

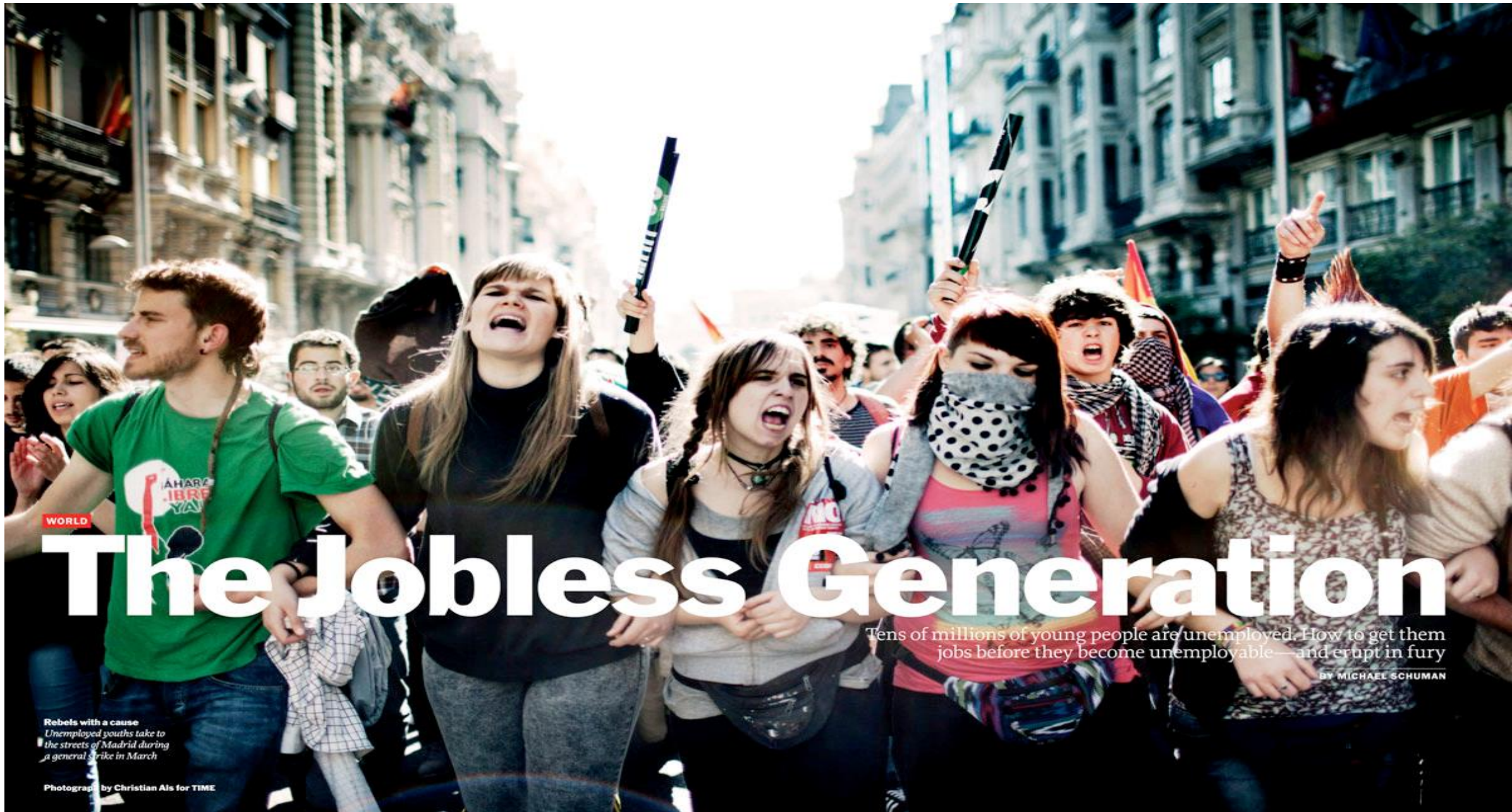
GEN Y?

**What the march of the
millennials means for
business**

A presentation for ICMIF by @hollyransom

—WHAT'S A— MILLENNIAL?

- + Largest generation in history (Goldman Sachs Millennial Report)
- + Largest generation in the workforce (Pew Research)
- + 75% of the workforces by 2025 (Deloitte Millennial Survey)
- + \$200b worth of annual spending (Barkley Millennial Survey)



WORLD

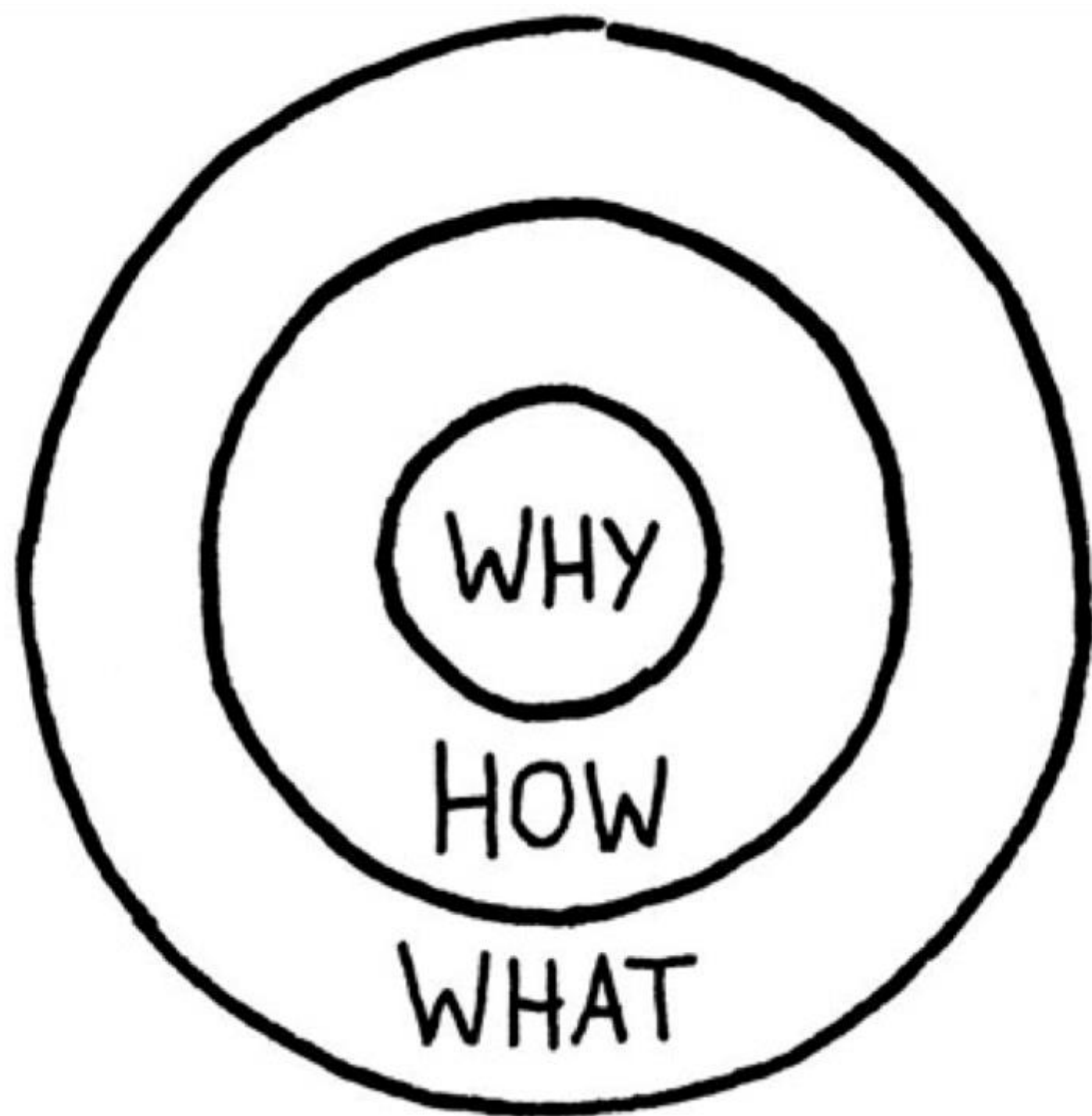
The Jobless Generation

Tens of millions of young people are unemployed. How to get them jobs before they become unemployable—and erupt in fury

BY MICHAEL SCHUMAN

Rebels with a cause
Unemployed youths take to the streets of Madrid during a general strike in March

Photograph by Christian Als for TIME



12,000+ advertising messages a day

1% trust advertising

10,000 hours of gaming by 18 y.o.

57% compare prices before purchase

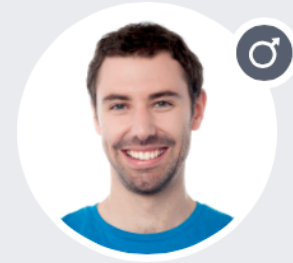
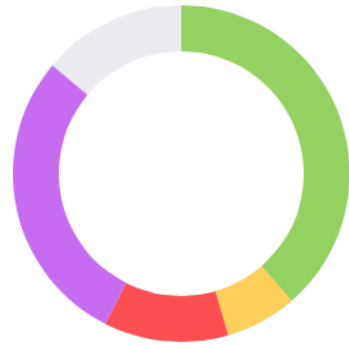


A photograph of a forest with a large fallen tree trunk in the foreground. The trunk is covered in moss and lies on a bed of brown pine needles. In the background, many tall, thin trees stand upright. The lighting is soft and natural, suggesting a forest interior.

**If a tree falls in the forest and no
one is there to tweet about it, did it
really fall?**



BRAND



9520
DAYS LIVED

43
DAYS RECORDED

James



TODAY
NOVEMBER 21ST



HEALTH

CREATIVITY



ROUTINE

PLEASURE



TODAY
NOVEMBER 21ST



WEIGHT

158.5lb

HEALTH STATUS

100%

GLASSES OF WATER

7

STRESS LEVEL

20%

STEPS

7854

CALORIES

562cal



AUSTRALIA

CHINA

THAILAND

FRANCE

GREECE

INDIA

SPAIN

CANADA

GERMANY

AUSTRIA

KENYA

NORWAY

THAILAND

CHINA

AUSTRALIA

ISRAEL



53 MILLION

AMERICANS ARE FREELANCING

[FREELANCERSUNION.ORG/53MILLION](https://freelancersunion.org/53million)

