



# LEADERSHIP SCHOOL

Preparing Higher Education leaders to become the change makers of the university of tomorrow

## Understanding Millennial Mindset

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# WHO ARE THEY?

- Born between 1980-2000.
- 1/4 of the Planet Population.
- They have come on age in a time of rapid change.
- They cover a wide arc of demographics: the latter millennials are the first digital natives.



IMAGEN: REVISTA SUMMA



# THE «WE MORE NOW» GENERATION

- **WE** – They have a strong sense of community
- **MORE** – They want to get deeper and better behind the visible.
- **NOW** – They want their choices available as soon as possible.



# HOW ARE THEY?

## 1 Heavy mobile users

- They are social and like to be connected.
- The online landscape is their platform to reach the world.



IMAGEN: GECKOLABS



# HOW ARE THEY?

## 2. They multitask a lot

- Digital and physical life is fully connected.
- Second screen activity.
- Growing lack of attention





# HOW ARE THEY?

## 3. New property concept.

- They have embraced a lifestyle that wants access, not the burden of ownership.



**NETFLIX**





# HOW ARE THEY?

## 4. They are key contributors in a culture of shared knowledge

- When trying to learn/ develop a skill, they turn to the Internet first.

codecademy

coursera







# HOW ARE THEY?

## 5. Great affinity (and intimacy) with technology

- A high percentage of their daily interactions has some kind of tech gear involved.



IMAGEN: GEKOLABS



# HOW ARE THEY?

## 6. The pursue instant gratification.

- They value affordable and convenient the best.

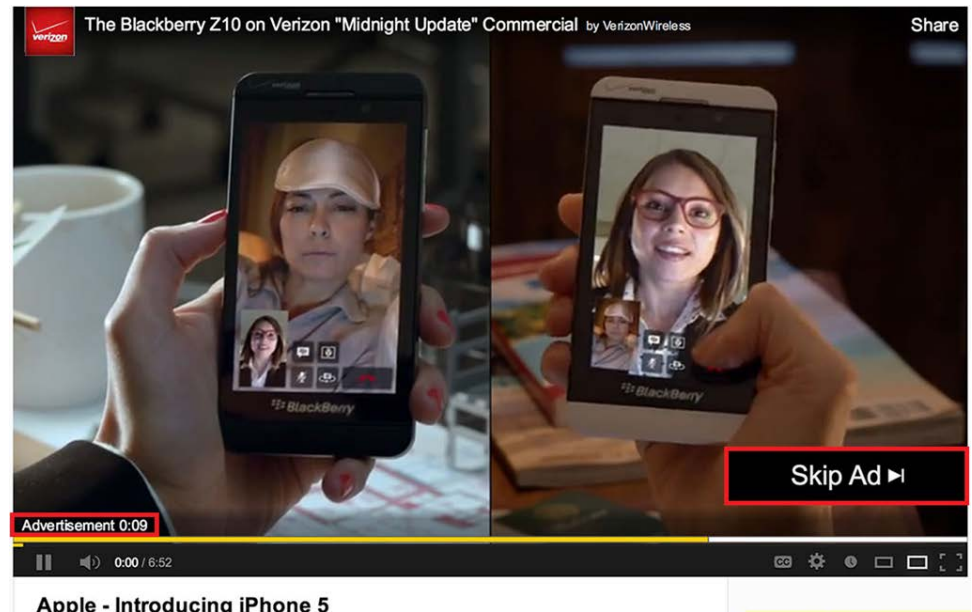




# HOW ARE THEY?

## 7. They don't like ads.. («sell» them wisely)

- Content marketing strategy (be meaningful and helpful).
- Engage with influencers.
- Speak their language.



Apple - Introducing iPhone 5



# HOW ARE THEY?

## 8. Very concerned about their digital self.

- «You are everything you share online».
- Every post, endorses.
- Personal brand has become part of their daily routine.





# HOW ARE THEY?

9. They don't believe in long term employment.

- Tough job market.
- Changing landscape.
- Entrepreneur admirers.





# DATA SOURCES

- The 2016 Deloitte Millennial Survey.
- Nielsen Global Generation Lifestyles (nov 2015).
- Nielsen Digital Transition Tracker Report (may 2015).



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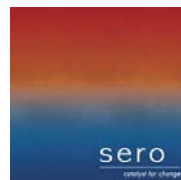


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