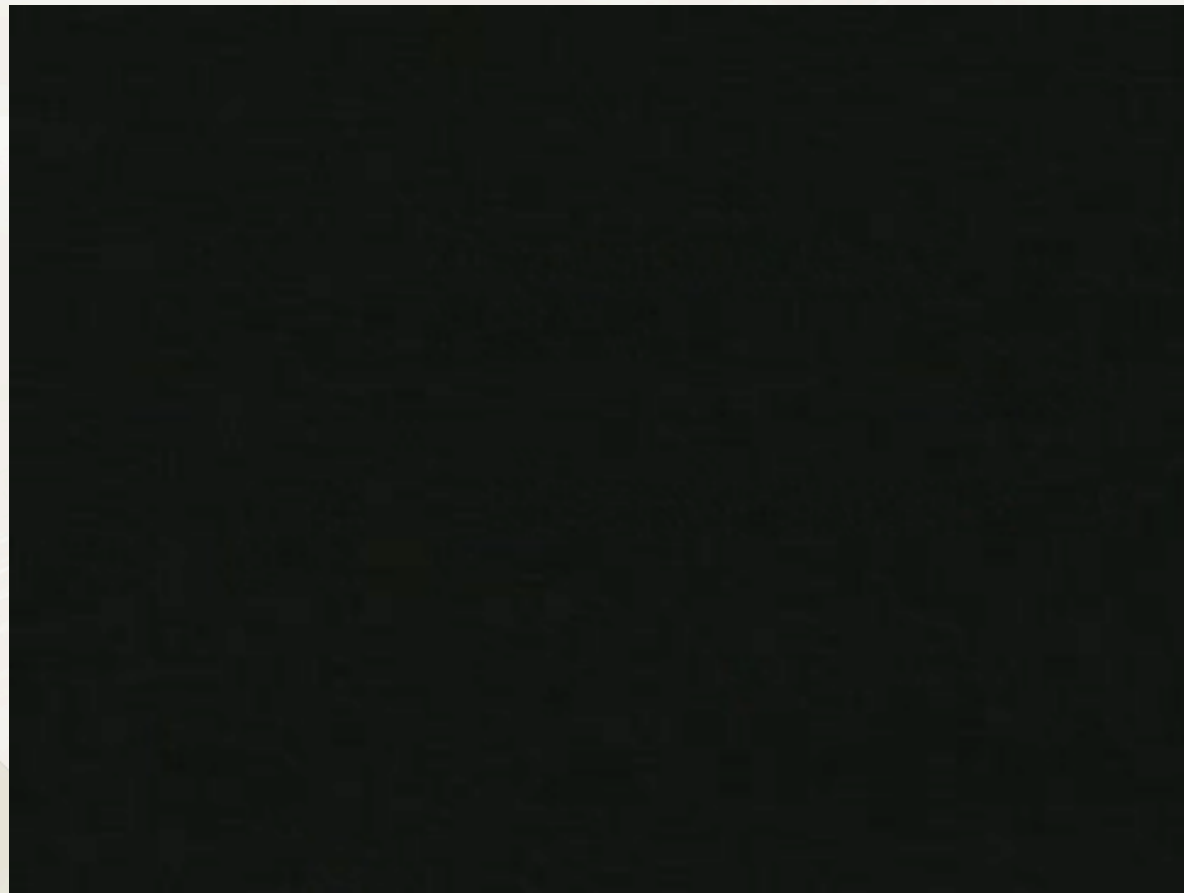
generational marketing



print design



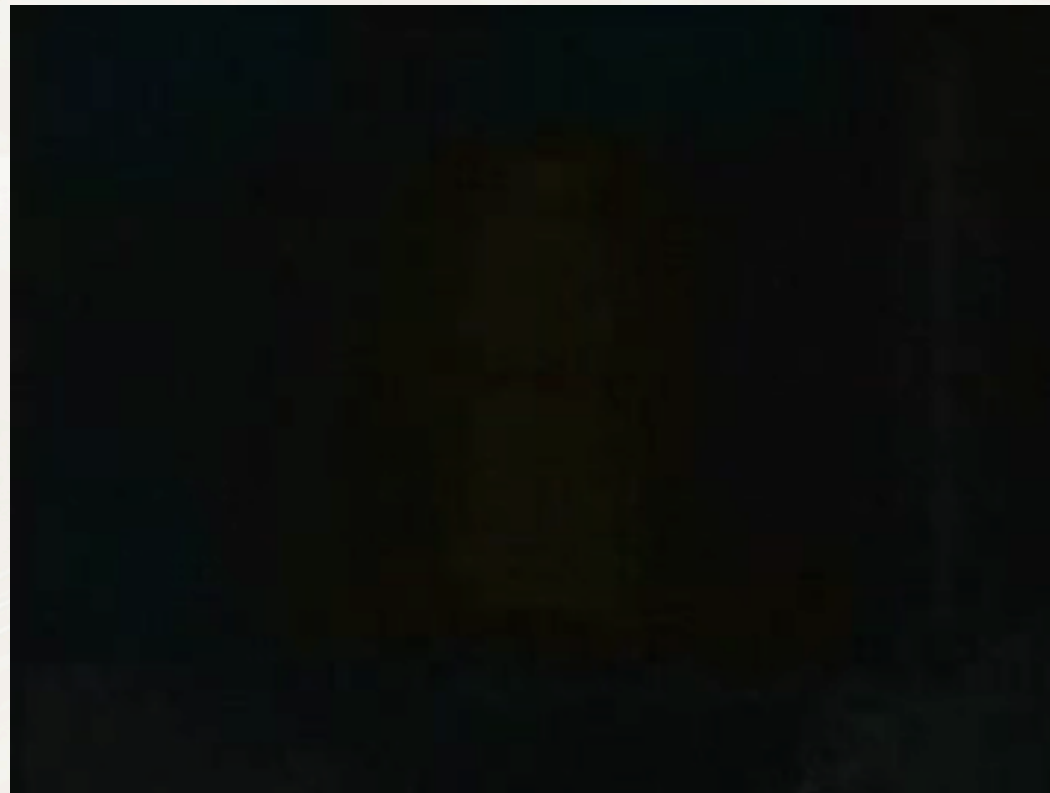
# Our Friends/Family Are Our Eternal Audience



- research
- strategy
- web
- seminars
- video
- generational marketing
- print design

interact

# Gritty but Optimistic



inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# They Have Something We Never Imagined

## Hyperlife:

life characterized by 24/7/365  
multimedia connectivity and  
increasing varieties of tech toys and  
tools.

Gen Y was born there and lives there.

# They Write Their Autobiography online

interact

**facebook** Profile edit Friends Networks Inbox

Search

**Applications** edit

- Photos
- Groups
- Events
- Marketplace
- Free Gifts
- Top Friends
- Moods

**Pam Otto**  
is in California being a Quasi-  
Updated about a minute ago edit

Networks: None  
Sex: Female  
Relationship Status: Married  
Birthday: October  
Hometown: Far Far  
Political Views: Very Lib

▶ Mini-Feed  
▶ Information  
▶ Education and Work  
▶ Top Friends  
▼ Moods  
Displaying 1 of 1 moods.

View Photos of Me (12)  
Send Pam a Free Gift

I am online now.

▼ Friends  
11 friends. See All

Kari Gabriel, Jerry Oberstadt, Tyler Halverson, Lindsey Rommel, Darryl Rhyme, Cody Lightfuss

**verizon** Unlimited Calling.  
Anyone in the U.S. One flat rate.  
Just \$99.99 monthly access\*  
\*ACTIVATION, TAXES & OTHER CHARGES APPLY

**facebook** Profile edit Friends Networks Inbox

Search

**Applications** edit

- Photos
- Groups
- Events
- Marketplace
- Free Gifts
- Top Friends
- Moods

**Ginny Otto**  
is soooooo sweepy.  
Updated 14 hours ago

Networks: West Salem High '08  
Sex: Female  
Relationship Status: In a Relationship with Miles Oberstadt (New London Senior High School)  
Birthday: January 28, 1990  
Political Views: Liberal

▶ Mini-Feed  
▼ Information

**Contact Info**  
Emails: ginny@interactcom.com, ginnyshungry@gmail.com, tepocora  
AIM: tepocora  
Mobile: 608.790.4469

**Personal Info**  
Interests: Traveling, Singing, Artsy stuff: collages, drawing, painting (please not clay though), Theater: Acting, Dancing, Show choir, Singing, props, backstage work, Converting people to the Mac way of life, Public Speaking, Friends and Miles <3  
Favorite Movies: Across the Universe, The Princess Bride, Kiki's Delivery Service, The Little Mermaid, Lord of the Rings Trilogy, Star Wars Trilogy(4-6), Twelfth Night, Young Frankenstein, Hello Dolly, Airplane!, A chorus line  
Favorite Quotes: "Having a Positive attitude may not always help but it will annoy enough people that it will be worth the effort"  
--Anonymous  
"my nose itches...i need a drink"  
--Julia

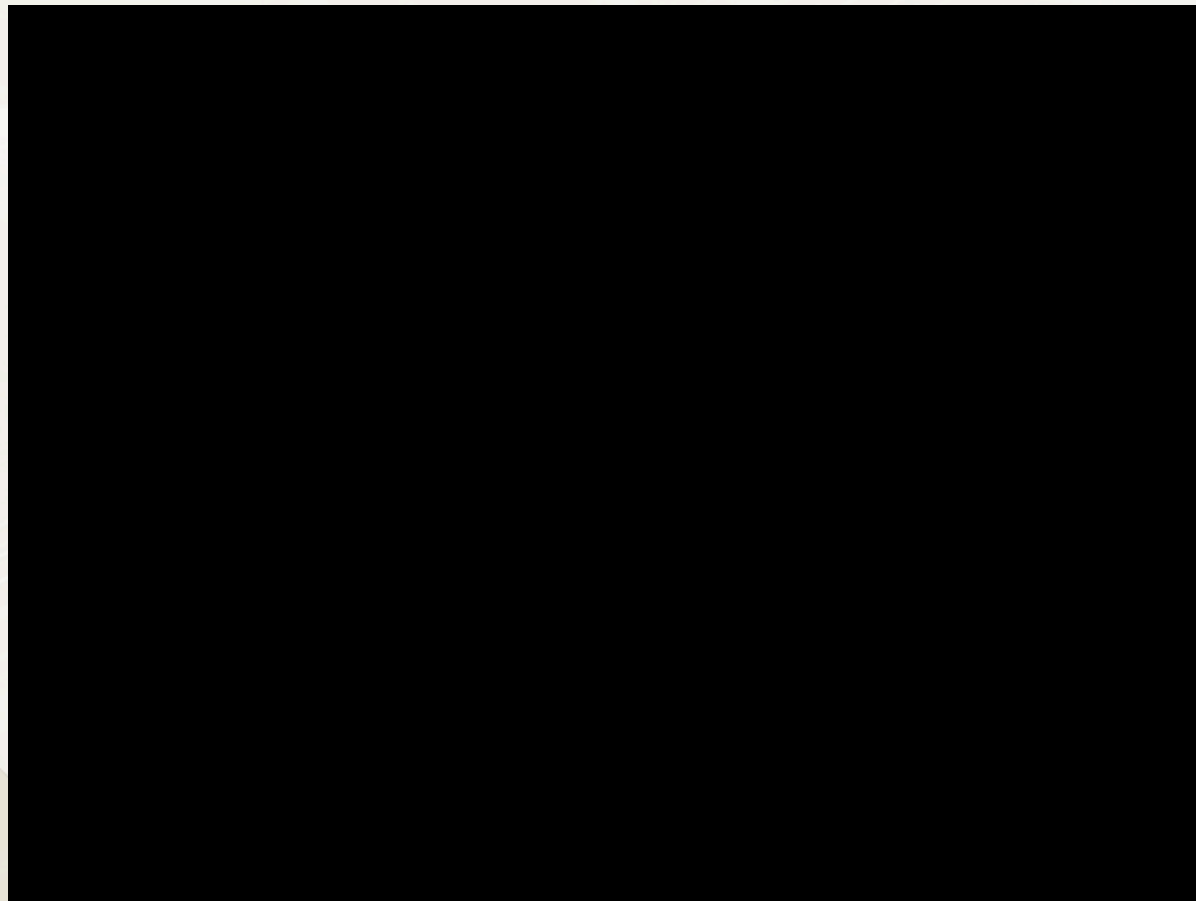
American Apparel

View Photos of Ginny (416)  
Send Ginny a Gift  
Send Ginny a Free Gift  
Who calls you a Top Friend  
Send Ginny a Message  
Poke Her!

▼ Mutual Friends  
9 friends in common. See All

In real time.

# They May Not Write... But They Do Everything Else



inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

# What They Respond To

## Gen Y

New Ideas

Friends (The Herd)

Multi-sensory experiences

Messages that acknowledge they are smart

Fun/Learning

Parents as Heroes

Interesting People

Sense of Community

You will have fun

You will have choices

Meaningful work

Self-Directed Learning

# Gen Y

## Iconic Sayings

**“Been There. Done That.  
Got the T-Shirt”**

**“Whatever”**

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

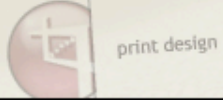
interview

interview

instigate

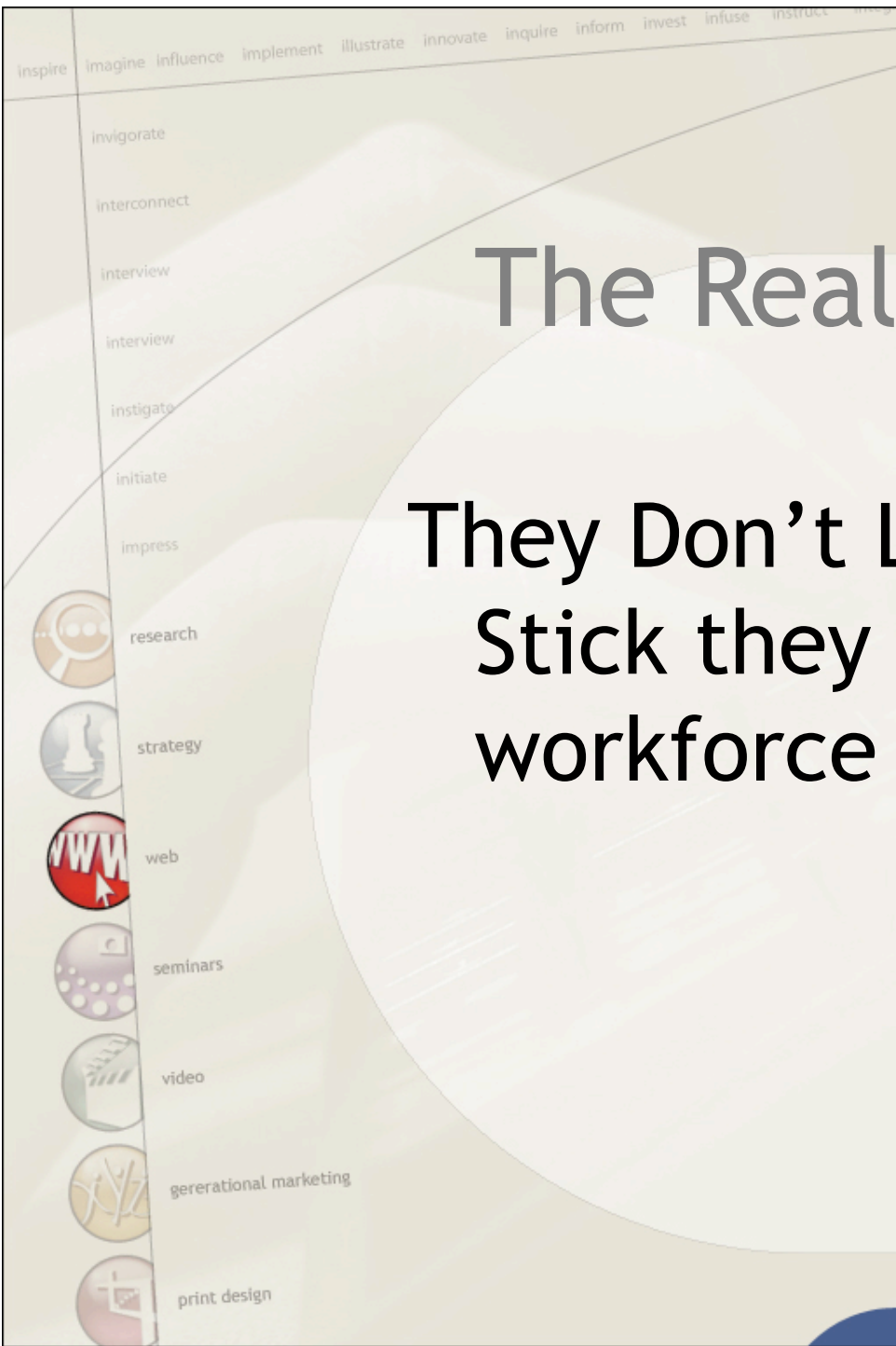
initiate

impress



# The Real Issue

**They Don't Learn, Play or Stick they way 50% of the workforce does...**

A vertical navigation menu is located on the left side of the slide. It consists of a series of circular icons, each with a corresponding text label to its right. The labels, from top to bottom, are: 'research', 'strategy', 'web', 'seminars', 'video', 'generational marketing', and 'print design'. The 'web' icon is highlighted with a red background and a white mouse cursor arrow. Above the icons, a horizontal bar contains a series of small, light-colored text labels: 'inspire', 'imagine', 'influence', 'implement', 'illustrate', 'innovate', 'inquire', 'inform', 'invest', 'infuse', and 'instruct'. The background of the slide features a large, faint, stylized graphic of a hand holding a pen, with a large white circle overlaid on it.

# Core Approach to Life

	Values	Relationships	Balance
<b>Traditionals</b>	Patriotic Loyal	Personal Sacrifice	What's Balance
<b>Boomers</b>	Idealistic Competitive	Personal Gratification	Teeter-Totter
<b>Gen X</b>	Skeptical Resourceful	Reluctant to commit	Want Balance Now
<b>Gen Y</b>	Optimistic Wired	Inclusive	Need Flexibility to Create It

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate  
interconnect  
interview  
interview  
instigate  
initiate  
impress



research  
strategy  
web  
seminars  
video  
generational marketing  
print design

# Core Approach to Input

	<b>View of Feedback</b>	<b>View of Leadership</b>	<b>View of Authority</b>
<b>Traditionals</b>	No News is good news	Hierarchy	Respectful
<b>Boomers</b>	Once a year with Documentation	Consensus	Love/Hate
<b>Gen X</b>	Interrupts and Asks How They are Doing	Competence	Unimpressed/ Unintimidated
<b>Gen Y</b>	Wants instant feedback	Pulling Together	Polite

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress

research

strategy

web

seminars

video

generational marketing

print design

# Key Indicators That Nothing Will Be the Same

	Gen Y	Gen X	Boomers
<b>Tying to Cope with Feelings of Burnout</b>	47%	43%	28%
<b>My Self-Image Comes From Work</b>	37%	48%	59%
<b>I Care About The Fate of the Organization</b>	47%	55%	64%

## What Next

Recreate the Work Environment ....  
Or be ready to die in the saddle

Start Looking at Results not Time...  
Or be prepared to be alone

Start realizing that Virtual is Reality, and  
Come on Down

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

invigorate

interconnect

interview

interview

instigate

initiate

impress



research



strategy



web



seminars



video



generational marketing



print design

## This is Truth

Neither Gen X or Y will be like Boomers when they grow up... (and its probably a good thing)

What we consider “critical” skills for the future may be equivalent to medieval English right now

Gen X and Y live in an async environment.. So kiss 8 to 5 and 10 to 2 Goodbye (and tell the faculty)

inspire imagine influence implement illustrate innovate inquire inform invest infuse instruct

**interact**

DOWNLOAD A PDF

[www.interactcom.com](http://www.interactcom.com)

Contact us:  
Erin Curtis

VP of Communications

[erin.curtis@interactcom.com](mailto:erin.curtis@interactcom.com)



research



strategy



web



seminars



video



generational marketing



print design