



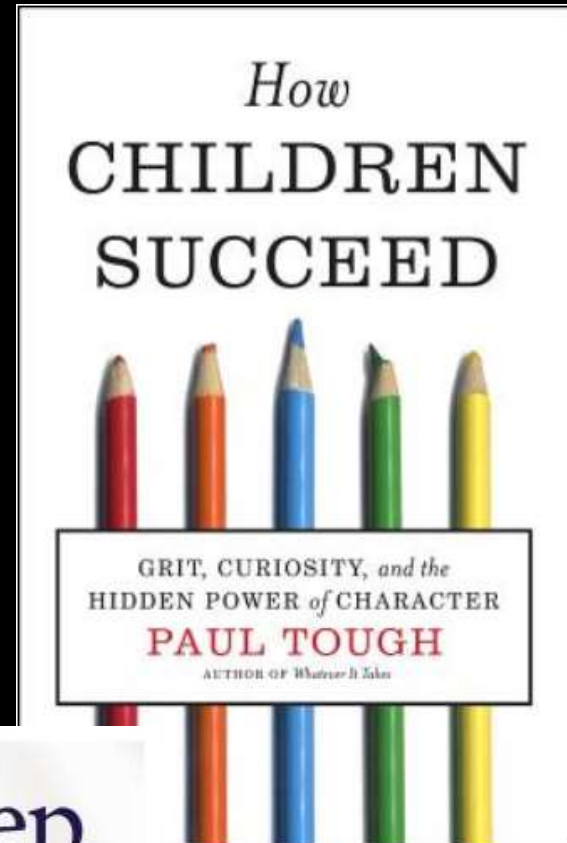
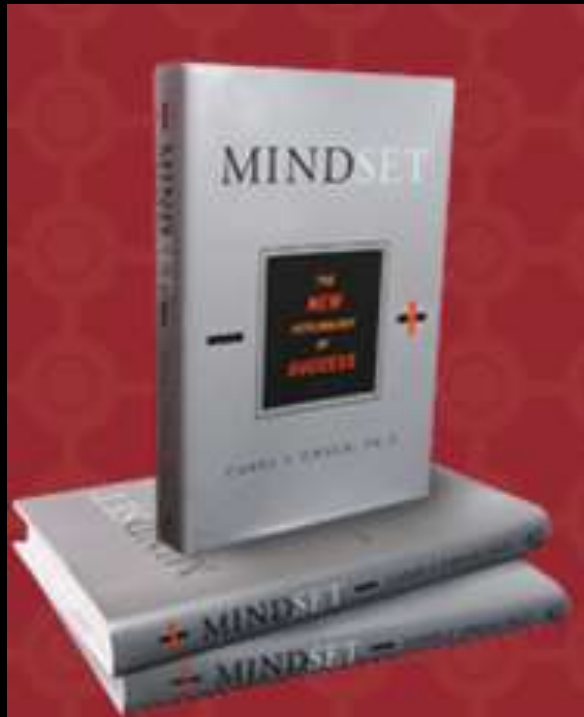
Catalyzing Conversations on the Workforce Generational Challenge and the Road Ahead

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Generational Swirl and Blend

- Gen X, Y & Z virtually always connected
- Gen Y 50% more likely to send IMs than GenX
- Gen Y & Z are major mobile; Gen X big-time adopters
- Broadband Ubiquity
- Mobile Device Ubiquity
- Social Network Ubiquity
- From Fixed Media to Search Engines to Answer Engines

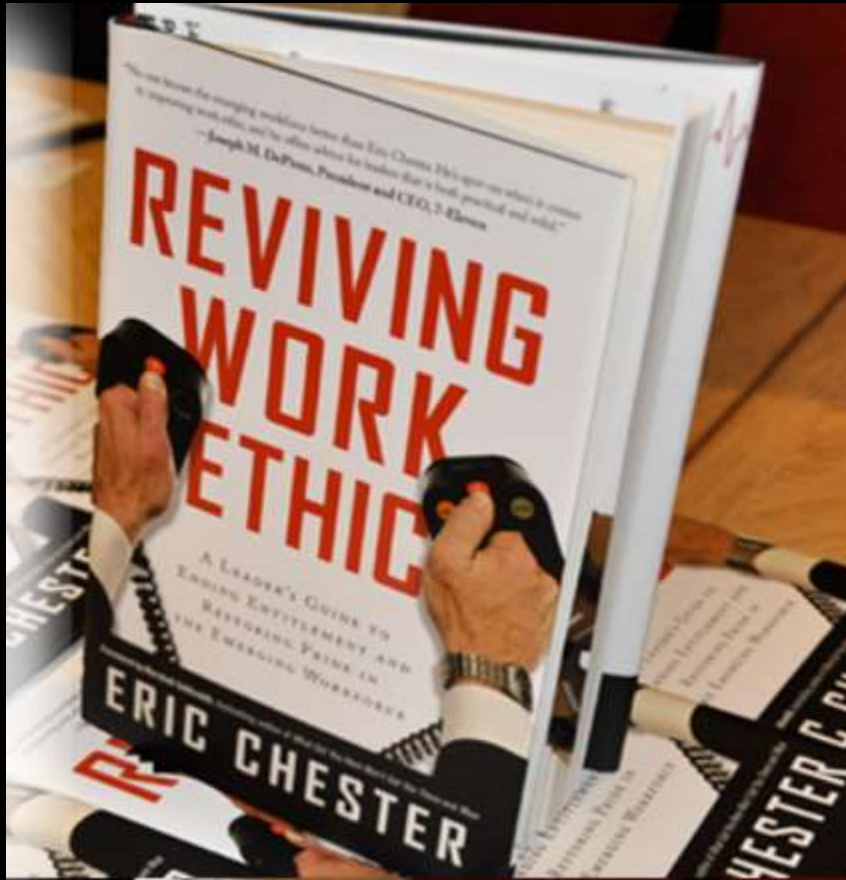
Ways: Mindset & Tenacity



Texas Two-Step.
1. Work Hard 2. Succeed

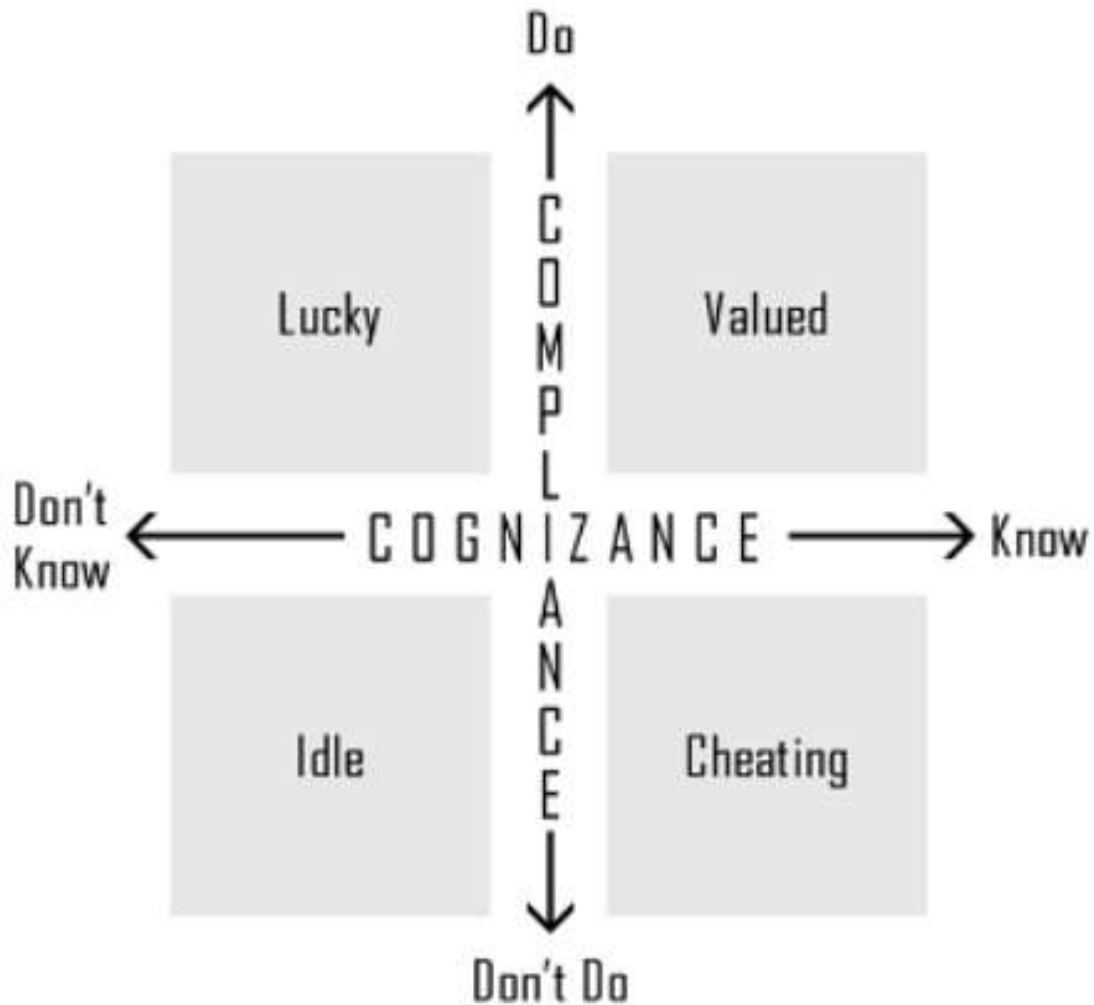
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Ways: Work Ethic



- **Positivity**
- **Reliability**
- **Professionalism**
- **Initiative**
- **Respect**
- **Integrity**
- **Gratitude (Service)**

Ways: Work Ethic



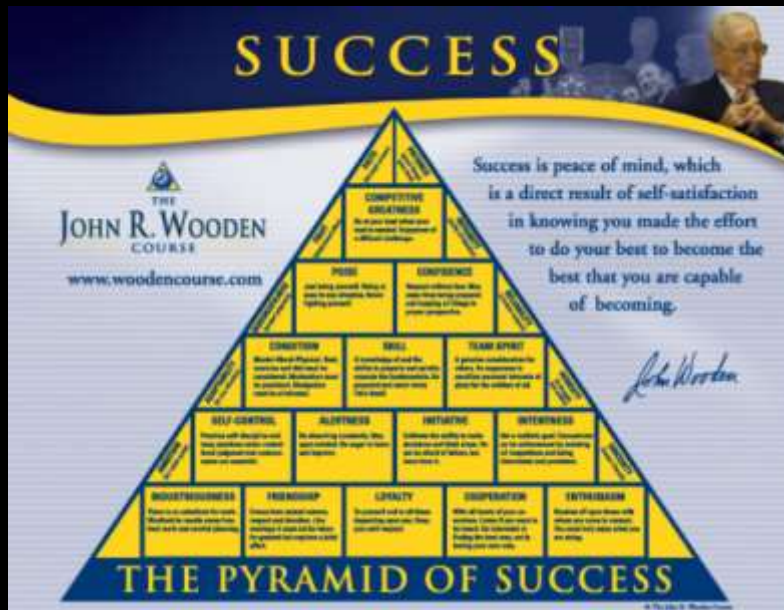


“This is the true joy in life...being used for a purpose recognized by yourself as a mighty one...being a force of Nature instead of a feverish selfish little clod of ailments and grievances complaining that the world will not devote itself to making you happy...I am of the opinion that my life belongs to the whole community and as long as I live it is my privilege to do for it whatever I can.” –*George Bernard Shaw*

Whys: Purpose & Meaning



Whys: Personal Development



Corporate Voices
for Working Families

A Unique Voice Bridging Business and Policy to Shape the Competitiveness of the Workforce and Workplace

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LEARN and EARN

Postsecondary Education Completion

Whys: Personal Development



“In times of drastic change, it is the learners who inherit the future. The learned usually find themselves equipped to live in a world that no longer exists.”
--Eric Hoffer

CREDENTIALS & CRITICAL SKILLS

Hows: Right Data, Right Way

Jane McGonigal: Gaming can make a better world

TED2010, Filmed Feb 2010; Posted Mar 2010



00:17 | 20:04

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Hows: Right Data, Right Way

- \$25 Billion: typical US household with at least one gaming console, PC, or handheld
- Average gamer is **30** (has been playing for 12 years); 47% are **women**
- Average age of most frequent game purchaser: **35**
- Fast growing cohort, **over 50** (25% now)
- 33% play on Smart Phones, 25% on small handhelds
- 73% of games are E, T, or E10+

Hows: Right Data, Right Way





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