

DE-CODING THE MILLENNIAL MINDSET

The essential guide to understanding and engaging the next generation

No organization or business can afford to ignore Millennials. In addition to being the largest generation in history, they possess over 30% of consumer spending power and make up half of the working population.

Having conducted one of the world's most extensive studies into the defining attitudes and values of Millennials, Michael McQueen has a unique insight into the next generation.

SESSION OVERVIEW


IN THIS HIGH-ENERGY, HUMOROUS & COMPELLING KEYNOTE PRESENTATION, AUDIENCES DISCOVER:

- 01 The common MYTHS and MISCONCEPTIONS many leaders and businesses believe about Millennials (even if they don't know it)
- 02 The CORE BELIEFS, MINDSETS and EXPECTATIONS of next-generation consumers and employees
- 03 The secret to ENGAGING, PERSUADING and MOTIVATING Millennials
- 04 A range of PROVEN and PRACTICAL STRATEGIES for being RELEVANT to a younger cohort

Audience members will leave this presentation with a clear action plan for bridging the generation gap and powerfully engaging Millennials as either consumers or employees.

DE-CODING THE MILLENNIAL MINDSET is an ideal stand-alone conference keynote or an extended half or full day program.

 The best generational presentation I've seen.
MARKETING MANAGER, PEPSI

 Michael is an informed and engaging speaker with a powerful message and practical advice. [CANON](#)

 Michael's message is both timely and provocative. [WESTPAC BANK](#)

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