MOTIVATING MILLENIALS
Narcissistic
Entitled
Egotistical
Social media obsessed
Immature
Impulsive
Obama's New Boss
McCain vs. Brzezinski

TIME

THE ME ME ME ME ME ME GENERATION

Millennials are lazy, entitled narcissists who still live with their parents

Why they’ll save us all

BY JOEL STEIN
The worst generation?

By Brian Moore

May 10, 2010 | 4:59am

Gen Y workers get a bad rap in the workplace, with many a geezer complaining that their work ethic is less developed than their sense of entitlement. But is that really fair?

Yes, according to new research that’s yielded actual data to back up that notion.

In a series of studies using surveys that measure psychological entitlement and narcissism, University of New Hampshire management professor Paul Harvey found that Gen Y respondents scored 25 percent higher than respondents ages 40 to 60 and a whopping 50 percent higher than those over 60.
“The Now Generation has become the Me Generation.”

“They would rather hike in the Himalayas than climb a corporate ladder... They crave entertainment, but their attention span is as short as one zap of a TV dial.”

“The children now love luxury. They have bad manners, contempt for authority; they show disrespect for elders and love chatter in place of exercise.”
Who Are Millennials?
MILLENIALS
Represent the largest generation in US history

92M Millennials 1980-2000
61M Generation X 1965-1979
77M Baby Boomers 1946-1964
What’s Important to You?
#1. Less interested in making partner.
#2. More interested in experiences than cash.
#3. Want to tell you what to do.
#4. Want work-life balance.
MARKET

OVERVIEW
TRENDS

- Stock Market
- Peer Monitor Demand
- Demand for Law Firm Services

2012: 10,000
2013: 15,000
2014: 20,000
2015: 25,000
2016: 30,000
2017: 35,000

-5% to 5%
Q2 ‘18 Demand for Am Law 101-200
The group as a whole declined in all major metrics, but eight Second Hundred firms had double-digit revenue growth and 22 hit at least 5 percent.

“declined in all major metrics.”
BUT WAIT ...

THERE’S MORE
Market fragmentation

IN HOUSE
(68% of MPs)

Ogletree Deakins

IN HOUSE
(68% of MPs)

PwC

FisherBroyles

Taylor English

Axiom

Legalzoom

Outsourcing
I SEE ...

OPPORTUNITY
Millennial Stereotypes?

These Lawyers Object!

- Disability Law
- Jeena Cho on Well-Being
- Cybersecurity Series
- Rating Judge Nominees
THINK BIG
I love my Job
Associates Say Law Firms Need a Tech Upgrade

Technology is a trouble spot for many firms, but those that succeed have happy associates.

By Ben Seal (http://www.almreprints.com) | August 26, 2016 at 06:00 PM

The key to developing a flourishing and fulfilled associate class may lie in providing young lawyers with an up-to-date technology suite and the wherewithal to use it. As has been the case in past years, there is a strong correlation between the top-ranking law firms in the technology section of our Midlevel Associates Survey and the top-ranking firms in the overall survey.
WHAT ARE YOU?

AN IDIOT SANDWICH.
The Golden Rule
MOTIVATING MILLENNIALS
Narcissistic

Entitled

Disloyal

Egotistical

Need to win

TWITTER-crazed
• Closing gag – they all get trophies!
"The Now Generation has become the Me Generation,"

October 17, 1976
They have trouble making decisions. They would rather hike in the Himalayas than climb a corporate ladder... They crave entertainment, but their attention span is as short as one zap of a TV dial... They postpone marriage because they dread divorce."

Time, July 16, 1999
“The Now Generation has become the Me Generation.”

“They would rather hike in the Himalayas than climb a corporate ladder... They crave entertainment, but their attention span is as short as one zap of a TV dial.”

“The children now love luxury. They have bad manners, contempt for authority; they show disrespect to elders and love chatter in place of exercise.”

“1976”

“1999”

“450 BC”
A LARGER COHORT

The Millennial generation is the biggest in US history—even bigger than the Baby Boom.

Source: US Census Bureau
INNOVATE
Antioco slide about Blockbuster
Examples of Millennials
Innovation slide - most firms not innovating
Virtual firms — show examples