

# Leading Millennials and Generation Z



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# The What and Why?

1. Define Group
2. The “Big Debate”
3. Know your team
4. Defining common Track & Field/ XC obstacles
5. Methods to communicate and lead
6. Goal setting

# Definition

Builders - Silent Generation	1929-1945
Boomers – Pig in the Python	1946-1964
Generation X – The Busters 1965-1982	
Generation Y – Millennials	1983-2000
Generation Z – Homelanders	2001-2018

# Simon Sinek

Best Selling Author



- [Says it best](#)

Interview with Insidequest, 2016

# What shaped current Gen Y and coming Gen Z

- Terrorism (9/11 shaped their life)
- Corporate scandals
- Recession & unemployment
- Racial unrest
- Global competition
- Social media
- Social & ideological pluralism

# What we ALL have in common

- Searching for identity
- Want to be successful
- Just moving through, going to class, practice, etc.
- Working on socialization
- Trying to find inner voice



# How Y & Z are different than us

## Gen Y (1983-2000)

- Communicate w/ text
- Shares things
- Daily uses 2 screens
- Confident & self absorbed
- Focuses on today
- Idealists

## Gen Z (2001-2018)

- Communicate w/image
- Creates things
- Daily uses 5 screens
- Cautious & self directed
- Focuses on the future
- Realist

# My Experience

“We’ve got to be empathetic, it’s different now”

- Interval 100’s
- Pee wee baseball



- ✓ Give them the why
- ✓ Meet them where they are. They’re different that way, they’re unique.



# How Gen Y compares to Gen Z

## Gen Y - 1983-2000

- Use tech for entertainment
- Compete w/ 80 million for jobs
- Had 2-4 siblings
- Share the planet w/ 6.5 billion

## Gen Z – 2001-2018

- Use tech to learn
- Will compete w/ 172 million for jobs
- Will likely have 0-2 siblings
- Share the planet w/ 8 billion

# Our S.C.E.N.E Today

- S peed
- C onvenience
- E ntertainment
- N uture
- E ntiltemment
- Slow is bad
- Hard is bad
- Boring is bad
- Risk is bad
- Labor is bad

# Big Debate

1. Are kids growing up too fast or too slow?
2. Are kids are getting nudged into adolescence earlier and kept longer?

## Affects that I see

- A generation that is very distracted
- Expect instant results
- Inability to handle pressure
- Missing critical thinking and common sense

# Margaret Mead – 3 societal shifts

1. Pre-Figurative Society – Parents chose career and spouse
2. Co-Figurative Society – Adults and children figuring life out together
3. Post-Figurative Society – Children finding conclusions faster than adults

# Defining common obstacles

1. Creating Narratives – plane delays and ice baths
2. Distracted
3. Overnight success takes four years – a Milers dilemma
4. Being a next season athlete
5. Clock oriented and lose essence of competition
6. Social media



# Milers Race

- [Auburn Invite Mens Mile 1/21/17](#)

# Working with Gen Y & Gen Z

Focus on timeless principles

1. Honesty
2. Hard work
3. Discipline
4. Patience
5. Sportsmanship
6. Competitiveness
7. \_\_\_\_\_



# Mediums for connecting

## Visual

- Air drop videos
- Excel spreadsheet
- Race modelling
- Date pace/Goal pace

## Oral

- Clear and concise
- Limit speak time
- Clear culture
- Work from back to front



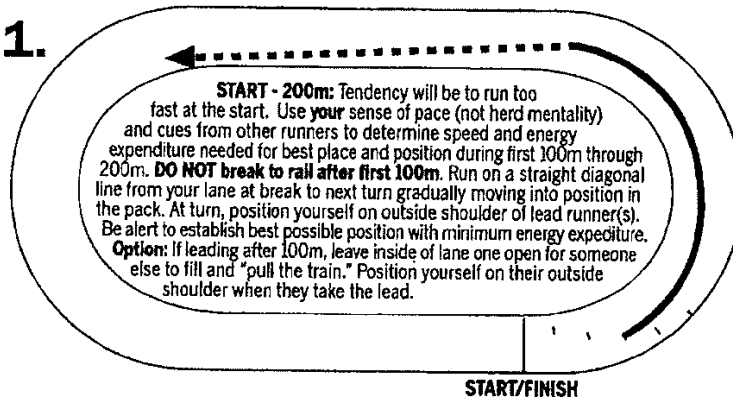
## Ohio Division 1 Middle-Distance Average Times

	800		1600		3200	
	<u>Boys</u>	<u>Girls</u>	<u>Boys</u>	<u>Girls</u>	<u>Boys</u>	<u>Girls</u>
<u>2016</u>	01:49.2	02:07.4	4:09	4:53	8:54	10:29
<u>2015</u>	01:51.2	02:07.2	4:12	4:48	9:00	10:38
<u>2014</u>	01:51.6	02:09.5	4:07	4:56	9:02	10:43
<u>Avg.</u>	01:50.6	02:08.0	4:09	4:52	8:58	10:36

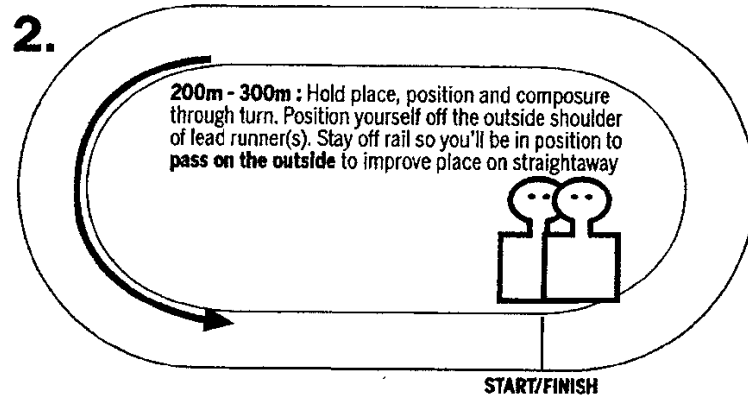


# 800 meter racing

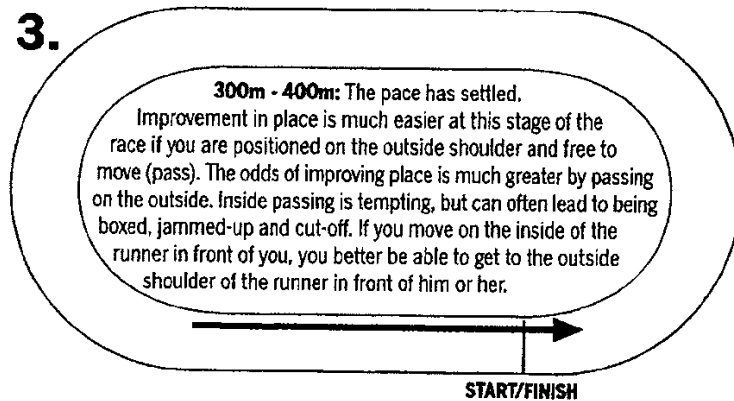
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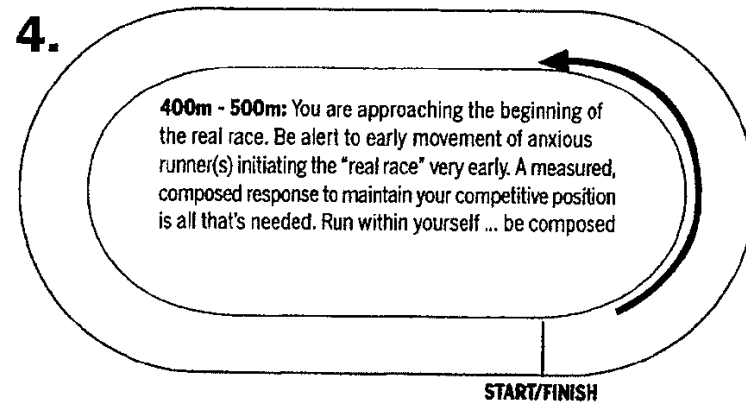
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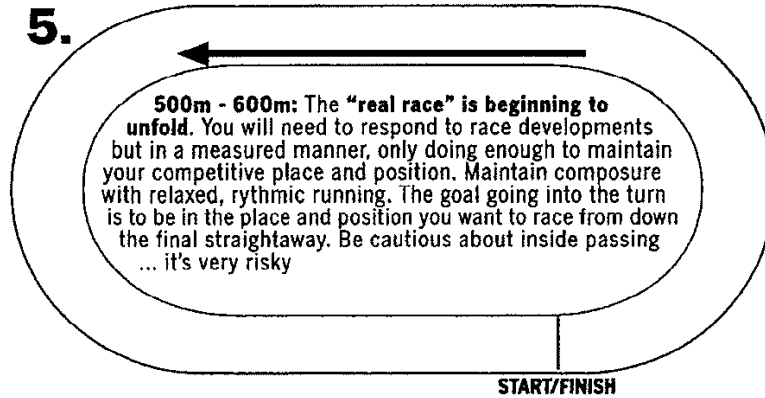
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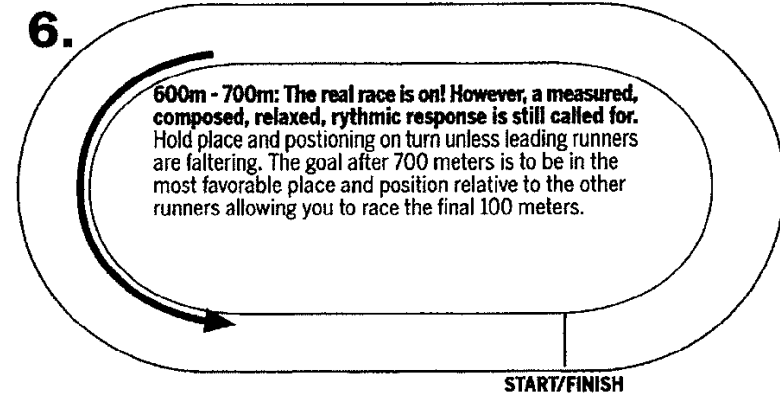
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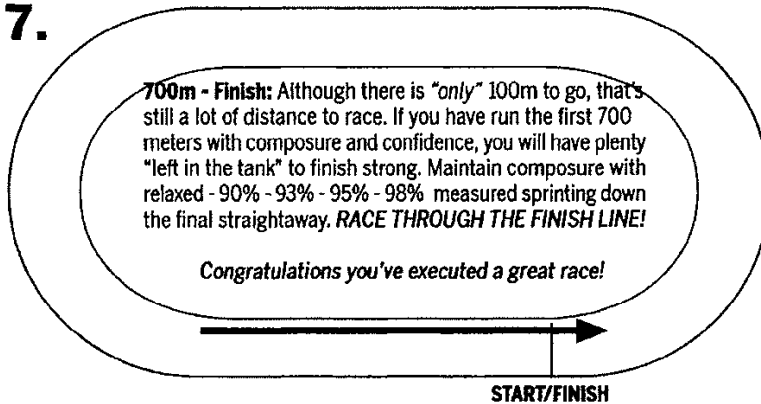
5.



6.



7.



ATHLETE'S NAME	Rich Jones			SPLIT	SPLIT	
MEET	10-Jun	TO FINISH ----->			0.0	FROM START
EVENT 3200(m)	3,200	LAP		1	1.07	1.07
				2	2.15	2.15
TARGET TIME (minutes)	8			3	3.22	3.22
TARGET TIME (seconds)	58			4	4.29	4.29
CONVERSION (seconds)	0			5	5.36	5.36
				6	6.44	6.44
DECIMAL TIME	8.966667			7	7.51	7.51
				8	8.58	8.58
TRACK LENGTH (m)	400			9	10.05	10.05
				10	11.13	11.13
TOTAL LAPS	8			11	12.20	12.20
400 m LAPS	8			12	13.27	13.27
				13	14.34	14.34
AVERAGE LAP TIME	67.3			14	15.42	15.42
AVERAGE 400 m TIME	67.3			15	16.49	16.49
				16	17.56	17.56
Notes To Athlete:				17	19.03	19.03
				18	20.11	20.11
800 Pace	57.2			19	21.18	21.18
1500 PACE	63.9			20	22.25	22.25
3000 Pace	67.3			21	23.32	23.32
5000 PACE	68.6			22	24.40	24.40
10 k PACE	70.8			23	25.47	25.47
				24	26.54	26.54
				25	28.01	28.01

# Thank You & Good Luck

