UNDERSTANDING

UNDERSTANDING

YOUTH

BENSIMON BYRNE

INGENIOUS SINCE 1993

BACKGROUND

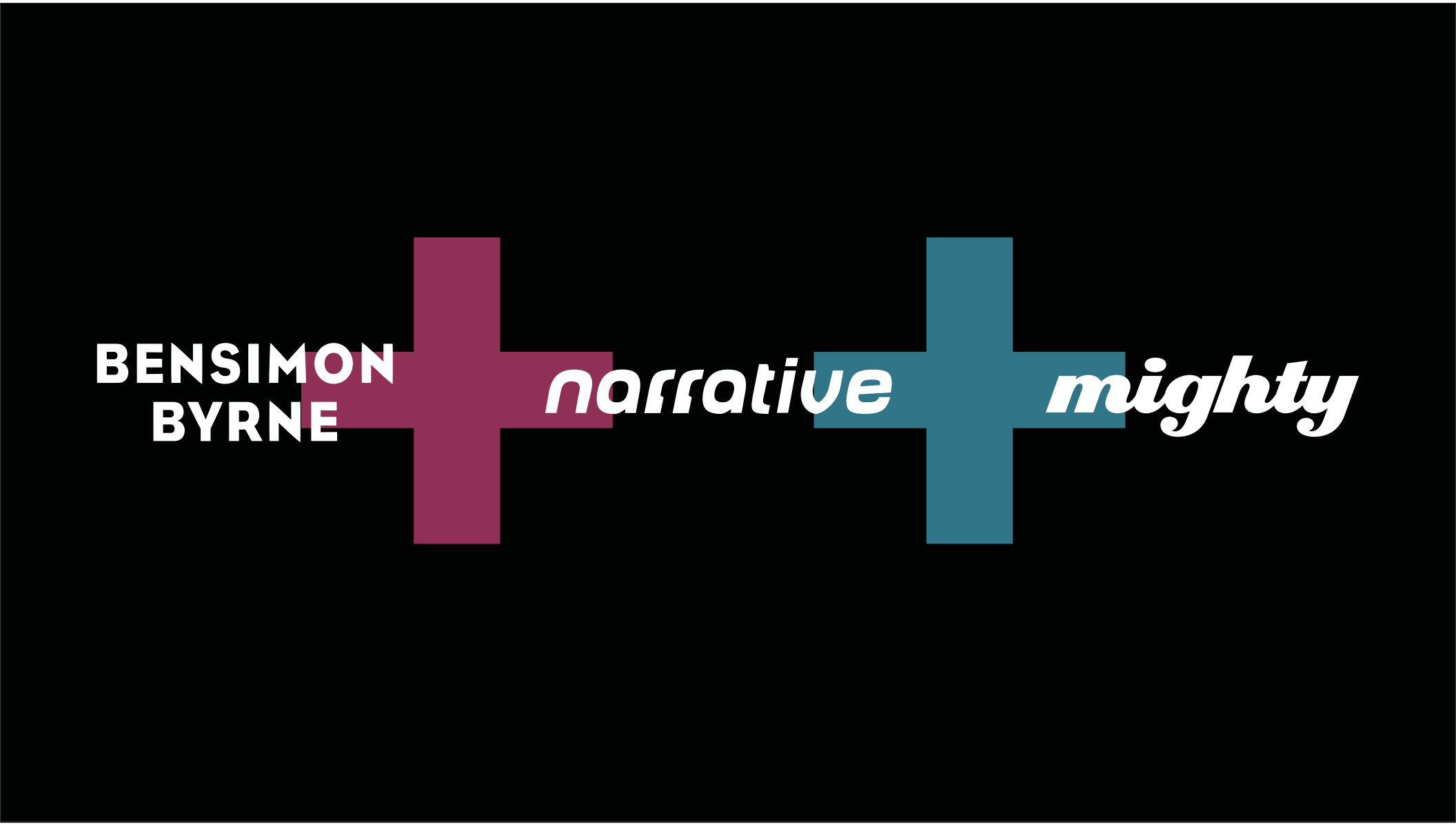
BACKGROUND

youthography

15 years in strategic planning

BENSIMON BYRNE

THIS IS WHERE I PLAY


BENSIMON
BYRNE
narrative
mighty

TODAY

YOUTH!

TODAY

DEMOGRAPHICS & PSYCHOGRAPHICS

ME TO WE

CULTURE IN TRANSITION

YOUTH!

UNDERSTANDING

YOUTH

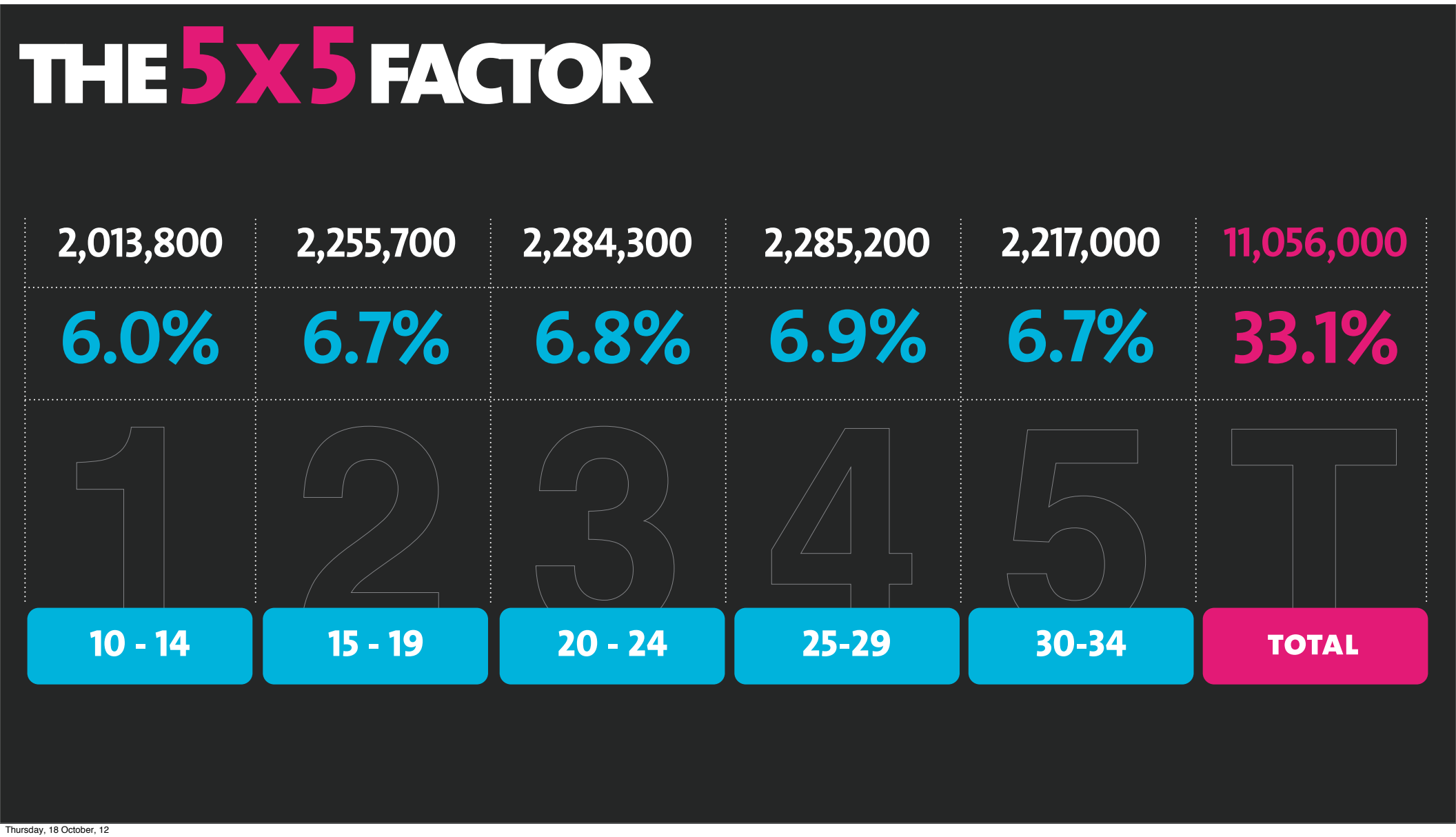
BENSIMON BYRNE

INGENIOUS SINCE 1993

THE 5x5 FACTOR

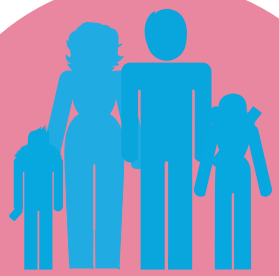
10-34

THE 5x5 FACTOR



HOME & FAMILY

HOME & FAMILY



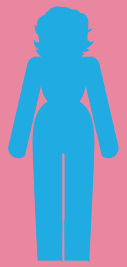
83%

42%

≠

"TRADITIONAL"

3/4



3:30 - 5:30

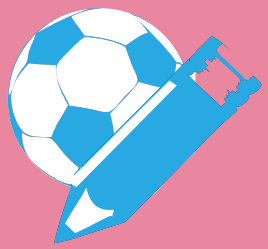
"ME TIME"

44%

EARLIER ADULTHOOD

EARLIER ADULTHOOD

BABY EINSTEIN



TUTORING & EXTRACURRICULARS

PUBERTY

V - CARD

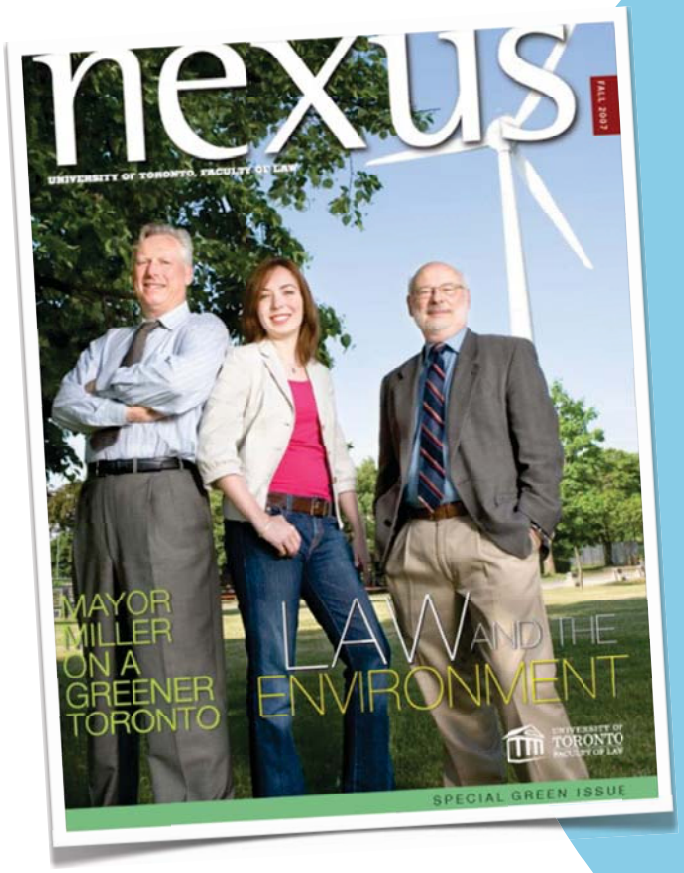
VIRGINITY

GRADE

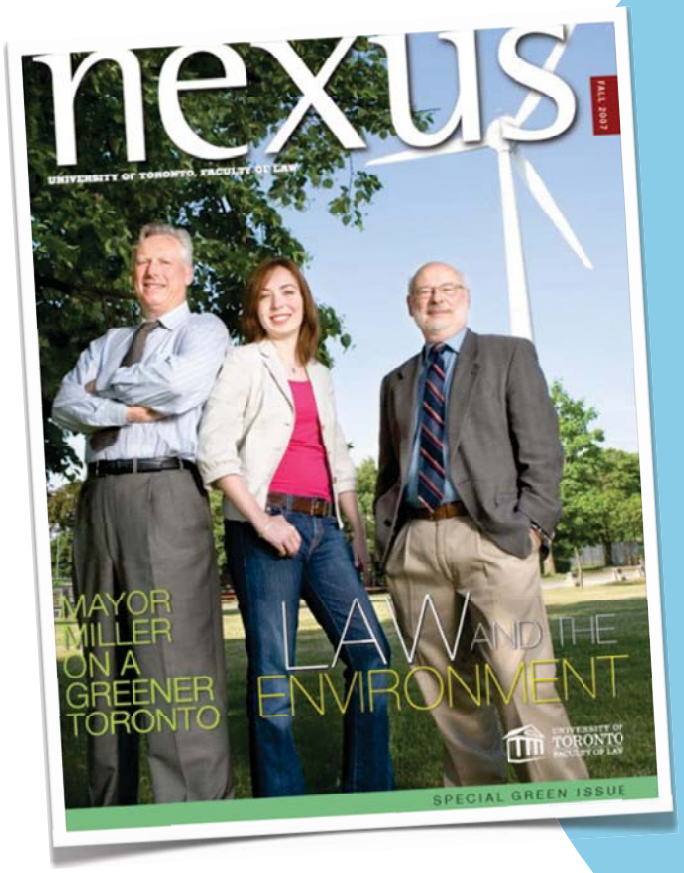
9

CAREER CHOICE

GROWING UP QUICKLY



GROWING UP QUICKLY



Precocious Puberty

"While I always believed that little girls go through puberty at around eleven, twelve or thirteen years of age, something very strange was now happening to our daughters. I was now being told that little girls are considered 'normal' if they start menstruating at the delicate age of eight!"

50%

OF US CAUCASIAN GIRLS SHOW "BREAST BUDDING" BY AGE 10

OF AFRICAN AMERICAN GIRLS DO SO BY AGE 9

4 YEARS

1ST MENSTRUATION HAS DROPPED BY

IN THE PAST CENTURY

IT NOW STARTS SOMEWHERE

EARLIER THAN...

12

DELAYING THE BIG STUFF

	NOW	THEN
	25	23
	28	25
	29	26

PROLONGED PRE-ADULTS

FROM Y TO Z

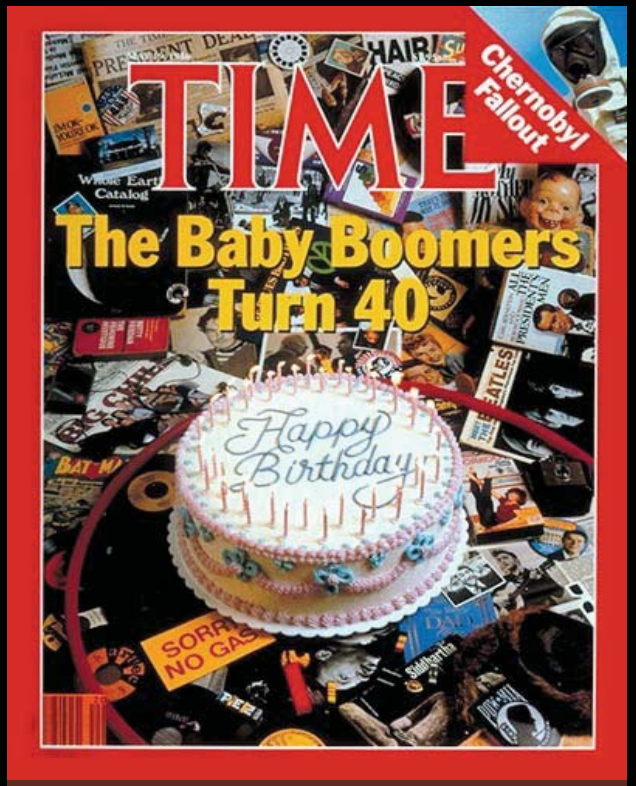
FROM Y TO Z

last defined, labeled generation

born in 1995, within a year the first will hit 16

FROM Y TO Z

FROM Y TO Z


TIME
Chernobyl Fallout
The Baby Boomers Turn 40
Happy Birthday

TIME
PAULA JONES: WHAT HAPPENS NEXT
You called us slackers. You dismissed us as Generation X
Well, we're not over. what you thought.

TIME
Style&Design
Luxury For The Next Generation
An in-depth look at twentysomething consumers around the world

FROM Y TO Z

FROM Y TO Z: IMPLICATIONS

FROM Y TO Z: IMPLICATIONS

FROM Y TO Z: IMPLICATIONS

CONNECTIVITY	INVOLVEMENT	INFLUENCE

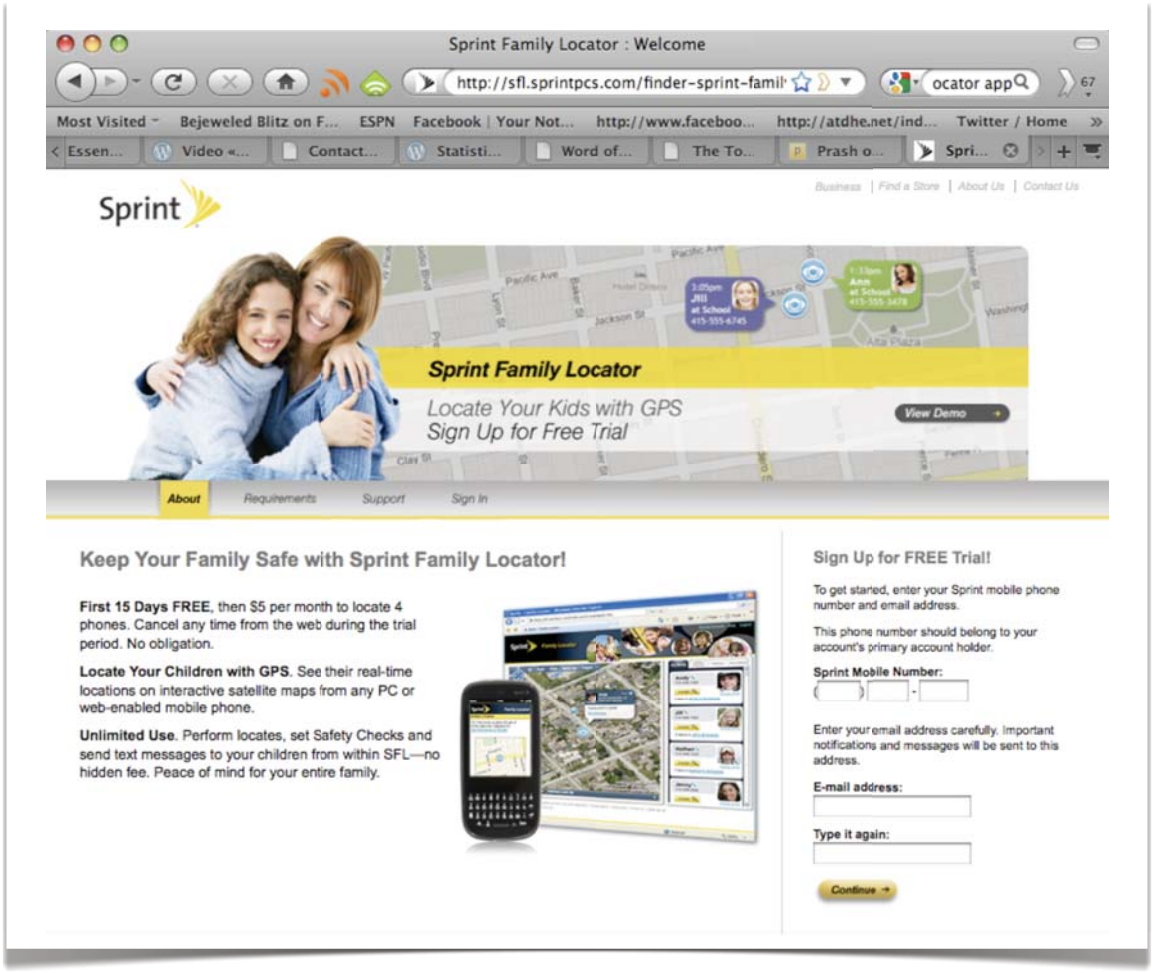
“FUN”

FROM Y TO Z: IMPLICATIONS

CONNECTIVITY	INVOLVEMENT	INFLUENCE

“COOL”

FAMILY CONNECTION TOOLS

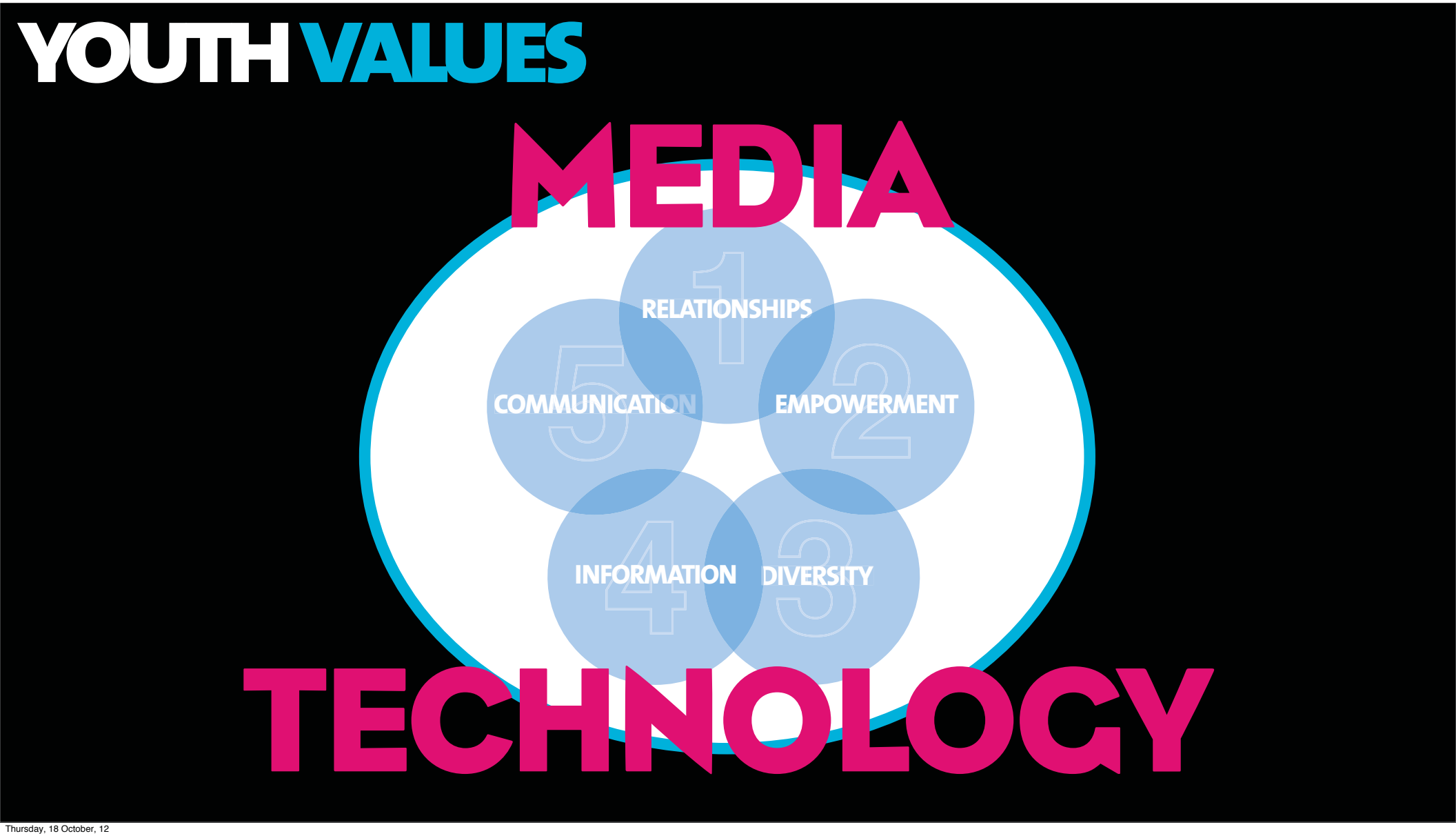


VIDEO GAMES - A FAMILY ACTIVITY

STILL REFLECT BIG, EXISTING YOUTH VALUES

YOUTH VALUES

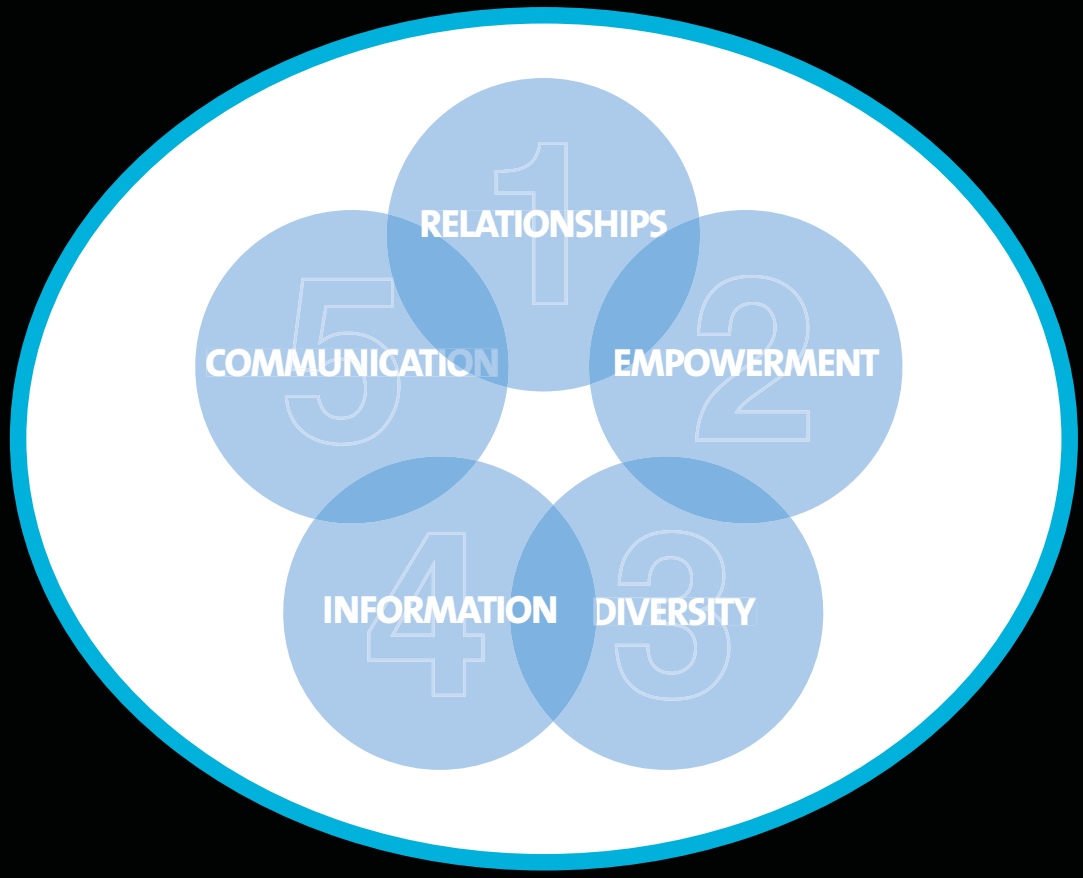
YOUTH VALUES

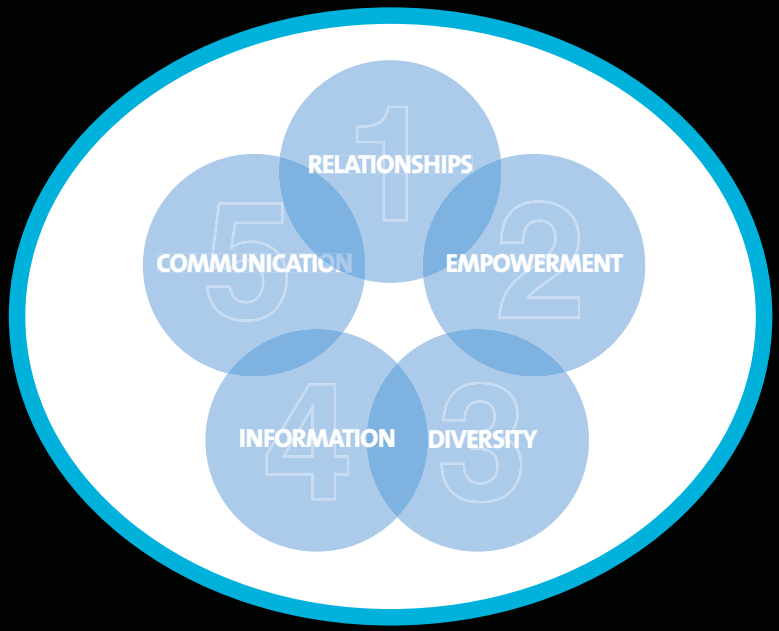


ENABLED BY TECH, FUELED BY MEDIA

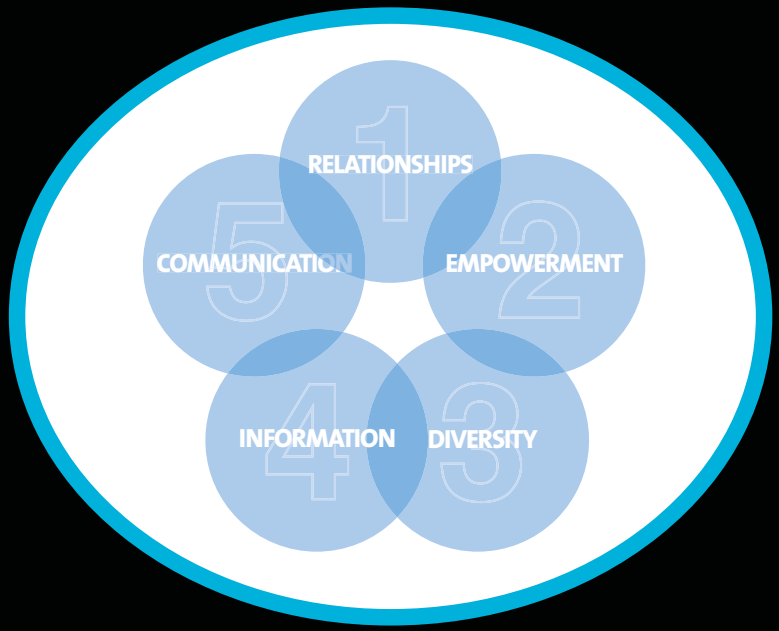
"We already knew that kids learned computer technology more easily than adults. What we're seeing now is that they don't even need to be taught. It's as if children were waiting all these centuries for someone to invent their native language."

"We already knew that kids learned computer technology more easily than adults. What we're seeing now is that they don't even need to be taught. It's as if children were waiting all these centuries for someone to invent their native language."


1
RELATIONSHIPS
5
COMMUNICATION
2
EMPOWERMENT
4
INFORMATION
3
DIVERSITY


1
RELATIONSHIPS
5
COMMUNICATION
2
EMPOWERMENT
4
INFORMATION
3
DIVERSITY

NEW YOUTH COLLECTIVE



BENSIMON
BYRNE
INGENIOUS SINCE 1993

SOCIAL NETWORKS

or me to we

BENSIMON BYRNE

INGENIOUS SINCE 1993

SO WHAT DO WE MEAN BY ALL OF THIS?

"my friends are my family"

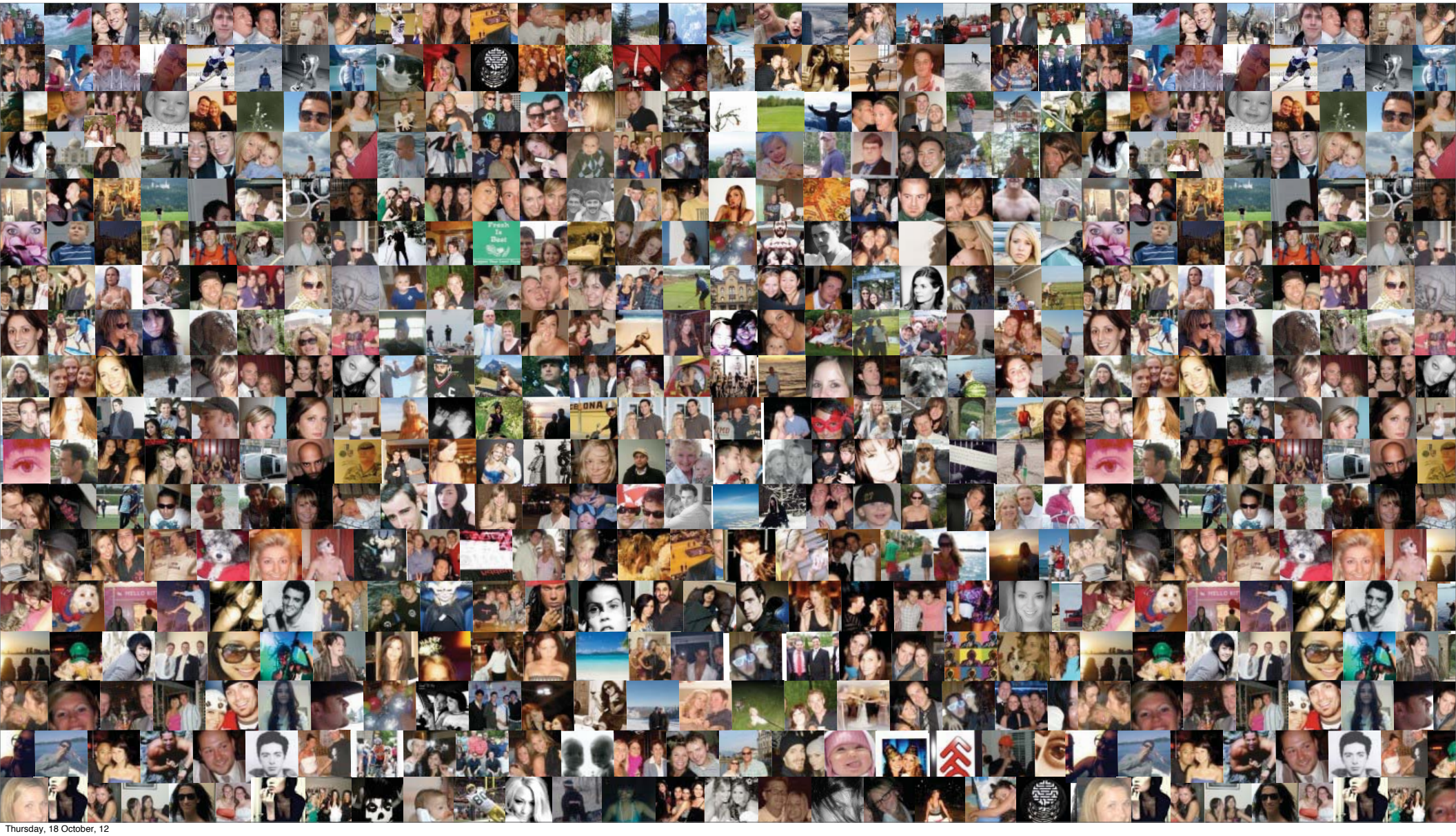
"I can't live without my cell phone"

"Why do they spend so much time texting?"

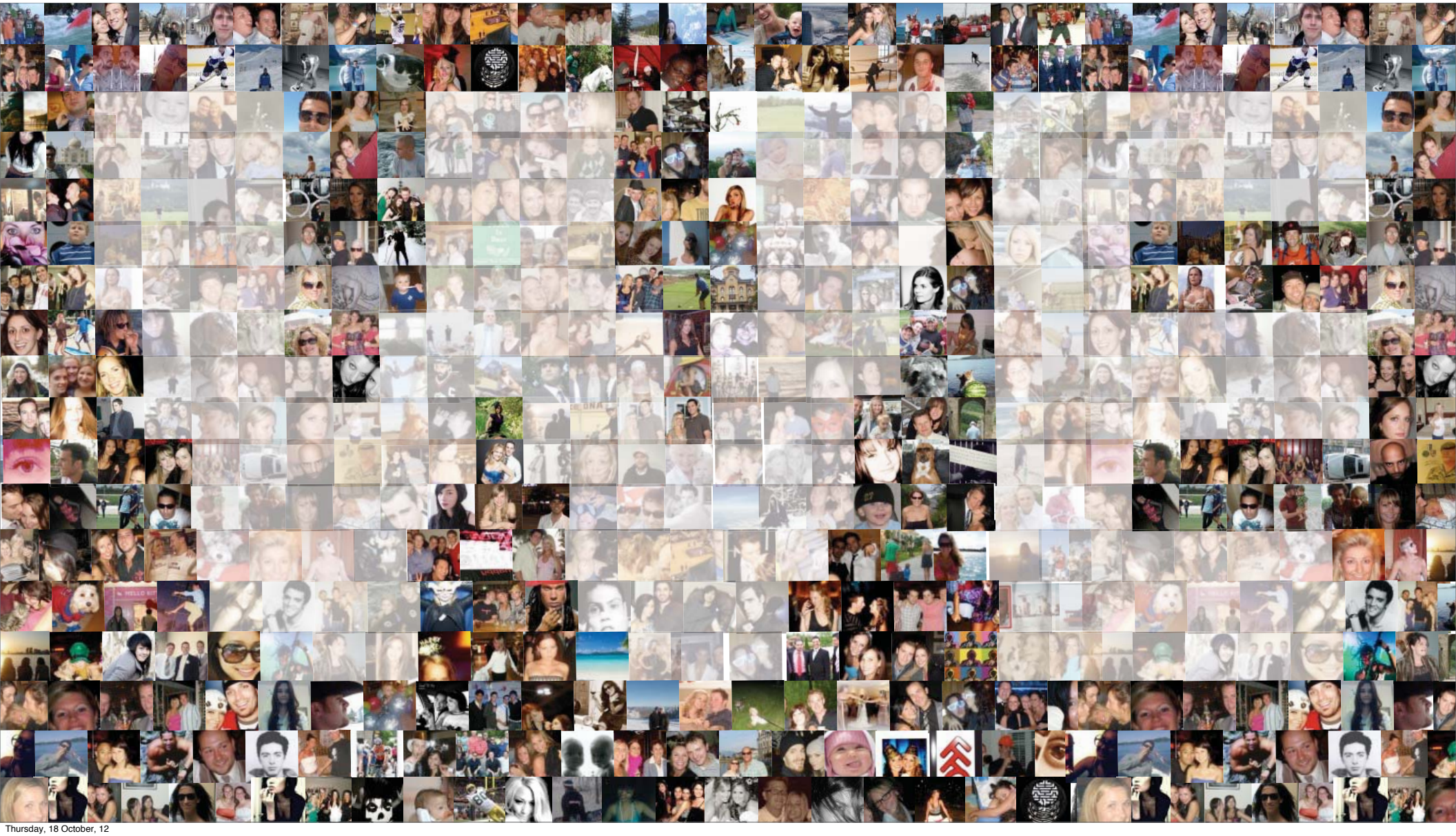
"My daughter is on facebook all the time"

"Don't they care what's out there about them?"

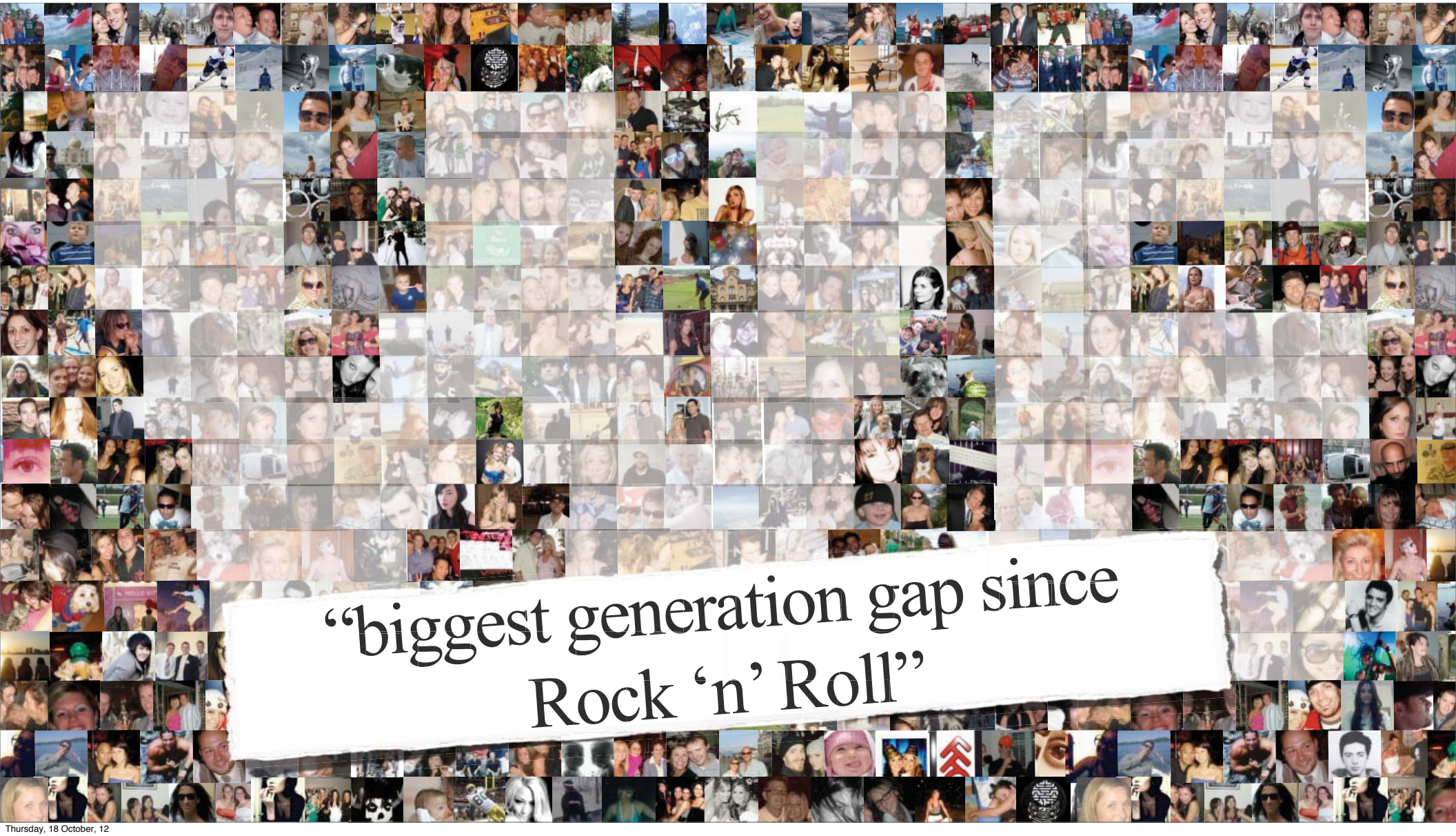
WORLD OF WE



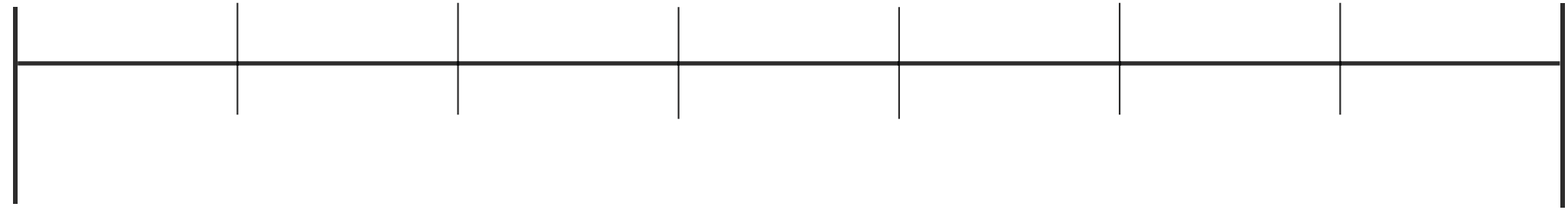
Thursday, 18 October, 12



Thursday, 18 October, 12


“biggest generation gap since
Rock ‘n’ Roll”

"ME" GENERATIONS



BOOMERS AND X'ERS

"ME" GENERATIONS

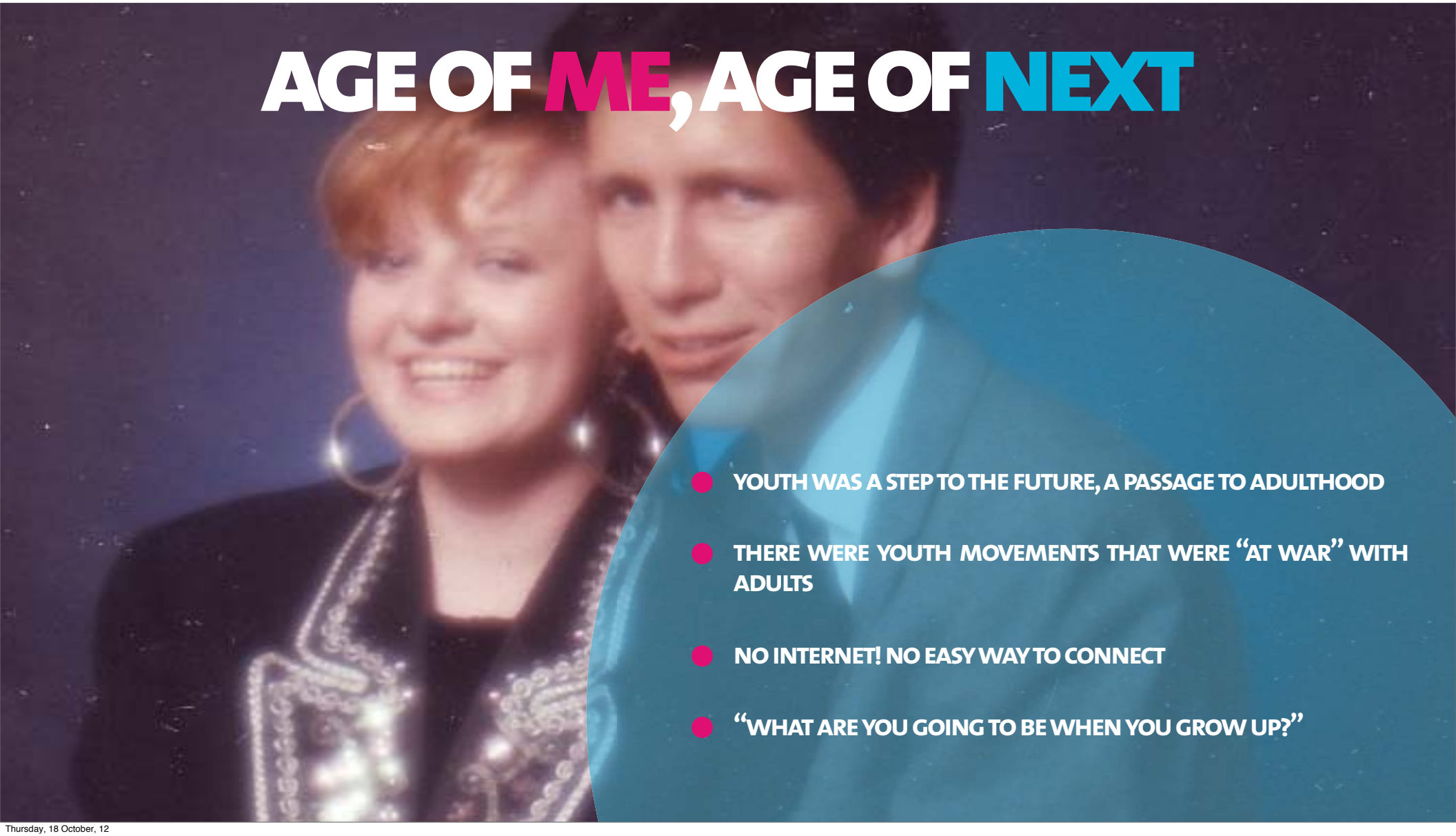
18-years-old

25-years-old

BOOMERS AND X'ERS

AGE OF ME, AGE OF NEXT

AGE OF ME, AGE OF NEXT



- YOUTH WAS A STEP TO THE FUTURE, A PASSAGE TO ADULTHOOD
- THERE WERE YOUTH MOVEMENTS THAT WERE "AT WAR" WITH ADULTS
- NO INTERNET! NO EASY WAY TO CONNECT
- "WHAT ARE YOU GOING TO BE WHEN YOU GROW UP?"

IT'S ABOUT "WE" FOR MILLENNIALS

18-years-old

25-years-old

new image

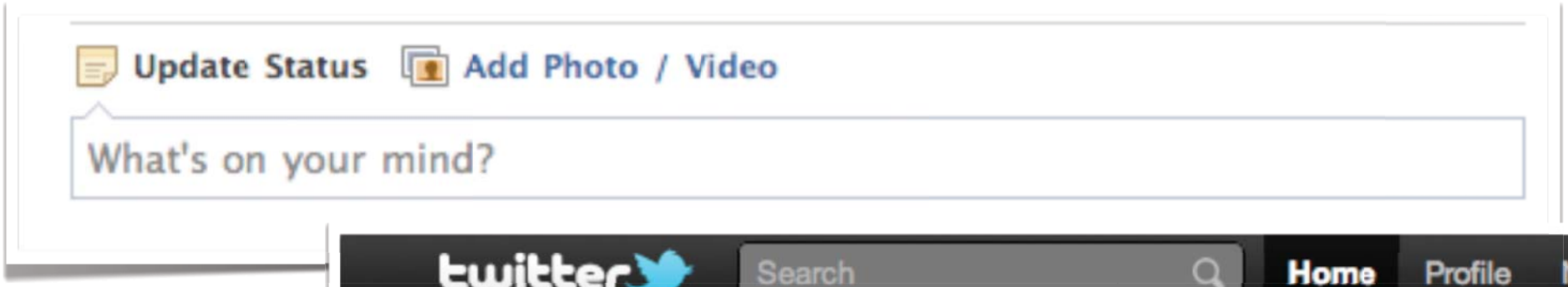
IT'S ABOUT "WE" FOR MILLENNIALS

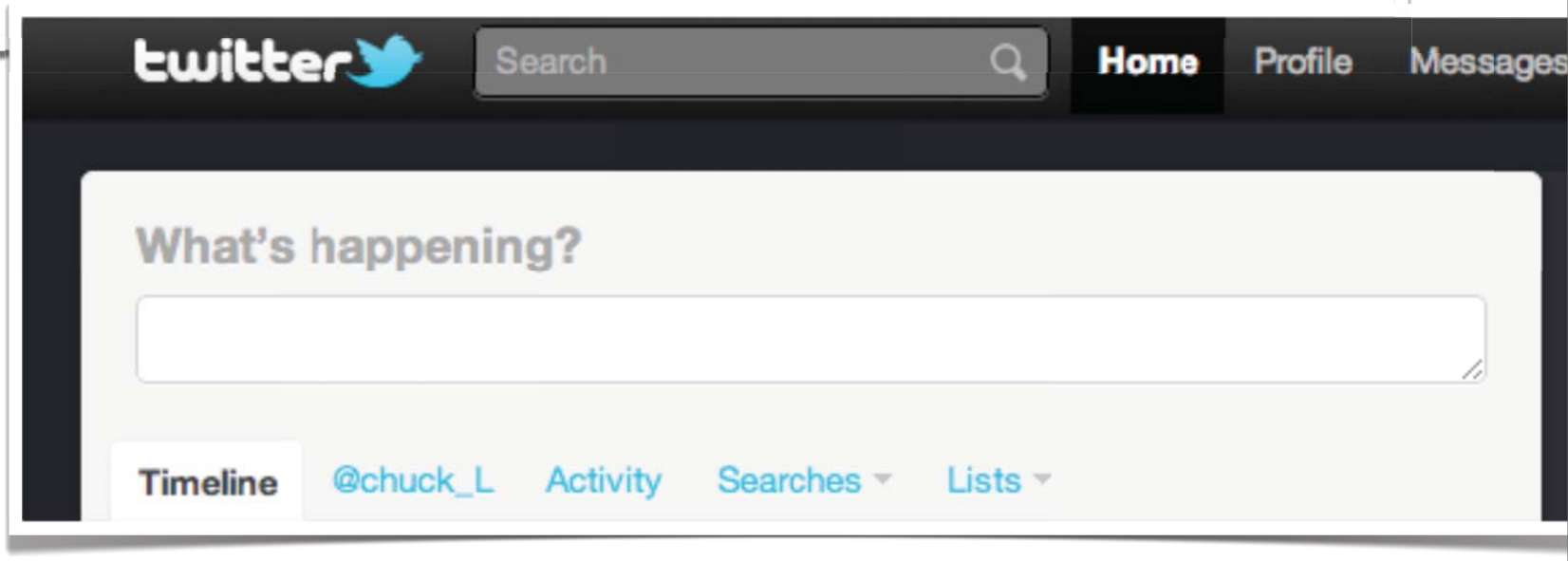
18-years-old

25-years-old

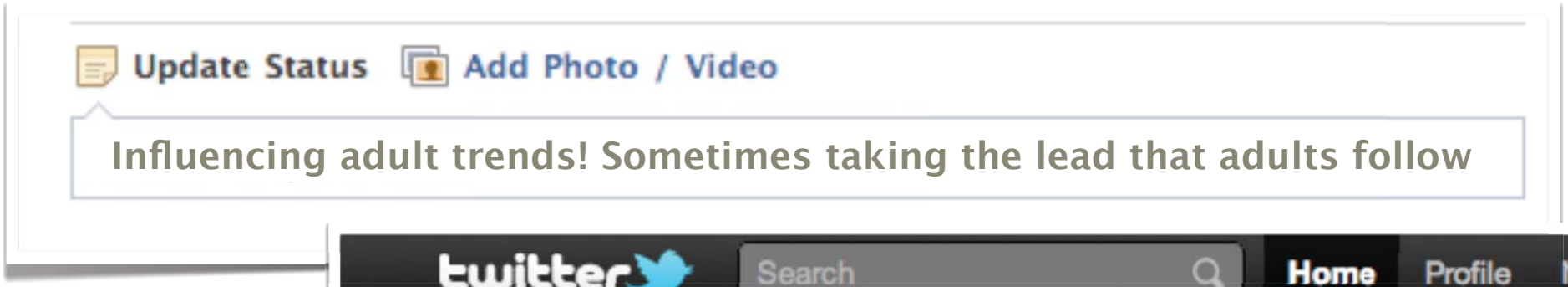
new image

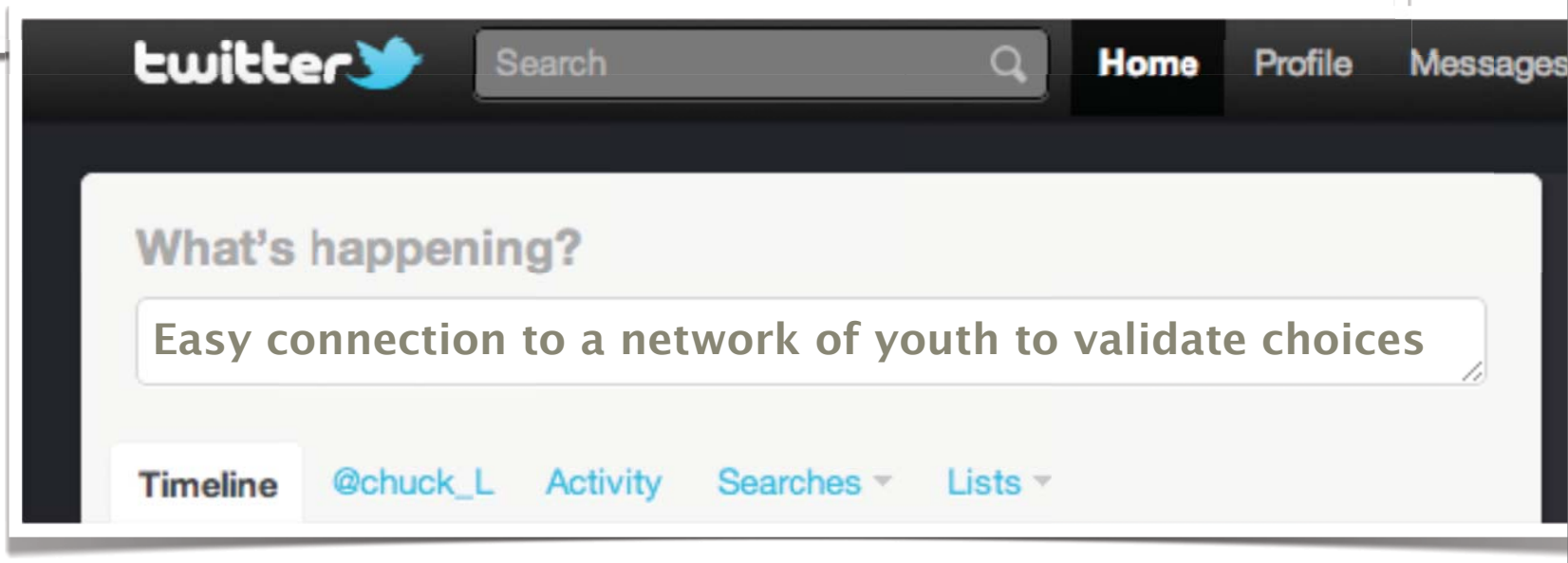
AGE OF WE, AGE OF NOW





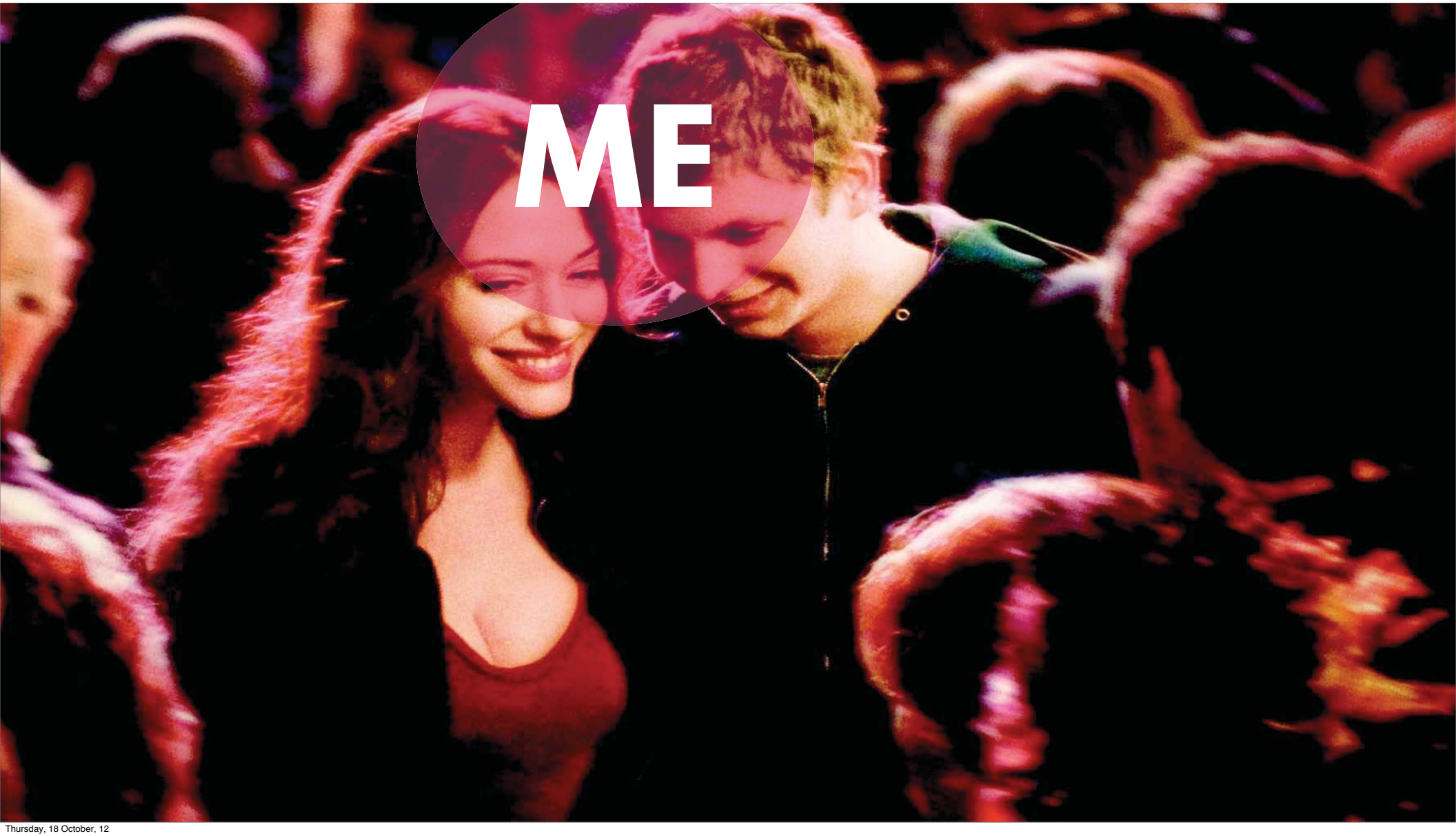
AGE OF WE, AGE OF NOW





ME

ME
TRAVIALS OF BEING YOUNG
MOLLY RINGWALD
CRAZY GROUP OF FRIENDS
PERSONAL GROWTH OR CONNECTION...
...THAT HAPPENS IN A MOMENT ALONE
...GROWING UP, WITH SOMETHING BIG RIGHT AROUND THE CORNER


ME

WE
ME
WE
WE
TRAVIALS OF BEING YOUNG
MICHAEL CERA
CRAZY GROUP OF FRIENDS
PERSONAL GROWTH OR CONNECTION...
...THAT HAPPENS WHEN CONNECTED TO YOUR NETWORK
...GROWING UP LESS, JUST ANOTHER NIGHT

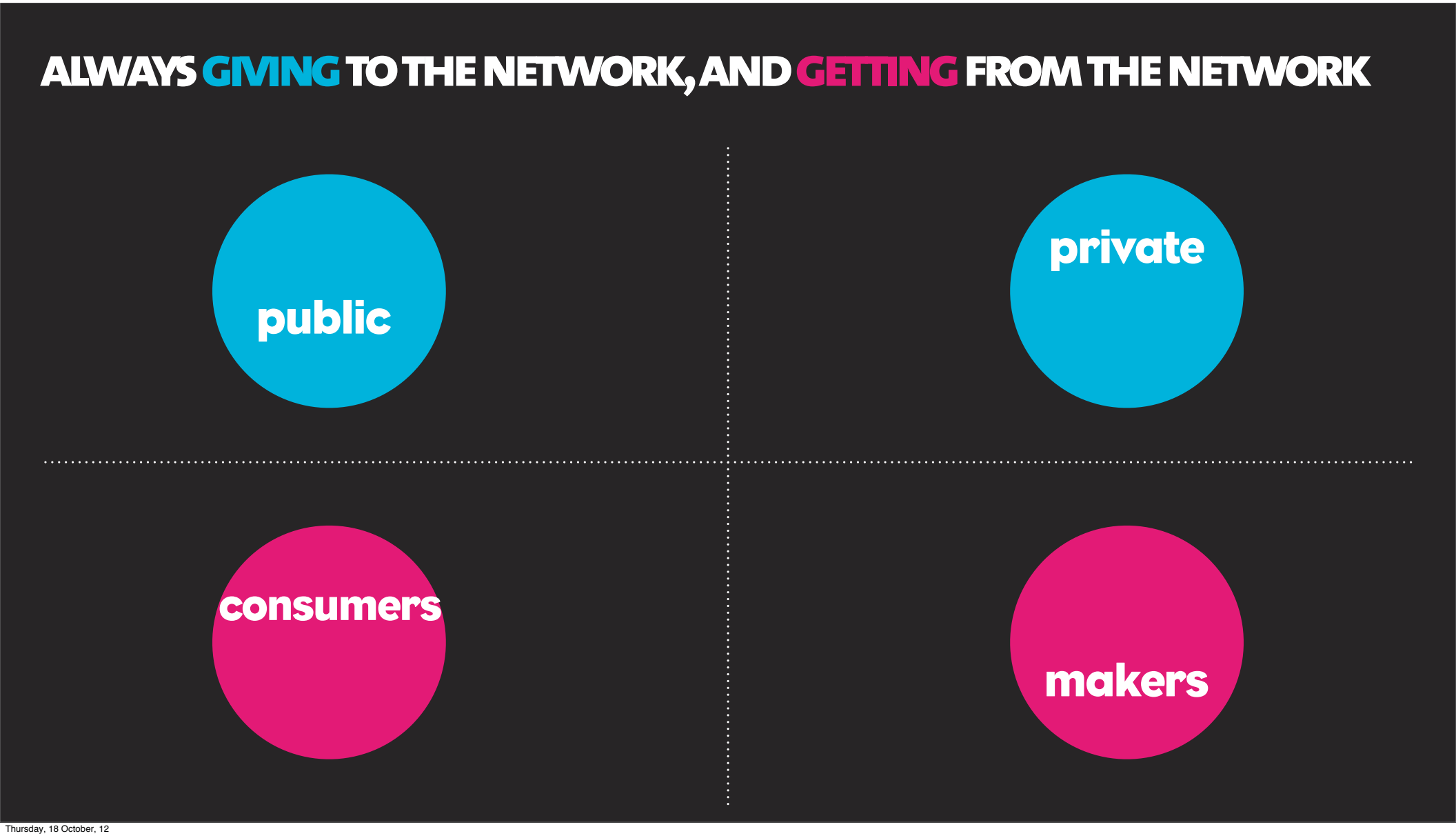
SO IF IT'S ALWAYS NOW, AND ALWAYS CONNECTED...

SO IF IT'S ALWAYS NOW, AND ALWAYS CONNECTED...

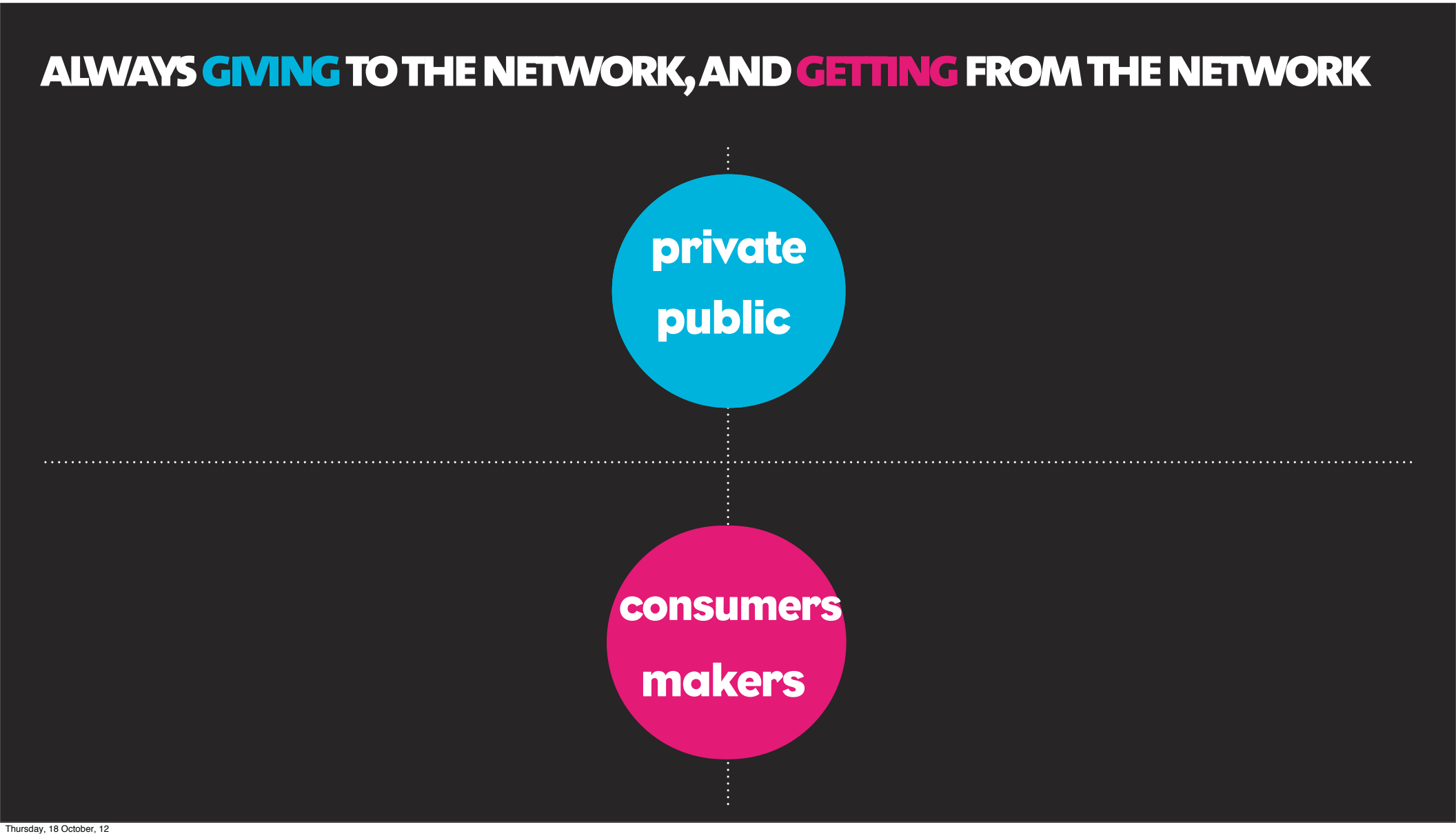
1. We start seeing more and more from each other
2. We send information back to the network more quickly
3. We use it in a more robust fashion
4. We see other people relaxing their standards
5. We start to change our definition of privacy and what we keep private

WE CHANGE WHAT WE SHOW TO OTHER PEOPLE

ALWAYS GIVING TO THE NETWORK, AND GETTING FROM THE NETWORK



ALWAYS GIVING TO THE NETWORK, AND GETTING FROM THE NETWORK

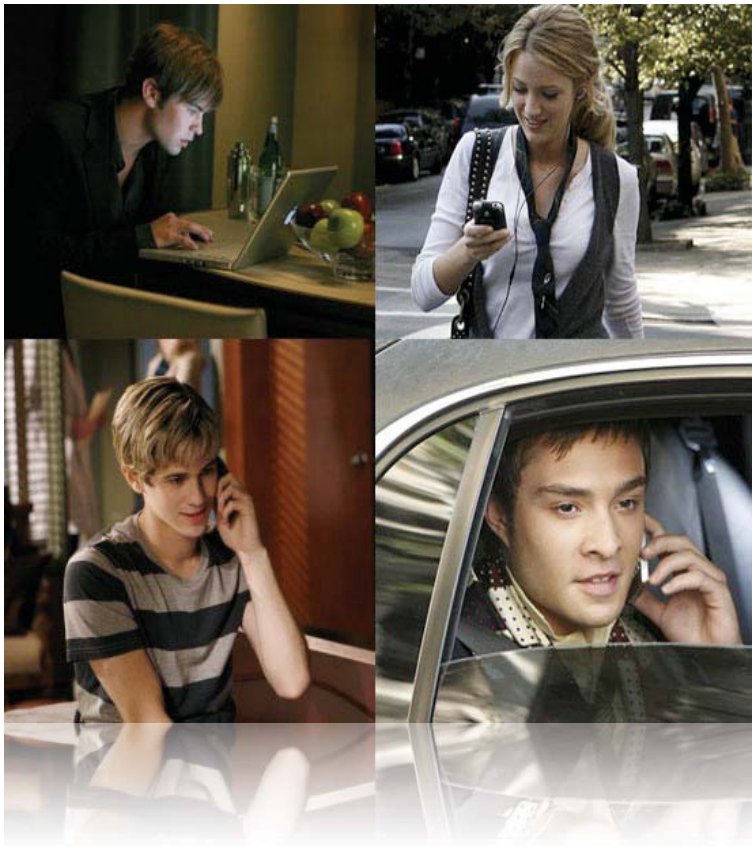


ALWAYS GIVING TO THE NETWORK, AND GETTING FROM THE NETWORK

THE GOSSIP GIRL MODEL

THE GOSSIP GIRL MODEL

- Sharing and having things shared about you
- Liking it one moment and hating it the next
- But always, always CONNECTED
- Making media as much as consuming it



twitter

mashable Our top story tonight: "Tweets Calling for Obama's Assassination Prompt Secret Service Investigation" - http://bit.ly/cN7qvl
29 minutes ago via bit.ly

ASIANDAN All we ever wanted was everything...
about 1 hours ago via TweetDeck

candicebest Agree. Now, who wants our free pastries? @DaveLembke: @brasandranties congrats -you can live w/o "the bucks" - I haven't stepped in since 06
about 2 hours ago via Echofon

mayormiller US politics by the party of No: :http://www.huffingtonpost.com/2010/03/20/tea-party-protests-nier-f_n_507116.html#s74976
about 3 hours ago via web

joinred Don't miss free pastry day @starbucks tomorrow! Ge your coupon here http://t.joinred.com/Jzn
about 14 hours ago via Social Publisher

PizzaLibretto Forget Monday with a Truffle, Potato & Mascarpobe pizza, paired with a glass of Rosso di Valtellina. Yum. http://yfrog.com/9f90hj
about 14 hours ago via Twitterrific

maxvaliquette This is amazing: do we all pee at once during hockey? According to this graph on water use during the CAN/US game, yep. http://bit.ly/dnjc8P
2:37 PM Mar 8th via Power Twitter

nytimes Ahmadinejad Wins Approval of Key Cabinet Slots http://bit.ly/LtElr
8:43 AM Sep 3rd, 2009 via web

FEEDING YOUR OWN COMPLETELY CONNECTED NETWORK

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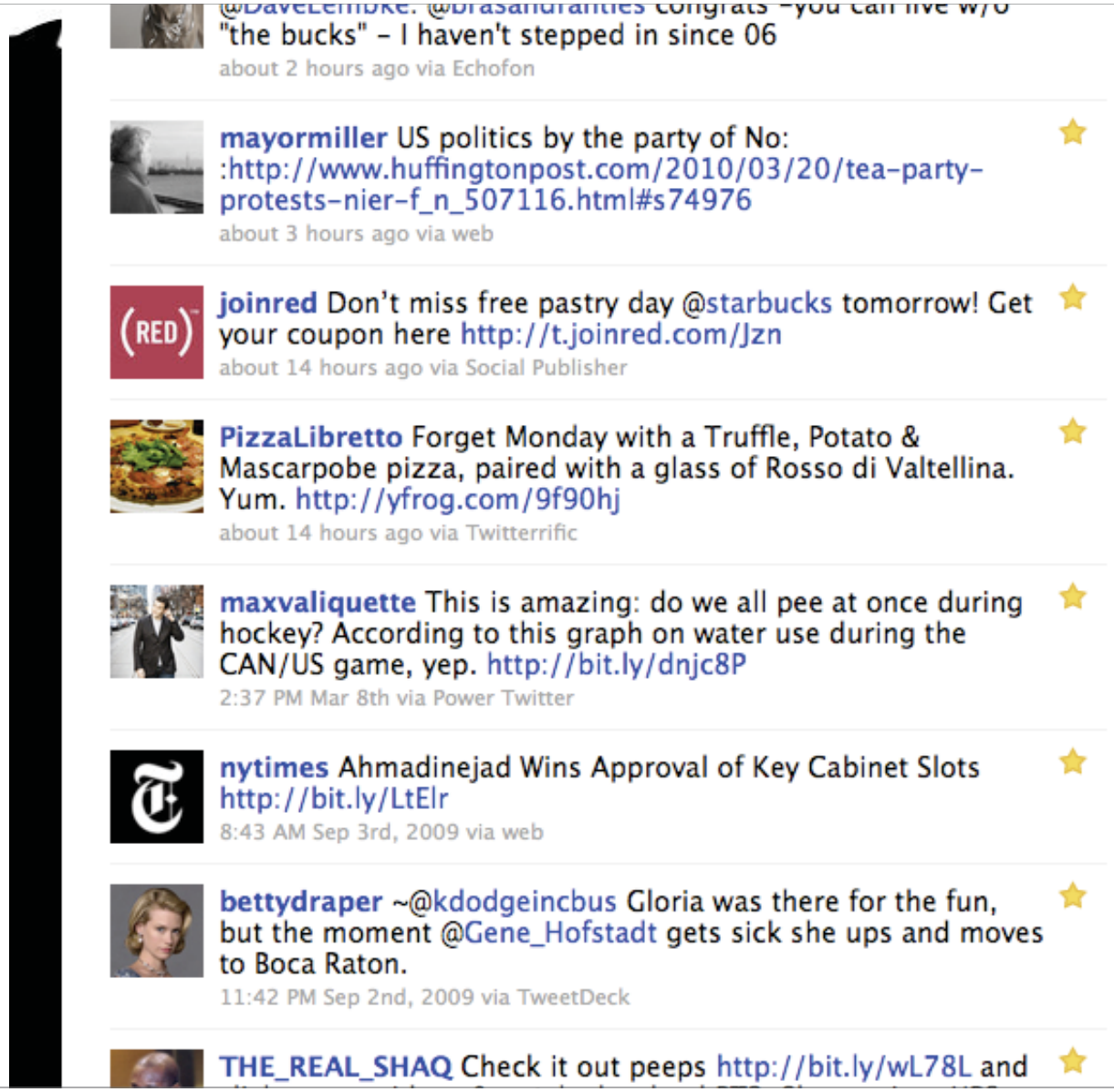


Justin Bieber on MySpace Music - Free Streaming MP3s, Pictures ...
9 Mar 2008 ... MySpace Music profile for **Justin Bieber**. Download **Justin Bieber** 2-step / 2-step / 2-step music singles, watch music videos, listen to free ...
www.myspace.com/**justinbieber** - Cached - Similar

Image results for **justin bieber** - Report images

Video results for **justin bieber**

Justin Bieber - One Time
4 min 3 sec - 24 Nov 2009
www.youtube.com

Justin Bieber - Baby ft. Ludacris
3 min 45 sec - 19 Feb 2010
www.youtube.com

Latest results for **justin bieber** - Pause

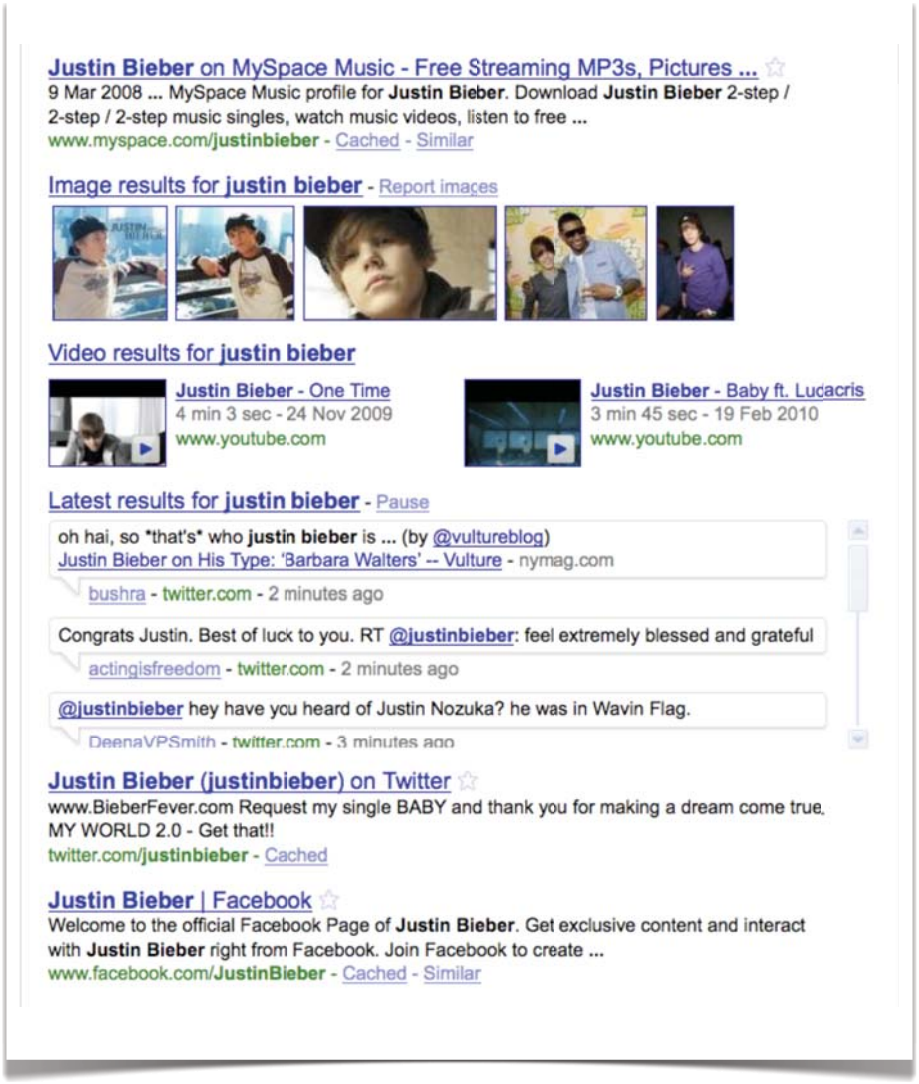
oh hai, so *that's* who **justin bieber** is ... (by @vultureblog)
Justin Bieber on His Type: 'Barbara Walters' -- Vulture - nymag.com
bushra - twitter.com - 2 minutes ago

Congrats Justin. Best of luck to you. RT **@justinbieber**: feel extremely blessed and grateful
actingisfreedom - twitter.com - 2 minutes ago

@justinbieber hey have you heard of Justin Nozuka? he was in Wavin Flag.
DeenaVPSmith - twitter.com - 3 minutes ago

Justin Bieber (justinbieber) on Twitter
www.BieberFever.com Request my single BABY and thank you for making a dream come true. MY WORLD 2.0 - Get that!!
twitter.com/**justinbieber** - Cached

Justin Bieber | Facebook
Welcome to the official Facebook Page of **Justin Bieber**. Get exclusive content and interact with **Justin Bieber** right from Facebook. Join Facebook to create ...
www.facebook.com/**JustinBieber** - Cached - Similar



INTEGRATED INTO GENERAL SEARCHES

Image results for **justin bieber** - Report images

Video results for **justin bieber**

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4 min 3 sec - 24 Nov 2009
www.youtube.com

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DeenaVPSmith - twitter.com - 3 minutes ago

Justin Bieber (justinbieber) on Twitter

www.BieberFever.com Request my single BABY and thank you for making a dream come true. MY WORLD 2.0 - Get that!!

INTEGRATED INTO GENERAL SEARCHES

BUT WHAT HAPPENS WHEN WE'RE ALWAYS CONNECTED?

BUT WHAT HAPPENS WHEN WE'RE ALWAYS CONNECTED?

1. "Private" may have less value to this generation
2. Break-ups that aren't announced (but your facebook status changes)
3. Less fear of the revelation of personal info
4. Politicial beliefs, spiritual beliefs - from private to public
5. And the resulting impact on the rest of our lives - work, school, etc.

…because how you communicate to this generation - as family, students, as customers, as employees, as anyone or anything - is a part of how they connect to each other, and their schools, and their brands, and workplaces, and their spirituality and everything else - all wrapped up in THEIR changing culture…for the first time EVER.

...because how you communicate to this generation - as family, students, as customers, as employees, as anyone or anything - is a part of how they connect to each other, and their schools, and their brands, and workplaces, and their spirituality and everything else - all wrapped up in THEIR changing culture...for the first time EVER.

BENSIMON
BYRNE
INGENIOUS SINCE 1993

CULTURE

in transition

BENSIMON BYRNE

INGENIOUS SINCE 1993

THE
BIG
QUESTION?

HOW DO WE
ENGAGE
YOUNG PEOPLE
?

CULTURE IN TRANSITION: THE 3 C's

CULTURE IN TRANSITION: THE 3 C's

1 CHANGE

Constant cultural change coming from rampant, relentless, and increasing technological change

2 CHARGE

Young people are in charge of when and how they communicate and interact with - or even create - their culture

3 CHALLENGE

They challenge traditional models of the way culture and communication exist

1. CHANGE

1. CHANGE

TECHNOLOGY CHANGED SLOWLY; ADULTS CONTROLLED YOUTHCULTURE (OR AT LEAST THE DISTRIBUTION) AND THAT WASN'T CHANGING

1. CHANGE

THEN

THEN TO NOW

TECHNOLOGY CHANGES QUICKLY; PRICES DROP QUICKLY; THIS LEADS TO A HUGE CHANGE IN YOUTH CULTURE

NOW

1. CHANGE

THEN

THEN TO NOW

HUGE SPEED OF CHANGE IS REGULAR; TECHNOLOGICAL CHANGE CREATES CULTURAL CHANGE; AND BIG ORGANIZATIONS FIND IT HARD TO KEEP UP WITH THAT CHANGE

NOW

IT'S FAST!

IT'S FAST!

Laptop Hunters $1000 – Lauren Gets an HP Pavilion
soapbox
on msn video
click to play
video options
playlist (1)

BlackBerry
Torch

REALLY, REALLY FAST!

REALLY, REALLY FAST!

REALLY, REALLY FAST!

REALLY, REALLY FAST!

2009

REALLY, REALLY FAST!

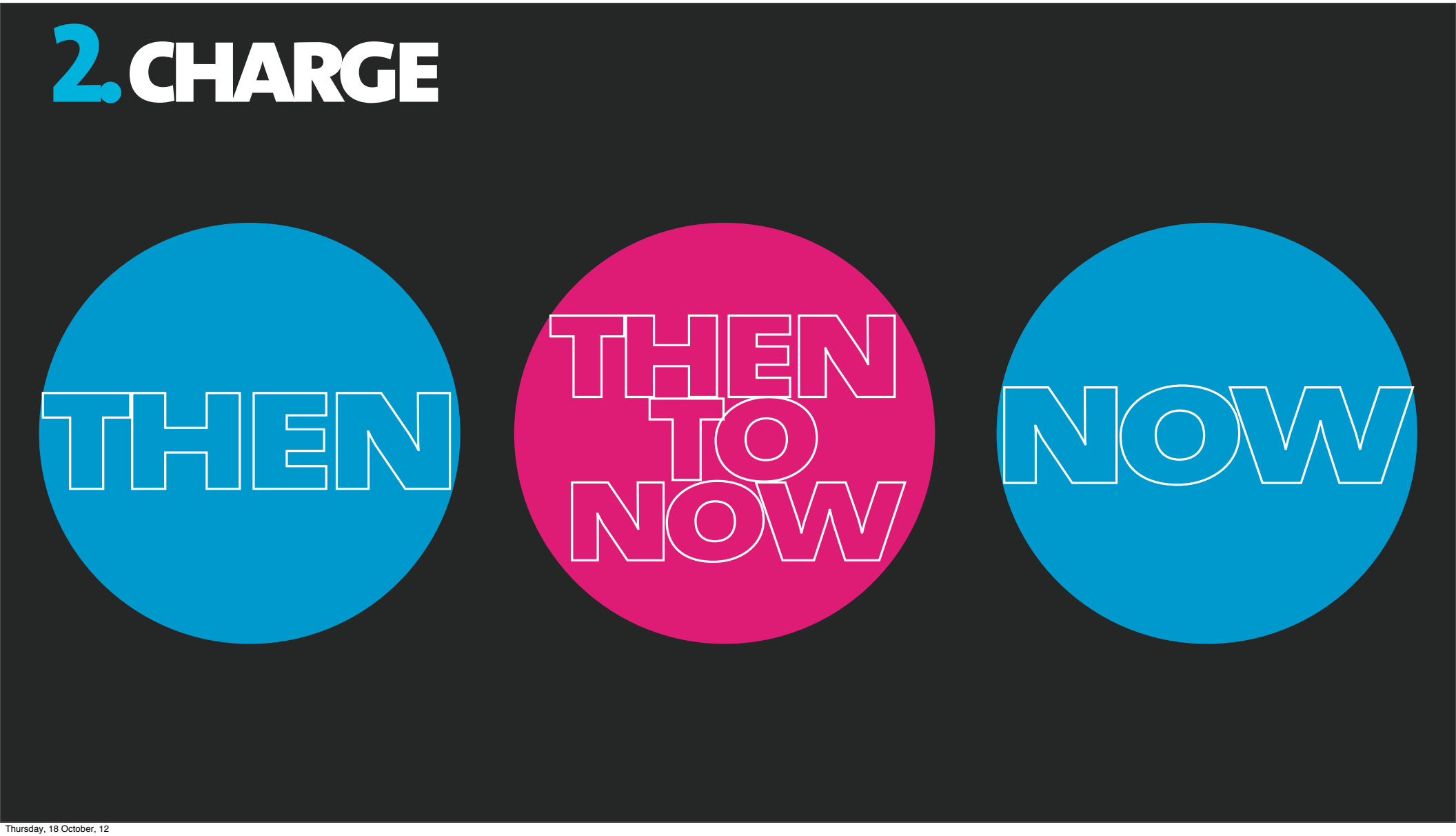
2010

2011

REALLY, REALLY FAST!

2012

2. CHARGE



2. CHARGE

THEN

LITTLE PERSONAL CONTROL
OR CHOICE IN CULTURE
OR COMMUNICATION

THEN TO NOW

NOW

2. CHARGE

THEN

INTERNET AND DIGITAL CULTURE CHANGES EVERYTHING - CULTURE - ON - DEMAND! COMMUNICATION - ON - DEMAND!

NOW

2. CHARGE

THEN

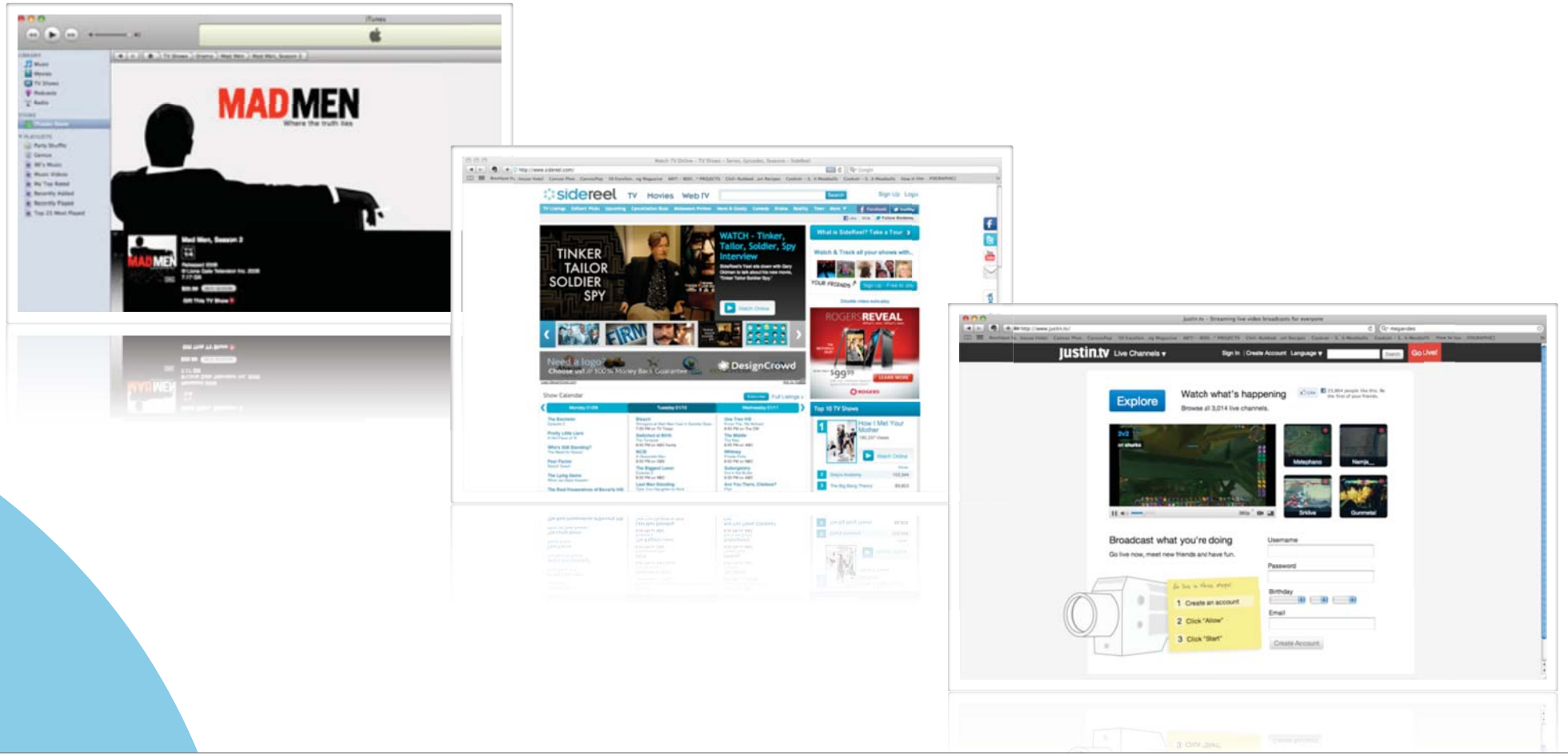
THEN TO NOW

NOW

"INFINITE" CHOICE OF WHAT TO CONSUME, HOW TO CONNECT - AND A CONTROL SHIFT: CREATORS TO CONSUMERS, ADULTS TO YOUTH

TAKING CHARGE

TAKING CHARGE



3. CHALLENGE

3. CHALLENGE

EVERYTHING IS TOP-DOWN: THERE'S AN ADULT "MACHINE" THAT CREATES OR DISTRIBUTES CULTURE, AND YOUNG PEOPLE HAVE NO CHOICE BUT TO ABSORB WHAT IT MAKES

THEN TO NOW

NOW

3. CHALLENGE

THEN

WHAT'S HAPPENING AT STREET LEVEL DRIVES AND DICTATES TRENDS - THE INTERNET ENABLES ANYONE TO MAKE CULTURE

NOW

3. CHALLENGE

THEN

THEN TO NOW

NOW

YOUNG PEOPLE ARE CREATING THE CULTURE THEY CONSUME - AND EVEN INVENTING THE MECHANISMS THAT LETS THEM CREATE THEIR OWN CULTURE AND SEND IT OUT TO THE WORLD

INVENTING, RE-INVENTING & REUSING

INVENTING, RE-INVENTING & REUSING

.com

MY PARENTS MUST BE SO PROUD

TINA FEY/SARAH PALIN

TINA FEY/SARAH PALIN

YOUNG CANADIANS

in control

BENSIMON BYRNE

INGENIOUS SINCE 1993

CONTROL

CONTROL

1

INSTITUTIONS OF ALL SORTS ARE ALL BRANDS AND HAVE TO STOP THINKING THAT THEY CONTROL THEIR "BRANDS"

2

GOOD BRANDS SHARE THEMSELVES WITH THEIR CONSUMERS -
OR CONTROL IS TAKEN AWAY

3

IF THEY DON'T LIKE YOUR MESSAGE THEY WILL INVENT THEIR OWN

CONTROL

"They don't control this network - I do."

CONTROL

"They don't control this network - I do."

"I've got a voice if I want to let the world know what I think about brands that are too controlled."

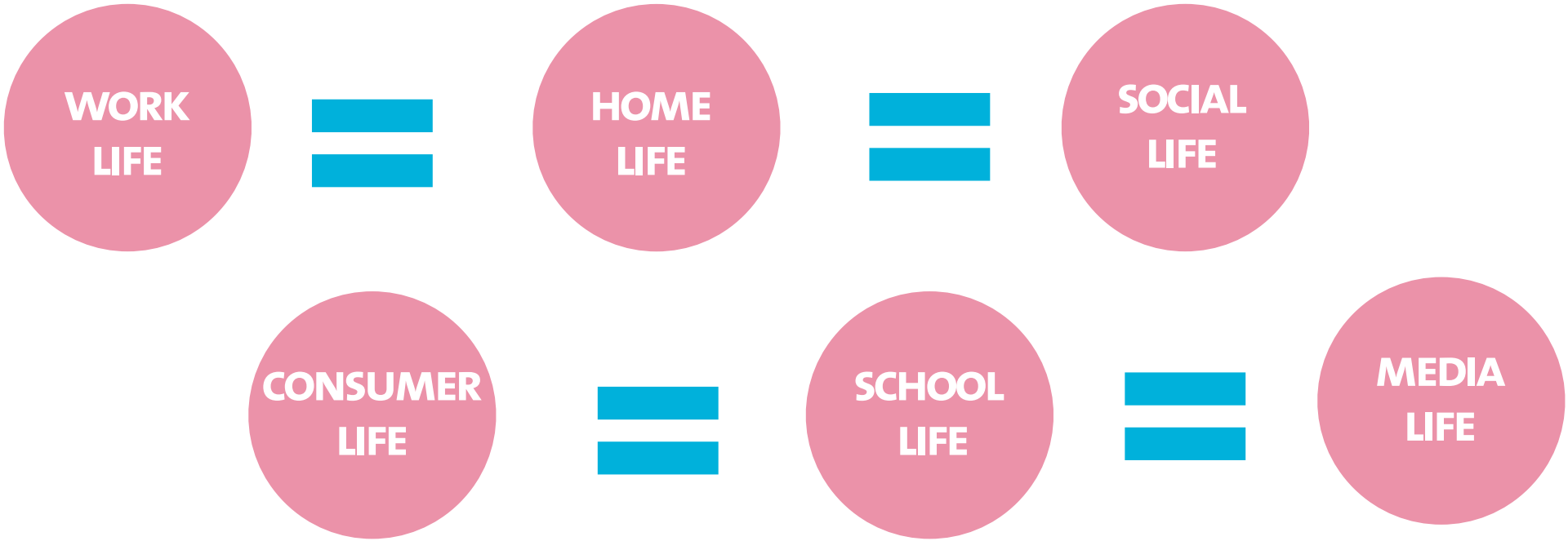
"I won't even let finance and charity dictate how I do this - I'll invent something all on my own."

BENSIMON
BYRNE
INGENIOUS SINCE 1993

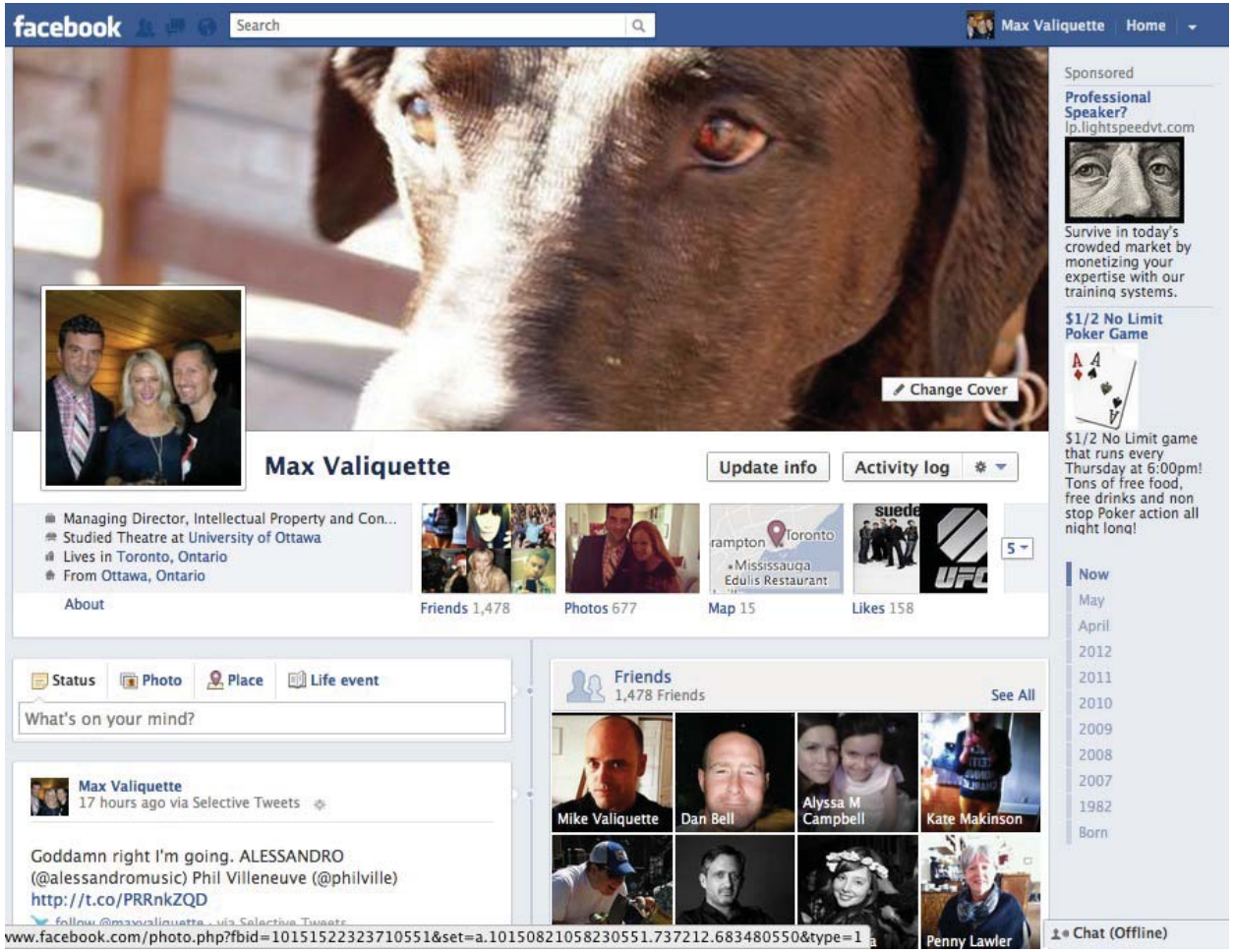
NEXT!

BARRIERS ARE DROPPING

BARRIERS ARE DROPPING



FACEBOOK


facebook
Search
Max Valiquette
Home
Change Cover
Max Valiquette
Update info
Activity log
Managing Director, Intellectual Property and Con...
Studied Theatre at University of Ottawa
Lives in Toronto, Ontario
From Ottawa, Ontario
About
Friends 1,478
Photos 677
Map 15
Likes 158
Status
Photo
Place
Life event
What's on your mind?
Max Valiquette
17 hours ago via Selective Tweets
Goddamn right I'm going. ALESSANDRO (@alessandromusic) Phil Villeneuve (@philville) http://t.co/PRRnkZQD
Friends
1,478 Friends
See All
Mike Valiquette
Dan Bell
Alyssa M Campbell
Kate Makinson
Penny Lawler
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$1/2 No Limit Poker Game
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Now
May
April
2012
2011
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2007
1982
Born
Chat (Offline)
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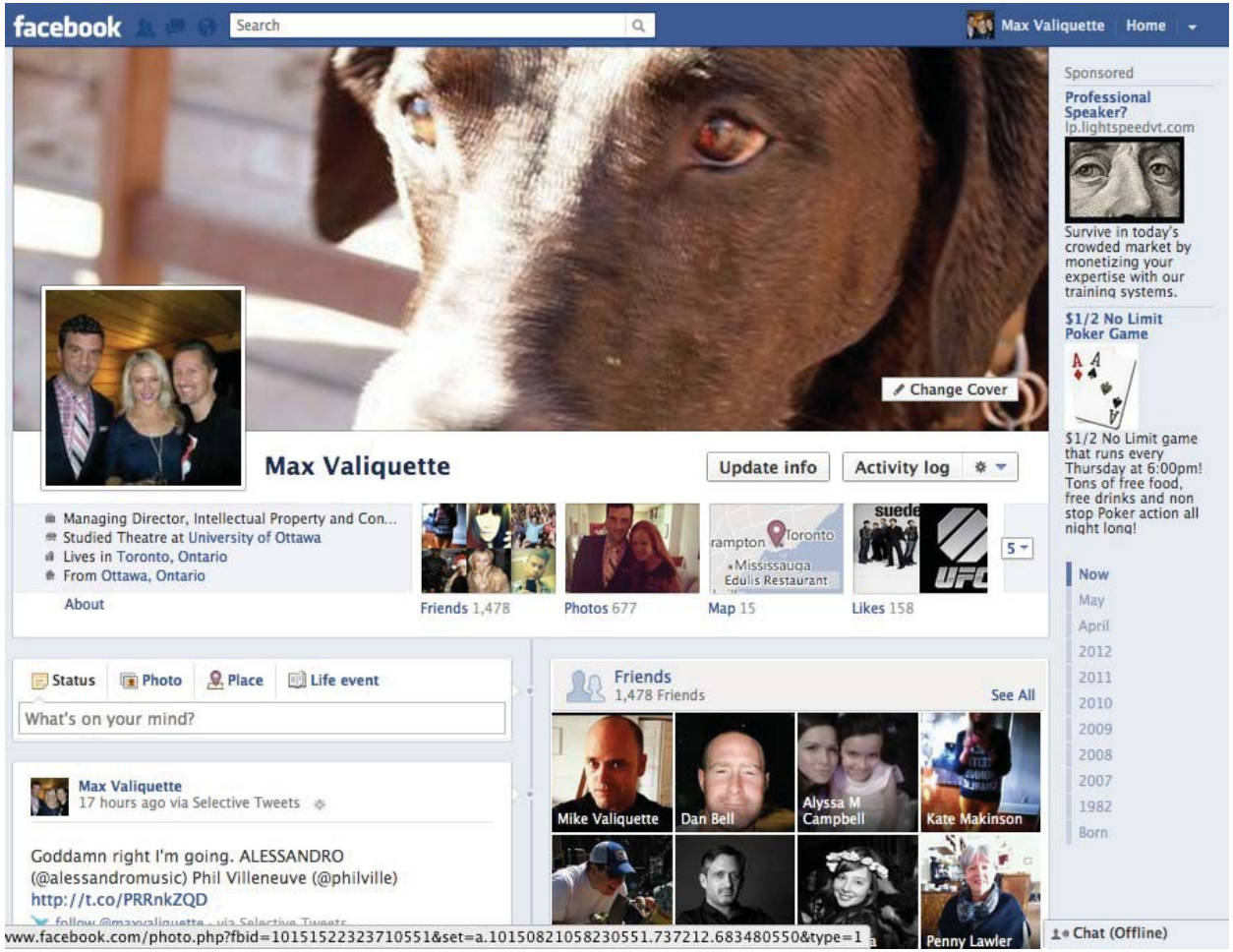
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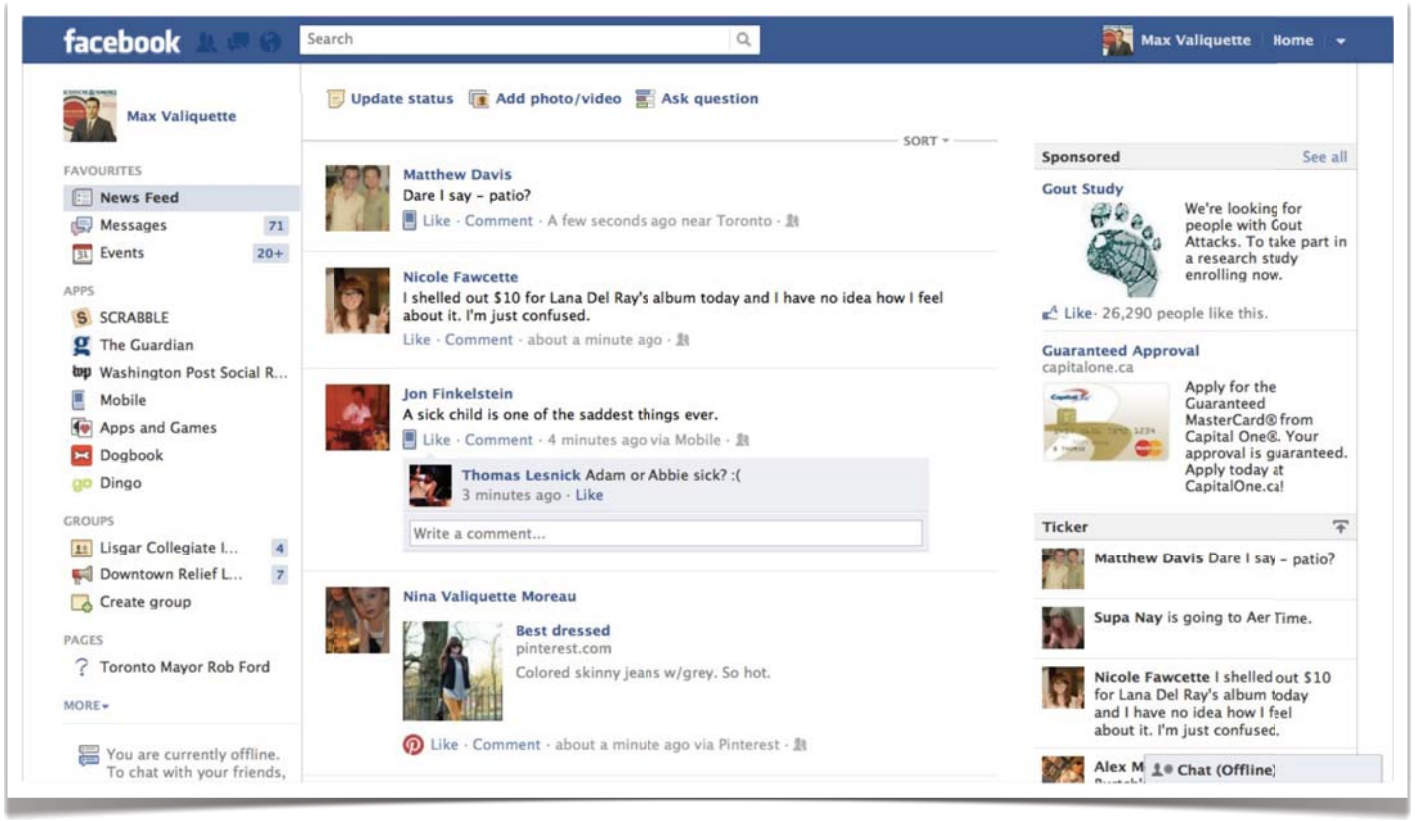
YOUR [WHOLE, NETWORKED] LIFE IS IN THE SAME PLACE



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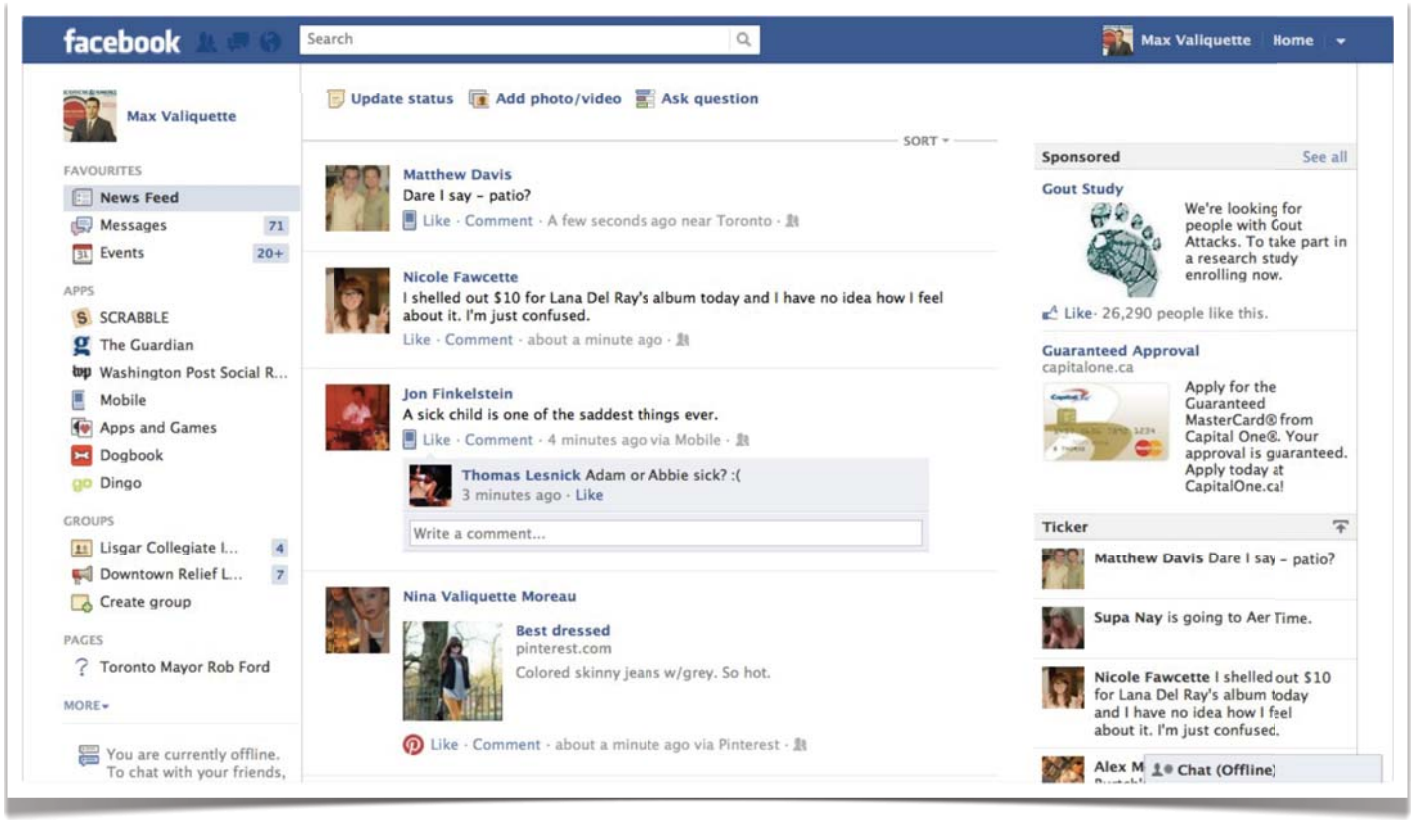

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Wall
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like this
Wall
Toronto District School B... · Everyone (Top posts)
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Write something...
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ow.ly
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Khatija Abdulkarim Rajan Tammi likes this.
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Toronto District School Board
You and Toronto District School Board
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StudentVote
Recommendations (6)
See all
Christine Boney It is a place where great things are happening!!
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Write a recommendation...
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THE ULTIMATE MATCH-UP
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THE X FACTOR (TM)
Pepsi Deals
Do You Know Pepsi?
Pepsi
Like
Food/Beverages
Create a Page
PLAY ULTIMATE MATCHUPS .COM
MATCH
SNAP
NFL
WIN
XLV
Wall
Pepsi · Everyone (Top posts)
Share:
Post
Write something...
Pepsi
Craving a Pepsi with your lunch? Check out some great deals available near you: http://pep.si/yZbfUV
PEPSI DEALS
Who's thirsty for refreshingly exclusive offers, courtesy of Pepsi? Come and get 'em. Share the love with your friends!
Like · Comment · Share · 19 hours ago ·
1,528 people like this.
View all 159 comments
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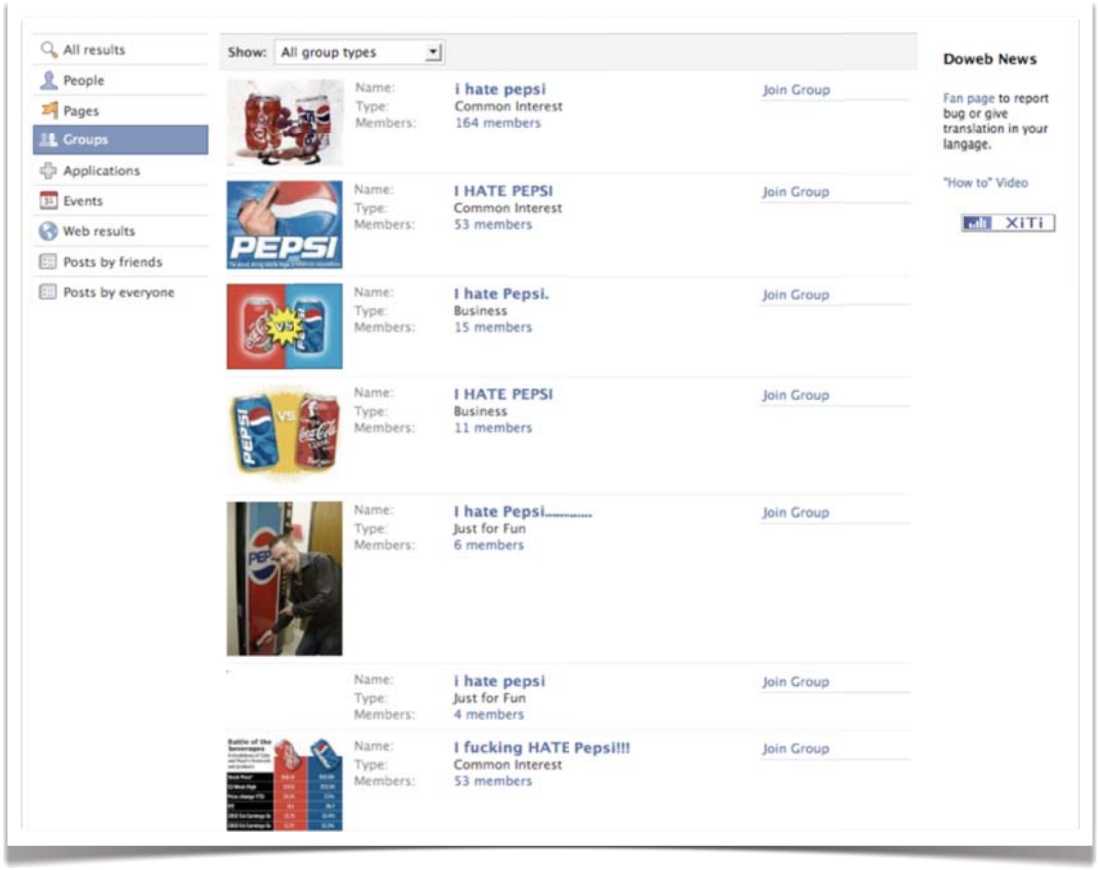
I HATE PEPSI


All results
People
Pages
Groups
Applications
Events
Web results
Posts by friends
Posts by everyone
Show: All group types
Name: i hate pepsi
Type: Common Interest
Members: 164 members
Join Group
Name: I HATE PEPSI
Type: Common Interest
Members: 53 members
Join Group
Name: I hate Pepsi.
Type: Business
Members: 15 members
Join Group
Name: I HATE PEPSI
Type: Business
Members: 11 members
Join Group
Name: I hate Pepsi.....
Type: Just for Fun
Members: 6 members
Join Group
Name: i hate pepsi
Type: Just for Fun
Members: 4 members
Join Group
Name: I fucking HATE Pepsi!!!
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Doweb News
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"How to" Video
XiTi

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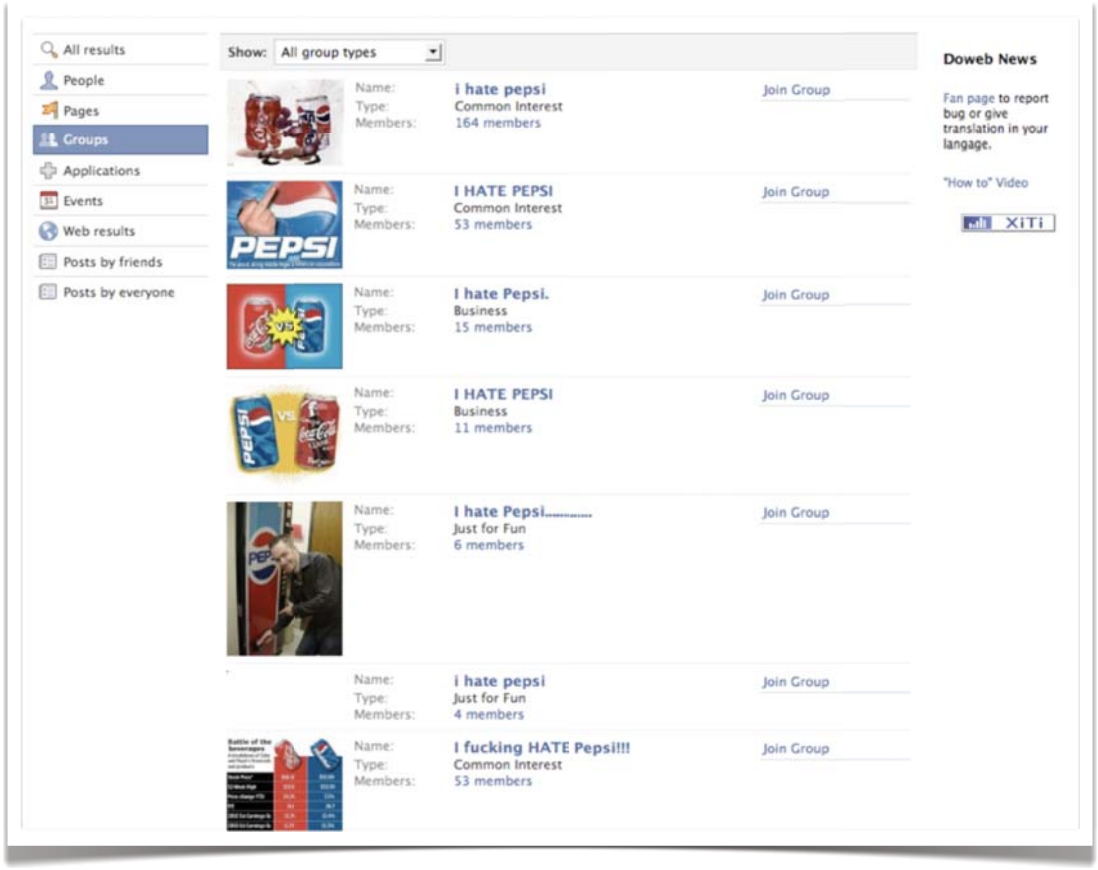
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Show: All group types

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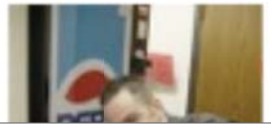

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Members: 6 members

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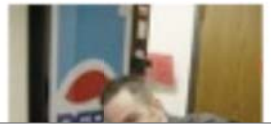

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BARACK OBAMA

BARACK OBAMA

FACEBOOK AT CHURCH

FACEBOOK AT CHURCH

FACEBOOK AT WORK

FACEBOOK AT WORK

[redacted] OMG I HATE MY JOB!! My boss is a total pervvy wanker always making me do [redacted] stuff just to piss me off!! WANKER!

Yesterday at 18:03 · Comment · Like

[redacted] Hi [redacted], i guess you forgot about adding me on here?

[redacted]

Thirdly, that [redacted] stuff' is called your 'job', you know, what i pay you to do. But the fact that you seem able to [redacted]-up the simplest of tasks might contribute to how you feel about it. And lastly, you also seem to have forgotten that you have 2 weeks left on your 6 month trial period. Don't bother coming in tomorrow. I'll pop your P45 in the post, and you can come in whenever you like to pick up any stuff you've left here. And yes, i'm serious.

Yesterday at 22:53

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Yesterday at 22:53

So You Have to Know

So You Have to Know

1

That you're fitting into a larger part of a young person's life than ever before

2

That young people - because of technology and a society-wide focus on looking, feeling and being young - are having a bigger impact than ever before

3

That this can make for some pretty difficult generational issues

THE NEW, YOUNG workforce

BENSIMON BYRNE

INGENIOUS SINCE 1993

1. First, the Bad News

- We're all behind the 8 ball a bit: their world is changing quickly, and large organizations move slowly; they expect control over their lives, and workplace is under someone else's control; they've integrated most of the other parts of their lives and an old-style workplace doesn't go over well.

- Oh, the more venerable the institution, the bigger the issue this can be. It's hard to change!

2. 62%

- 62%!

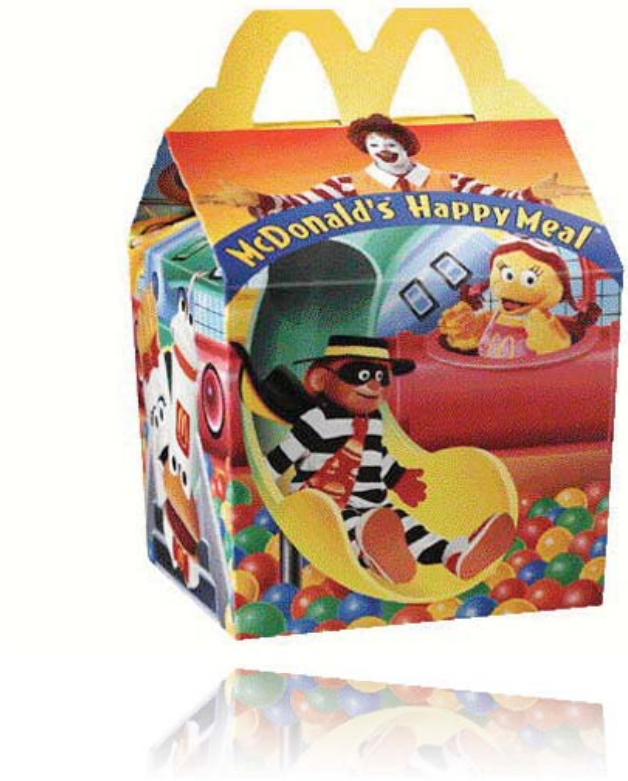
- The percentage of 25-29 year olds, in a recent national survey, who expect to stay at their current job for less than 3 years

max valiquette

3. You Are Your Brand

- Many traditional sectors are feeling this
- Part of shifting demographics (fewer young people as a percentage of the population)
- Also greater number of places to find out about work (workopolis, corporate sites, networked groups of friends, industry-specific sites, etc.)
- Greater gap between their perceptions and the perception of previous generations ("we were willing to work harder in my day!")
- But hiring and retaining young workers is just as important - if not more important - than ever - **so where does it start?**

4. It All Starts with the Brand



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5. Do you think young people want to be this brand?

max valiquette

5. But they may want to be this brand

max valiquette

6. So Be Where They Are, When They Want It, In Their Voice

- You're competing against everything: it's the new Youtube video, and the new download track pack for Guitar Hero or Rock Band, or an episode of Jersey Shore, or the latest gossip on TMZ.com when you're trying to get your message out

- And against every other cool employer in your area

- And against everything relevant in youth culture

- And against other employers and other industries around the province, the country, and sometimes the world

7. Tips for Attraction and Retention

- Create a solid brand for the industry and the individual employer
- Market to them where they are and “live in their culture”
- Don’t accept paper CVs
- Don’t overpromise
- Involve your younger staff in new hires
- Offer as much flexibility as you can (in scheduling and in the jobs they do)

max valiquette

7. Tips for Attraction and Retention

- Accept that technology isn't a nice-to-have
- Highlight clear, defined opportunities for advancement and deliver on them
- Recognize that many are transitional
- Focus on getting the most from them quickly and retaining the non-transitional group
- More than anything, recognise the work/culture/social/technology blend, and embrace it whenever you can. Don't fight it – make it work for you.

- **max valiquette**

8. Implications for Simcoe Muskoka

- You can brand your region!

- Get known for what your actual attributes are: everything from the geographic attributes of the area (like Banff) to the demographic makeup to the industry that makes the town move

- How is Ottawa known for animation? How is Silicon Valley the place to go for technology? Why did San Francisco or Provincetown get known as a place for the LGBT community? Heck, why is Porter flying to St. John's right now, and featuring cool young people doing cool things in the city?

- **Can this place be known for something unique to the area? A place with great access both to nature and a huge city nearby? A great place for young families? A place with the coolest BIA or employer's association? There are interesting new devlopments in the region and it's close to Barrie and Toronto.**

max valiquette

8. This could be your brand...

max valiquette

8. Implications for Simcoe/Muskoka

- Get behind an aggressive PR campaign: this isn't big commercials on TV or what your tourism people are doing, it's a facebook page about how great it is to be young here, a twitter feed with job opportunities...

- It's about taking a place, and an industry or industries, and combining those two things to make the are more than the sum of its parts...

- ...but it has to happen in a connected, cohesive fashion, and it has to happen soon.

max valiquette

Young people have redefined the music store, the search tool, and the social network; they've had the walkman, the television and the credit card redefined for them because they wanted it.

So what's next for employers in Simcoe/Muskoka? Will you change… or will you be changed?

max valiquette

THANK YOU

BENSIMON BYRNE

INGENIOUS SINCE 1993