

SHIFT YOUR PARADIGM *further*

10

STRATEGIES

to challenge your assumptions, change your thinking,
and champion the passion, purpose, and performance
of today's younger generations



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“There are only two ways to view the millennial and Z generations: as a challenge to overcome or a tremendous asset to unleash.”



STRATEGY #1:

what's your view?

Challenge yourself to look for the incredible untapped potential of today's young people.

“Young people live up to the expectations we place on them— whether high or low.”

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STRATEGY #2:

how are you expecting them to perform?

Expect more—and be ready to offer the coaching and resources to help them achieve it.



“Together, millennials and Gen Z are the Why Generation. They have to know the reason behind everything they’re asked to do—so that they can deliver their greatest contribution.”

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STRATEGY #3:

are you giving them a real answer?

**Don't be defensive when a young person asks why.
Give a full answer—and be open to their
contribution.**



“Respect works differently today—young people need to feel respected first. Once they do, they’ll quickly reciprocate.”

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STRATEGY #4:

how are you making young people feel respected?

Respect and affirm young people by showing genuine interest in what’s important to them.

“The ‘for-now’ career direction makes education relevant without the pressure of making a lifelong decision.”

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STRATEGY #5:

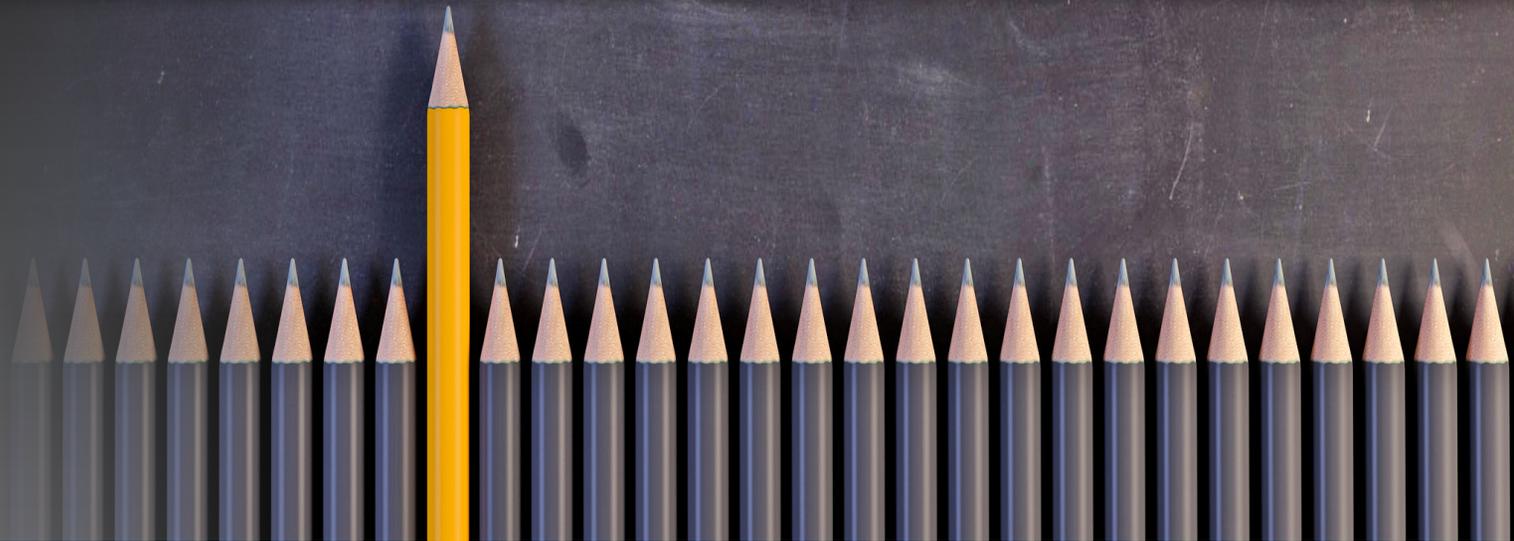
how can you help young people make forward progress—right where they're at?

Take the pressure off career exploration by emphasizing that young people can change their mind at any time.



“In today’s new economy, the single most important competitive advantage is the synergy of academic knowledge, technical competency, and professional skills.”

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STRATEGY #6:

how are you supporting young people on their journey to a dynamic competitive advantage?

Help them see how all three skill areas—academic, technical, and professional—are essential to their success.



“Growth mindset is the belief that human intelligence, talents, and abilities are not innate but can be developed. Fixed mindset is the belief that intelligence is predetermined, inborn, and essentially unchangeable.”



STRATEGY #7:

do you have a growth mindset?

Embrace the possibility of astonishing growth for both yourself and the young people you influence.

“Today’s young people believe they are unique, special, and important—because that’s what they were raised to believe.”

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STRATEGY #8:

how are you affirming young people
in your sphere of influence?

**Recognize young people’s valuable contributions
to the task at hand—and let them know
you see it.**



“Instead of spending priceless time building other people’s dreams—watching movies, playing videogames, scrolling social media—the Why Generation needs to take time to develop their own opportunities.”

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STRATEGY #9:

how are you inspiring young people to invest in their future?

Remind them that time is their most precious resource—and they will never regret spending it to build their own dream.



“A branch-creak crisis moment is a powerful opportunity for growth.”

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STRATEGY #10:

how can you help young people experience more branch-creak moments?

**Allow them to experience consequences—
this shows respect and pushes them to grow.**



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where do you go from here?

A true paradigm shift changes your outlook—and your actions. Join Mark at markcperna.com for more free resources, strategies, and inspiration to shift your paradigm further—and unleash the power of today's younger generations.

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