

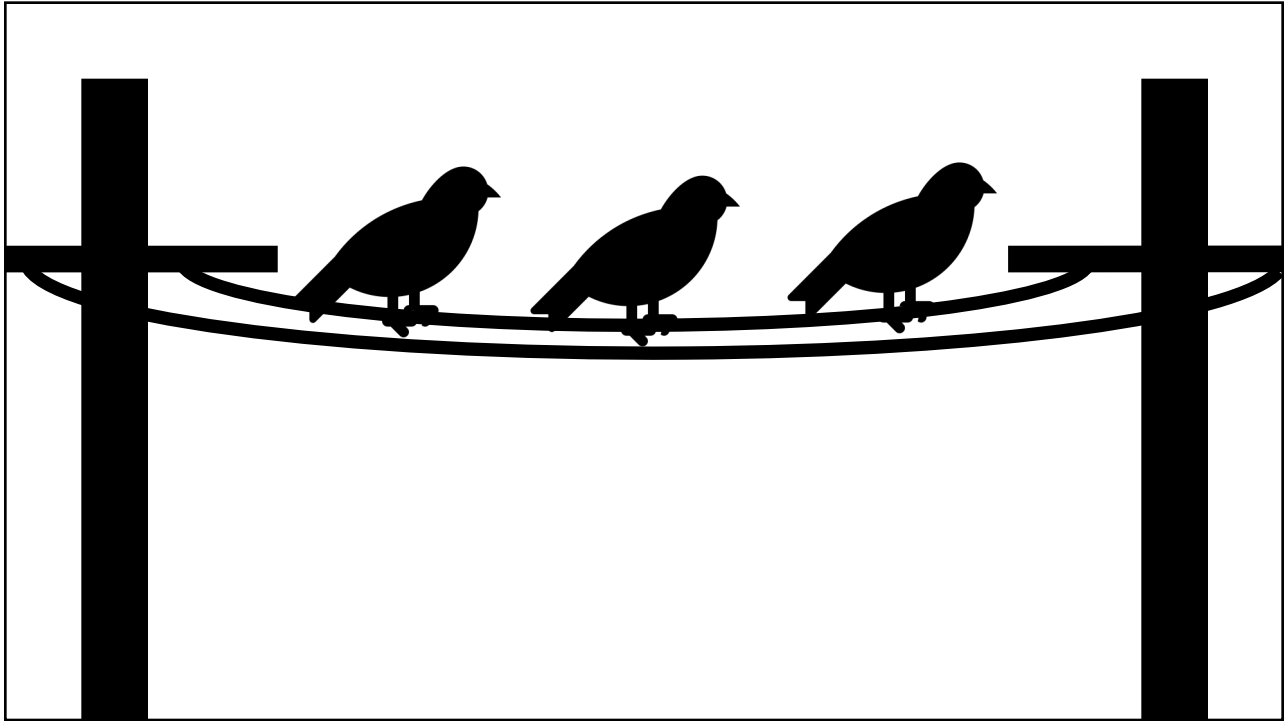
Connecting with *Today's* Players



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***“An attitude of
gratitude gives
you altitude.
It lifts you and
others up.”***



LCD Method

Learn	Confirm	Discern

Overview

- Who are today's players?
- How do I connect with them?



Your Turn

- Have today's players changed?
- If so, how have you adapted your coaching?

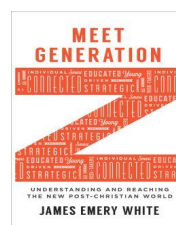
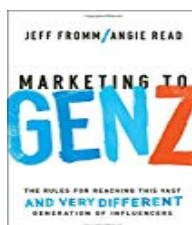
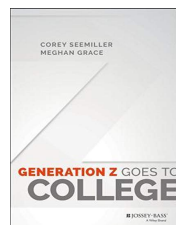
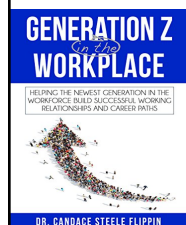


Key Point

*If I grew up where you grew up,
when you grew up,
with the influences you had,
I'd probably think and act a lot like you, &
if you grew up where I grew up,
when I grew up,
with the influences I had,
you'd probably think and act a lot like me!*

Who are today's players?

- Generations:
 - Baby Boomers: born 1946-1964
 - Generation X: born 1965-1980
 - Millennials: born 1981-1995
 - Generation Z: born 1996-2010



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Your Turn

- Baby Boomers '46-'64
- Generation X '65-'80
- Millennials '81-'95
- Generation Z '96-'10

Cynical
Practical
Prefer the phone



Your Turn

- Baby Boomers '46-'64
- **Generation X '65-'80**
- Millennials '81-'95
- Generation Z '96-'10

Cynical
Practical
Prefer the phone
Cable TV (MTV)
Atari
Parents work= Latch Key kids
Higher divorce rates
Challenger Tragedy
AIDS
War on Drugs



Your Turn

- Baby Boomers '46-'64
- Generation X '65-'80
- Millennials '81-'95
- Generation Z '96-'10

Traditional 9-5 work ethic
Prefer face-to-face



Your Turn

- **Baby Boomers '46-'64**
- Generation X '65-'80
- Millennials '81-'95
- Generation Z '96-'10

Traditional 9-5 work ethic
Prefer face-to-face
Civil Rights Movement
Vietnam
Postwar growing economy



Your Turn

- Baby Boomers '46-'64
- Generation X '65-'80
- Millennials '81-'95
- Generation Z '96-'10

Entitled
Self-interested
Overconfident
Early adopters of technology



Your Turn

- Baby Boomers '46-'64
- Generation X '65-'80
- **Millennials '81-'95**
- Generation Z '96-'10

Entitled,
Self-interested
Overconfident
Early adopters of technology
Fewer and later marriages
Later and smaller families
Parents help financially
Higher debt
9/11
2000 dot com bust
Great Recession



Your Turn

- Baby Boomers '46-'64
- Generation X '65-'80
- Millennials '81-'95
- **Generation Z '96-'10**



Your Turn

- Baby Boomers '46-'64
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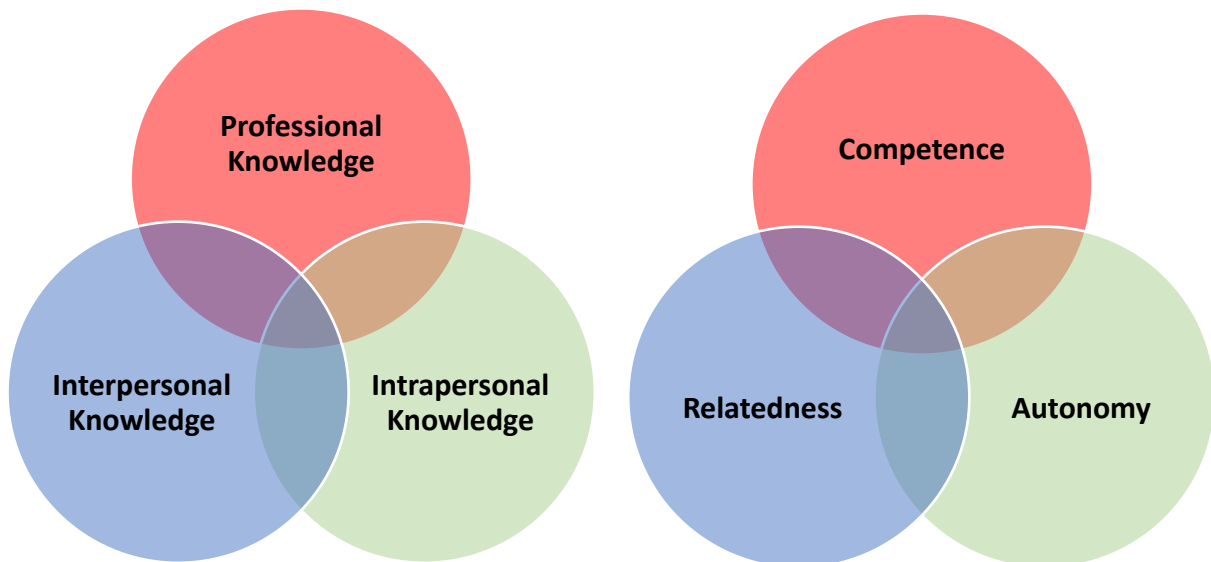
Diverse
Digital natives
Entrepreneurial
Open-minded
Loyal
Thoughtful
Compassionate
Responsible
Post 9/11
Sharing Economy

Who are today's players?

•Gen Z

- More non-traditional households
- Higher anxiety & depression (especially females)
- Political polarization
- Never known life without the internet
- Supercomputer in their pocket
- Have a public voice through social media

How do I connect?



Adapted from Côté & Gilbert (2009)

Adapted from Deci & Ryan (1985)

Thank You!



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