



REACHING
Generation next

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1. Understanding Generation Next starts with history

2. History is all we have
to *share*

3. History makes us *equal*

4. History gives us
common connectors

5. History gives us
revelations about people,
places and events

6. History reveals
our scars



**“I’d rather be dead than singing ‘Satisfaction’ at
the age of 45” - Mick Jagger, 1975**



“The past remembers a lot better than it lived.”

Jackie Gleason



**The Culture of our Society has Become
Information-rich / Relationship-poor**

Digital Kids: Who they are and how they learn

- Digital kids are hyper-communicators
- Digital kids are multi-taskers
- Digital kids are goal oriented

Fortune 500 Critical Job Skills

Fortune 500 Critical Job Skills	1970	2000
Teamwork	10	1
Problem Solving	12	2
Interpersonal Skills	13	3
Oral Communication	4	4
Listening	5	5
Personal Career Development	6	6
Creative Thinking	7	7
Leadership	8	8
Goal Setting/Motivation	9	9
Writing	1	10
Organizational Effectiveness	11	11
Computation	2	12
Reading	3	13

1. Media bombardment



**“The butt crack is the new cleavage of the
21st century.” – Salon.com**

2. *Moral choices* at a
younger age

3. Unprecedented freedom
vs. unprecedented structure

4. We are a *niche* society

1. Show *priority* in your
relationships

**2. Develop transparency
in your life**

3. Be *intentional* in
your actions

4. Allow room for *mistakes*



“When a dog plays checkers, you don’t criticize his game, you’re just surprised and pleased that he is playing at all.”

5. Demonstrate *care* for
yourself and others

1. A belief in themselves that they are significant

2. A belief in themselves
that they are capable

3. A belief in themselves
that they can
change their world



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