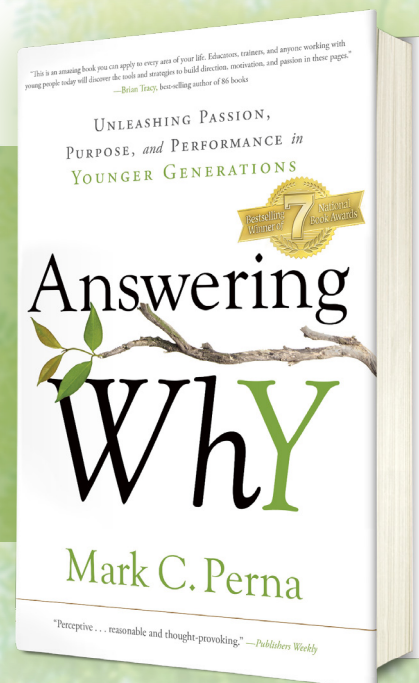


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**30-SECOND WAYS  
TO MAXIMIZE  
INTERACTIONS WITH  
TODAY'S YOUNGER  
GENERATIONS**

**THREE SECRETS**  
from the book *Answering Why* can  
help change the way you understand  
and engage with young people.



## Today's younger generations have incredible potential; we just have to unleash it.

If you're a parent, educator, or employer, these three initial secrets from my award-winning bestseller [Answering Why](#) can change the way you understand and engage with the young people in your sphere of influence. Each secret below takes about 30 seconds to read, so you're just 90 seconds away from maximizing your interactions with today's younger generations — at home, at school, and on the job.



### 30-SECOND SECRET 1: ANSWER THEIR WHY.

I call both the Millennial Generation and Generation Z “the Why Generation” because that’s the question **they’re always asking**. To many, this questioning may feel like a challenge to authority, but in general, nothing could be further from their intention.

Today’s young people truly want and need to understand why things are done a certain way because it lends credibility to their participation. They take pride in their contribution; in fact, they want to determine for themselves if they can innovate the process to improve it for everyone. They’re smart, they’re tenacious, and they want to make a positive difference; we just need to open the door for them to do so.

#### ► ACTION POINT 1:

Proactively answer their why—it will validate their need to know and engage them at a deeper level, allowing you to tap into their ingenuity and resourcefulness.



### 30-SECOND SECRET 2: FOCUS ON LIFESTYLE.

**Experience is everything for today’s young people.** They crave a fun, full lifestyle packed with a constant variety of new experiences. In fact, lifestyle is a major consideration in every decision they make. Unlike previous generations who generally held the mantra of “live to work,” today’s young people work to live.

We must let them taste, touch, feel, hear, and experience the rewards of performance and perseverance. I call this strategy “the Light at the End of the Tunnel,” where the Tunnel is the work required to reach the Light, which is the young person’s experience and lifestyle aspirations. Focusing on the rewards, or Light, motivates young people to put forth their best effort to get through the Tunnel.

#### ► ACTION POINT 2:

Emphasize lifestyle rewards—because for the Why Generation, experience is everything and lifestyle rules.

(cont.)

## 30-SECOND SECRET 3: SHOW THEM RESPECT.

Today, respect works differently from the past when automatic respect for elders or positions was a given. The Why Generation has been raised to believe they are unique, special, and important, and they want to feel respected upfront. Thankfully, the moment they feel that respect and esteem, most return it quickly.

How do we show young people respect? First and foremost, we answer their why with a clear vision that allows room for their perspective. By considering their views and opinions, we will allow them to contribute the best of themselves. Respect is also shown when we seek to understand what matters to them. It's true: "they don't care how much you know, until they know how much you care."

### ► ACTION POINT 3:

Start showing them that extra level of respect—the results may surprise you.



These three easy strategies can help you make the most of your relationships with the Why Generation and empower them to achieve more. For more insights and tools, check out my award-winning bestseller [\*Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations!\*](#)

— Mark C. Perna

Founder, Author, and CEO, TFS®

### HERE'S WHAT REVIEWERS ARE SAYING

"This is an amazing book you can apply to every area of your life. Educators, trainers, and anyone working with young people today will discover the tools and strategies to build direction, motivation, and passion in these pages."

— BRIAN TRACY, Bestselling Author of 86 Books

"Perceptive...reasonable and thought-provoking arguments all."

— PUBLISHERS WEEKLY

"Engaging. Accurate. Insightful."

— ADAM ROBINSON, Founder and CEO of Hireology and Author of *The Best Team Wins*

"Mark is fantastic at explaining the pressures and expectations weighing on the younger generation entering the workforce. Written for those looking to hire and retain Generations Y and Z, this book outlines who they are and how we can empower them to turn the business world on its head."

— CHRISTINE HASSLER, Generational Expert, Keynote Speaker, Bestselling Author

