

Millennials in the Workplace

I was recently gifted this gem of a video by my former boss and advertising mentor, Jay Ferguson:

http://www.youtube.com/watch?v=Sz0o9cIVQu8&feature=player_embedded

While initially I found myself feeling somewhat offended by the portrayal of my generation as lazy, entitled and just a tad-over sensitive – I quickly reverted back to a thought I have always had that this video seemed to validate: we are simply misunderstood.

We the viewer see one very obvious point of view throughout the video: our middle-aged, middle-management boss. And this point of view reduces us, despite our shiny college degrees, years of work experience, volunteer efforts abroad and unpaid internship experience, and plethora of online resources that we learned how to use simultaneously to learning to tie our shoes, to a simple stereotype that we are hard-pressed to escape from.

When we question the traditional methodologies in favor of a more efficient and user-friendly model, we're called lazy and told that we're cutting corners. It doesn't cross our middle-manager's mind that we're change agents here to challenge the status quo, to see things differently and produce a better and more meaningful product. My all-time favorite quote from Mr. Steve Jobs seems like a fitting response right now to those who doubt our generation and our potential for greatness:

“Here's to the crazy ones. The misfits. The rebels. The trouble-makers. The round pegs in the square holes. The ones who see things differently...they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius.”