

Rachel: Hey, thank you so much for being here Ryan.

Ryan: My pleasure Rachel, thanks for having me.

Rachel: Absolutely. The intention behind the better life is to show people that if they have a choice, they can choose a better life. Can you take a minute in that spirit to share with us some of the things that you're most proud of in your life?

Ryan: Yeah, gosh! It's a broad question and there's so much to be thankful for and proud of. I think first and foremost family, super proud of my family and the relationships that I have cultivated within our family and the family that I have built with my wife. But I think more on a business aspect, I am super proud of the business that I have built and I am a Keynote speaker, blogger and author as well and it's amazing what you can do these days with the Internet connection and a message. So, super proud to have got a blog and so do we've got over 220 posts on that blog. We've got a podcast, we've brought on New York Times bestselling authors and then a lot of my content's being featured on Forbes, Fast Company, Mashable, about.com, Yahoo, so just really proud and honored to be associated with some of those big name media sites. And yeah, we travel 30-50 times a year just speaking and encouraging and helping organizations to engage and then learn how to lead, communicate and effectively sell to the emerging generations, A.K.A., the millennials. So, super proud to be associated in that space and to just share the message that I feel like a [inaudible 00:01:56] on my heart and pursue the dream and skills that I have, so super proud of all that.

Rachel: That's awesome, way to go. And absolutely, when I was looking at your blog and then you're featured all over the place.

Ryan: Yeah, it's concept marketing, got to love it.

Rachel: Absolutely, so yeah, everything that you put on your pages and your Keynotes speaking, it's all about millennials. I am curious for you, can you just define what millennial is?

Ryan: Yeah, so typically millennials are defined as those born in the 80s and 90s, so people that are really in the ages of 15 to 35 roughly is a millennial.

Rachel: And why are you so excited about them?

Ryan: Well, I myself am a millennial and my journey started, I came into the corporate world right out of school and being a millennial, I thought different. I had a very different upbringing, I brought up basically technology was an extension of myself and I grew up with social media. So, fundamentally myself and all of my millennial peers, we fundamentally think different and we attack problems differently because of the high tech and hyper social upbringings that we had. So, out of college I came into the corporate world and I had a lot of ambition and a lot of excitement and I was looking to have an impact on day one, as many of us millennials want to do. I just came into an environment that really squandered a lot of the energy and optimism that I had and it was saddening really and it was frustrating and I looked around and I thought, "Well, you know what? I am an entrepreneur at heart and maybe this corporate world isn't the thing for me." So, I swept it underneath the rug and as time went on, I heard other stories of peers and other people, millennials at organizations having a lot of the same tension and frustration and I thought surely patients don't want these energy leaks from these millennials. So, what's going on here? What's happening here?

So, long story short, I really turned my burden into someone else's transformation, so now I speak on really trying to demystify the millennial generation and really help organizations and leaders truly connect and understand why they are who they are. I think that's important and there have always been generational differences, right Rachel? You can look back to Socrates and even Socrates was quoting, "the young generation is being lazy and disrespectful." So, generational differences have always been around and typically the younger generation gets their finger pointed at them. But really why today is different is technology and Internet has changed the game and that's why today is really different and that's why the millennials are super different and a different breed of human as well. I think it's important that we understand them so we know how to effectively

connect with them and lead organizations or sell to them more effectively in the future.

Rachel: Awesome, and that's really cool that you have that back story, I didn't realize that.

Ryan: Yeah, gosh! I think most great ideas start off from someone else's burden or some pain point in their lives.

Rachel: Definitely, absolutely. I know you posted about millennials are going to be spending two hundred billion dollars annually in 2017 which was crazy and they're going to have more spending power than any other generation. So, I am curious for the people who are listening for a short term result in marketing, how much are they spending now and how much should people be marketing them for the short term?

Ryan: Yeah, good question. I'd have to do a little research to figure out what exactly they're spending now but because they are the largest generation on the planet, they're about 80 million strong. Forecasters say that they'll have the most spend year coming up so I think it's important to look at the millennials, especially from a marketing perspective, because that's the future. Some of their habits, what they enjoy doing, that's going to be the reality pretty soon. You look at the corporate world, they estimate that in 2025 workplace, three out of every four workers will be millennials. So, just imagine what the 2025 workplace will be. It'll be completely different when the majority of digital natives are in leadership roles, the corporate world is going to look very different and as more millennials step in the leadership roles, have more disposable income, there's going to be a lot of opportunity in the market place. I think it's important in the short term to understand them so that you can start adjusting your business, whatever that may look like, so start positioning it well to resonate with that generation. And we can go into those really more nuts and bolts and what the millennial consumers like, if you like. But I think it's really important to really have a firm foundation of who they are and then begin positioning, tweaking, re-pivoting your business accordingly to be in and to net that their future spend.

Rachel: Yeah, yeah I remember reading about that three out of four workers in 2025 on your page and I was just blown away. And I would love to ask you questions about how you're when you're hiring them, I think first I would love to dig into marketing to them because I think that's something that so many people are going to be interested in. The first thing I am curious about is just how do you communicate with the millennial? Are there best practices or buzz words?

Ryan: I think a really good starting point at the each of my Keynote presentations I always spend about 10 minutes in the beginning really breaking down what the millennial is. And I take one millennial in particular, just one like example of the millennial, I take them to their whole life so they can understand okay, when they were growing up, they got on AOL and chatting with other friends and then they started doing instant messaging. And then they had Google in high school. If we all had Google in high school, we'd all be straight A students. So, they were learning how to use Google while in high school and the teachers had no idea of what Google was or how to use it. So, they were always going into environments and fundamentally changing the status quo and they continue to still do that now. So, when it comes to communicating, it helps to understand where they came from and that if any of us, any non-millennials, gen X or boomers, if they were born the same time as the millennials, they would have a lot of same tendencies. So millennials aren't trying to miscommunicate, they're not trying to frustrate or annoy you on purpose, they just are very different because of the upbringing that they had, so it's helpful to first understand that.

But I also think Rachel we, I call the digital divide, there's this grey area. I mean there's a generation now on the workplace that's very digitally savvy. So, A.K.A. the millennials are digital natives so they're very good at instant messaging, multi-tasking, texting, tweeting. And then you have got another group that's in the workplace that still wants to pick up the phone, that still wants to meet face to face, that still wants to have you in the office at 9 to 5, so there's this clashing of perspectives and expectations. I think that one of the best ways to communicate or to smooth out some of the communications in the workplace is really to find common ground. So we need to start figuring out, "Okay, if I as a millennial want to communicate to

a gen X or a boomer, I may not want to send them a tweet or I may not want to shoot them a text, I may want to pick up the phone or I may want to actually schedule a meeting with them." And then the vice versa is true, if the baby boomer or gen X wants to connect with the millennial, they may want you to shoot them a text, they would probably get a way quicker response because you know if you call them and you get their voice mail, there's no way that millennial is checking that voice mail.

So, we have to appreciate this and I don't think the answer is saying, "Hey, no, we're an organization that meets face to face, that's what you have to do." Because I think we're all at a point, we understand that technology is quickly evolving so if we're not appreciative to some of the trends in society and that we're seeing in our culture, I think organizations and leaders will become really irrelevant really quickly if that's the case. I would say if you want to communicate with millennials, find common ground and then try to use the channels in which they're communicating.

Rachel: For marketing for example, I saw [you posted after the Super Bowl](#), you had three commercials, two of which were hits for millennials and one which was a miss. What were the factors that you think made certain commercials hits and some misses?

Ryan: Yeah, I mean when it comes to the Super Bowl time, the coveted demographic is 18 to 30 or 35, that's a really coveted demographic when it comes to marketing. I think a lot of Bud, Bud Light and Budweiser were really, really, super focused on resonating the millennials, especially during the Super Bowl. The reason that is is because there's a trend where not a lot - like I think it's almost half of the millennial generations that are of drinking age here in the U.S. have not had a Budweiser. So, most, I think it's about over 40% of millennials, prefer craft beer. So, there's this movement and I am huge craft beer lover, so I completely am one of these stats, I just love going to different cities and I love trying the local things that aren't so mainstream, the beers aren't so main stream is what appeals to myself and the majority of the millennials. So, Budweiser has really been feeling the pinch so it's Coors and the Coors family. They have been feeling the pinch when it comes to beer sales because they have a whole generation that doesn't want the mainstream. They want something unique,

customized, local, they want a unique experience. So, Budweiser, they've done a lot of campaigns, a lot of social campaigns, stuff on YouTube to market to the millennials. Then they had a specific one that I wrote about my blog post there, it was towards the end of the Super Bowl, that they basically just came out and hammered all of the millennials that are the younger beer drinkers that like craft beer and they were basically really poking at them and I don't think it resonated well with that audience, especially if Budweiser was trying to win over those craft beer lovers. So, that's just one example of a miss when it comes to some of the Super Bowl ads.

Rachel: Yeah, and what about the wins? Ryan: The wins, Pitch Perfect 2, which is the sequel to Pitch Perfect, it was a trailer that aired and what I thought was really interesting about that one is - well let me back up first. I mean, it's hard to watch an ad these days without seeing some social media prompts. Use this hash tag or go to the Facebook page, Instagram, whatever it may be and it's really fascinating because I think the first hashtag was an Audi commercial in 2011, which is not very long ago. And what's interesting, when I think about social media, social media is a great example of how millennials are really change agents. I call them a critical mass of change agents. So where they go, so goes disruption because of their sheer size and because of just the text savviness that they come equipped with. So, social media is a great example of the disruption that they cause.

So, social media, if you think about Rachel, would started by a millennial, A.K.A. Mark Zuckerberg, it was adopted by millennials. All of those millennials in college and then at the time back in 2004 and then now it's become mainstream because of millennials. You can't watch - I think there was like over 60 commercials in the Super Bowl, I think and I think there was like - I have to go back and look but I think there was like almost 50% of all those ads and hashtags or some kind of social prompt. So, it's infiltrated the culture now, the way how we communicate, how we brand through social. With all that said, I think your listeners here can appreciate seeing Facebook, Twitter, maybe Instagram and a lot of these ads. But the first and the only commercial during the Super Bowl that actually prompted viewers to engage on Snapchat was the Pitch Perfect 2 ad. I am super

interested on what Snapchat is doing and how that might become a bigger player. I am not an expert in Snapchat, I use it enough that I know that I am dangerous with it. But I just think that's so interesting and of course, Snapchat is an environment where a ton of millennials are hanging out. And even some of the gen Z-ers, which is the youngest generation. So, that's fertile ground for marketers because it hasn't been spoiled like Facebook and some of these other social platforms that have a lot millennials have now considered kind of passe. So that was super interesting to me as well.

Rachel: That is interesting and I don't know that much about Snapchat but doesn't it self-destruct after a few seconds?

Ryan: I mean, yes, you're right. Of course, if you send someone - you can send them a picture or a video and then you have to hold your finger down on the screen to consume the content. As soon as you pick up your finger, it disappears. So that's super interesting because that is undivided attention. Not in a lot of arenas now do we have undivided attention from consumers but [Snapchat](#), there is some very undivided attention because you have to put your finger on to consume the content. But of course, yeah, it does disappear but of course that content just resides in some Snapchat server. So, there's still of red flags from some of these young folks are using social media. Whatever you put on the Internet, it's going to stay on the Internet but for all intents and purposes, it does disappear after a bit.

Rachel: But even I guess even still if you want to use it for marketing, it's just the repetition of people seeing what you're about?

Ryan: Yeah, you know, there's a really interesting place now too, the Snapchat just came up, they have this new discover option. It's like a tab on within the app that ads millennial companies marketing, folks can actually promote their content and I don't know if it's associated with the company or not but Snapchat now has these stories, these little short films that they've created on the platform. So, one of them I think it's like a two, three or four minute little short movie and there's been a series of them. So, super interesting how people are starting to story tell through that app as well and I think we'll see more of that in the future.

Rachel: That's fascinating. Were you going to say something?

Ryan: No, go ahead, no, I was going to agree with you, it is fascinating.

Rachel: Yeah, and it's crazy to me how I mean everything just seems to be getting faster and faster and faster, so Twitter is like 140 characters and Snapchat's just a little bit of time and then it goes and goes and goes. I mean, do you think there's like a breaking point?

Ryan: I do, I think something that I am super interested in these days are millennial parents because the millennials grew up poking at technology and social media and pioneering as teenagers in a lot of instances and their parents didn't. They weren't as savvy with technology to parent them about the dangers of technology and social media and branding. I think that's why we are seeing a lot of cyber bullying is that the parents aren't equipped to help, parent and coach their kids around the dangers of technology. I am really interested to see how millennials as they mature and they perhaps start having kids, how they start guiding some of the discussions and start molding the technology and using technology more for good to really enrich lives rather than to start cluttering it more with more apps and messages. So, I do see a new wave of technology and social that starts to quiet things, it starts to sympathize and streamline things because I think we're all getting through a point where we are just totally inundated and it's getting super hard for marketers to reach certain folks and we're just slammed with all kinds of content all the time.

Rachel: Yeah, in the last couple of podcasts that I have put out actually I have references quote from Eric Schmidt, the CEO of Google talking about how every, I think it's every two days there's as much information put out - oh no, every 2 seconds, oh something ridiculous where it's like the amount of information that's put out is equivalent to every single piece of information available until 2003.

Ryan: Wow.

Rachel: Yeah, it's just nuts. And it's interesting too, I hope things do slow down because I noticed for me, when I'm off technology, life feels more spacious.

Ryan: Interesting.

Rachel: Yeah.

Ryan: Yeah, go ahead.

Rachel: I think it's anxiety making for a lot of people to have constant dings and notifications and you get these heads of Oxytocin every time there's a new something, notification or email. People are just so all the time - like I'll be really curious to see the rates of anxiety in millennials.

Ryan: Yeah, it's such a double-edged sword, so many people will point to technology and be like, "It's ruining society and it's making us less personal." But then there's the opposite side to where millennials actually feel more connected with their parents if they're texting them more often. So someone that texts their parents on a daily basis feels more connected and happier with their parents' relationships than if they just call them once a week or whatever it may be. So, there's a certain level of connectivity in technology where it can make life better. We just need to become good stewards of it, we need to understand it, we need to appreciate it and we need to master technology and not let it master us. So, I think it's the folks that don't quite appreciate it, understand the power of it that tend to misuse it.

And again, I think millennials I think we are such pioneers and we just poking and we're learning about all the stuff and I think the next generation behind us will be able to spot all the holes and all of the pioneering that we did and they'll be able to start fixing it. And I don't think the amount of content is going to slow down, I don't think the rate of technology and how it's going to be evolving is going to slow down. But I think how we consume it, different curation tools will help streamline it, it'll become more personalized information. And that will help give us a little bit of margin but technology and the rate of information and how it's coming at us won't slow down, that's for sure. But I think the way that we receive that information will become more personalized and hopefully will give us more margins in the future.

Rachel: That's a great point and absolutely, there's duality in everything so I am glad that you brought that up. Another thing I have been curious about just as someone who sells a lot of information products online and I know a lot of my audience does too - I am a millennial, but I am still curious like because I think I mean you're way more actively looking at the trends and stuff, do you think that they'll buy as information products and I ask specifically because I saw that you posted somewhere about how the majority of millennials prefer experiences over material items and I am curious how that correlates with information?

Ryan: Yeah, I am trying to think if I have any specific stats around information products, I don't think I do, unfortunately, Rachel. But you're right that we are a generation that prefers unique experience. A good example is back to the craft beer, we're looking to go to a local brewery that has this unique experience in a different type of field that we've ever experienced before, that's a good example. We're a generation that wants things that we can't get from Google, we want to be able to have a unique experience and then we want to go on Facebook or blog about that unique experience and tell everybody about it.

Rachel: Yeah.

Ryan: So, yes what we have really good BS detectors, we grew up just bombard with ads, whether it be banner ads commercials, billboards, whatever it may be, we've just been bombarded with ads from day one. So, we're really good at sniffing out phonies. So, if you have an information product online and it doesn't feel right, there's not a genuinness about it, maybe it's lacking some video, video is such a key selling point for millennials and they want to get all their questions answered without picking up the phone or without emailing somebody.

So, I think there's a lot to be said about creating something that's unique, that hasn't been done or said before. Being somewhat contrarian is something that helps to stand out in the minds of millennials. And then just being some of the good experience for them online as they're trying to evaluate if that information product is a good fit for them. I think there are all things that kind of would be helpful to connect and then hopefully persuade millennials to purchase that product.

Rachel: Yeah, that's a really good point and as you're talking, I was thinking about a couple of things. So, first of all, I know one of the big trends that a lot of people do lately is these Instagram challenges leading up to a product launch. So, it's like 21 days or 7 days or whatever it is of different things relating to whatever somebody is selling. And then you get so excited about that but by the time the product comes along, it's like you're part of the whole thing, part of the group which is so interesting, that's not what people used to do.

Ryan: Yeah.

Rachel: And also just like having super beautiful websites, I see a lot people are really interested in making sure that the aesthetic is really, really good, which up until recently and I don't even know like I should do some more split testing but for a while, whenever I would have a really ugly simple page, it would out convert anything beautiful.

Ryan: Interesting.

Rachel: Yeah, yeah, but I bet that in the next couple of years it's not going to be like that. You're going to need to have like the fancy graphics and all that stuff.

Ryan: Yeah, well getting back to what I was talking about, I think simplicity wins. So obviously it's going to look professional but at the same time, it's the beauty of Google. You go to the Google and it's just the search bar, there's no other clutter. I think that's how they ultimately won over Yahoo in so many regards. I think there is something he said in just the simplicity of it but at the same time, images, video are great ways to really sell online.

Rachel: Yeah, I think that's a good point. So, I guess the images need to completely correlate to what you're talking about and not just the random images.

Ryan: Yeah, I mean stock photos got to go, right? Rachel: Yeah, totally.

Ryan: Yeah, and we coach a lot of organizations when it comes to recruiting the millennials. I did a blog post about - I evaluated the really good recruiting video for Zendesk, so if you go to [zendesk.com](https://www.zendesk.com) and you

[just type in there "recruiting video"](#) or if you go to the YouTube, you can probably find it. But there's an awesome video in it and they just they go really in depth on showing the space, their work space. And they go and they show like the bars or the restaurants that are near the office and they actually show, they actually use actual employees in the video so they give a really authentic picture of what it would be like for a millennial to work there. I think it's the same thing we're trying to sell something online, you've got to just give them a very authentic and real picture of what it is that you're selling. If you're using all these stock photos that don't quite relate or whatever else, it seems a little phony and kind of like put together and that's really what wouldn't resonate with the very digital savvy bunch such as the millennials.

Rachel: Totally. So, I have a question that might be putting you on the spot too much.

Ryan: Okay.

Rachel: Let me know. But I am curious how you would recommend to somebody if they wanted to create passive income, how would you have us approach that?

Ryan: Wow, great question. I think information is super powerful and I think we're all experts in some form or fashion. There's something that we're experts at or at least passionate about that we could package in a way that someone would gain value from it. So, that could look like creating potentially a membership site or maybe a book. I know that you're active in that space, putting something up through Amazon seems pretty fruitful these days. I listen a lot of podcast too and I feel like one of the trends I am seeing too is almost a shift back to more tangible goods. And have heard a lot of folks that are actually using Amazon to sell tangible goods like this one guy on the Pat Flynn's podcast is more passive income podcast. [He talked about going into the market figuring out yoga.](#) Yoga was really a big deal in his community. He was in Austin, he lives in Austin, Texas so he is like, "You know what? I figured out that they weren't very happy with the mats that they have for yoga." So, he went and contacted a couple of manufactures and said here's what I am looking for and then he purchased 500 of them and then he put them up through Amazon, did some marketing

around it and now that's what he does, he is basically I don't know if you call him a distributor through Amazon or what. But he has been able to make a lot of money very passively through Amazon, so it's not all my space, I do enjoy learning about that stuff Rachel, but I don't know, maybe that's a helpful couple of ideas there.

Rachel: That's actually really, really helpful and I have been thinking a lot about the tangible goods too. I know there are a lot of these product of the month things where they seem to just be blowing up these subscription services. And I started selling up to a bunch of them too because it is again this experience of getting these new curated items that you wouldn't find on your own is so exciting. And the Amazon items too, I actually forgot to tell you before we started talking, I sell some physical items as well and I'll put in the show notes by the way for this episode, [I have a video about how I make, I don't know, I think it's like \\$400 to \\$500 a month with this easel that I sell on Amazon.](#)

Ryan: Cool.

Rachel: Yeah, so if I offer them to anyone listening who wants to learn more. Do you remember the name of the person, was it Ryan Moran?

Ryan: Yes, it was.

Rachel: Yeah, yeah. He is a really cool guy.

Ryan: Will you put [inaudible 00:31:22] that episode or you just know [inaudible 00:31:25]

Rachel: I didn't, I didn't but he interviewed me a little bit back for his podcast. I have known him for a couple of years, he is a super great guy.

Ryan: Nice.

Rachel: Yeah, totally. So, the other thing I was curious about is how do people stay up to date with how millennials are thinking? Like other specific pages or blogs and I know you posted somewhere that over 50% of millennials read BuzzFeed, which is higher than CBS and NBC and Fox and all that stuff. So that's one avenue for sure. What do you do to stay updated with what's going on for millennials?

Ryan: Yeah well, I have done all the hard work for millennial listeners, so I try to curate some of the best and most relevant information on my blogs so that's a good avenue to go, it's ryan-jenkins.com. But yeah, BuzzFeed is a great option as well, there's tons out there, careful though, you might get that down some really random holes at BuzzFeed and filtering all these like - what do they call them, those like random surveys to figure out which person from Star Wars you're. So be careful there but BuzzFeed is good, what else? I am a Google Alert's guy, so on a weekly basis Google would send me all of the articles that mentioned millennials or generation Y, which is the same generation. So that's how I do it, so on a weekly basis, I am perusing all of the articles that were some of the top articles out there on the subject that week, I am able to drive a lot of depth. And then there's plenty of reads, there's plenty of old fashioned books on Amazon that you're can check out and read some more about. I think just the simple way to do it is, one, if you have kids that are of that age just ask them, "Why are you using that app? How do you use it? What's so interesting about that?" or just start noticing it in culture as well. If you are out at a restaurant, how are people using their phones, are they interacting and yeah, just being a student of your surroundings is always helpful as well. Yeah, so hopefully those were some good areas to kind of stay on top of it but it's just a never-ending, it's like drinking out of a fire hose. It's just a lot of content but it gets worth to start connecting some of these dots. I think whether you own a business or you are in a work place working with millennials or you are a millennial that's looking to connect with somebody, your leaders or actually be a leader I think it's so key to understand some of the nuances of the millennial generation.

Rachel: Yeah, those are some phenomenal tips, thank you. And I wanted to ask you about outsourcing but I also wanted to ask you about from the perspective of a millennial, so I think I am going to go with that route.

Ryan: Okay.

Rachel: So, with the perspective of millennials, so I think that this is going to help people even who just want to market to them or people who are listening. I know a lot of people are millennials who listen to this podcast. How would you say that they can stand out in today's market place? Do

you think for them it would be better for them to approach things in the more traditional way, since those are the people who are doing the hiring decisions, more traditional people?

Ryan: Yeah, gosh, it's almost like you just got to be everywhere. No, I think it's super [inaudible 00:35:02] because the millennial generation are the most educated generation of all time. And though that doesn't say that we're the smartest ever, it just means that we're going to have the most degrees. So, it is a very crowded talent pool and a lot of us look very, very similar. So, it is important that you start getting a leg up on some of your peers and those that during be competing jobs for. I am a big component in a personal brand, I think at the end of the day at some point your career or your current job will end, but your personal brand will never end and I think the millennials are just in a really unique position to be the first people of their family tree, their digital family tree so for any of you millennials listening, if you Googled your parents or your grandparents, probably not a whole lot of stuff would come up, unless they're like someone famous. But if you Googled yourself or some of your peers, there will probably be way more, there will probably be LinkedIn, some Twitter, maybe blogs. So, you have a really unique experience and opportunity to make a digital footprint that matters.

So, I think if millennials aren't investing in their personal brand now, someone else will. And it might not be exactly what you want to say about yourselves. I think blogging is enormous, I think blogging should be like the modern day work bench [SP]. If you're going to go out and create and become better at something, I think you need to start blogging about it. There is something that happened and you probably experience this Rachel is if you want to become good at something, you've got to research it and there is something that happens when you take all your thoughts and you put them into tangible words. I think a lot of those things make you stand out so I think first and foremost, try to figure out where it is that you want to be in a few years and then ask yourself, "What are some of the skills, what are some of the expertise that individual would need?" And then start researching that and start blogging about it. And then you can use that as a leverage point over your peers when you're going into interviews or you're being considered for those new jobs.

Rachel: That's a really good point and especially on the blogging, I feel like having some consistent blogging would look really good for you to have that consistency. Were you going to say something about that?

Ryan: Yeah, no our podcast is really great. But always encourage people to, I always have people gen X or boomers that are like pulling their hair out like "How do we decide if a millennial's worth the hire, how do we decide between two really good candidates?" And I always tell them, "Go with individual that is good at writing, that has quality writing skills." Because people that are able to communicate well through written, they're more in likely good communicators in front of people or they're able to formulate thoughts, communicate those well to other people so that's really effective and important. And sometimes the millennials get bashed for not having the interpersonal and communication skills that we need to thrive in tomorrow's market place. I think honing your writing skills to be able to communicate thoroughly your thoughts and ideas is super, super important.

Rachel: That is such a good point. You're saying that and I am thinking and I remember seeing - I don't know if it was a BuzzFeed article or something that a friend pointed me to, it was like 23 shirts for the socially awkward and that's like such a thing now, to be socially awkward.

Ryan: Yeah, because we're all pretty good at it.

Rachel: Right? Oh, so interesting to me.

Ryan: Yes.

Rachel: So, the other thing that I was curious about is that I remember I think I don't remember the exact stat but you posted somewhere how . . . I think these 50% of millennials want to become business owners. What are the general pros and cons for how millennials approach things from a create-their-own-business perspective?

Ryan: Yeah, it is a very entrepreneurial generation and I think why not. I mean we have the Internet, you can get to a Starbucks and start a business and market it to the world and have your first customer by lunch time. I mean it's an incredible space that we live in and opportunity so yeah, so when organizations or trend recruit millennials, they're not only

competing with other competitors trying to recruit that talent but they're now competing against the millennials' aspirations to be an entrepreneur. And there's a good majority of millennials too, Rachel, that don't necessarily want to start their own business but they see being entrepreneurial more as a mindset. So, how can I enter into a company and be entrepreneurial, how can I own things, how can I execute these things, how can I express my ideas and run after my ideas?

I think the future organizations are going to be much flatter and I think they're going to be way more collaborative. And I think they're going to have to cater to this need of entrepreneurship. Some folks call it intrapreneurship. So, it's being an entrepreneur within a large organization. And I think that's really important too. We're living in a day and age where everything is innovating, everything's evolving very, very rapidly and it's only going to intensify and accelerate so we need our employees to innovate, we need our front line people to be able to have ideas and run after them. So, the better that we can equip them and continue to hone and encourage that entrepreneurship mindset, I think the better and faster our organizations can move in the future. So, right now it's kind of an interesting dynamic because some organizations are like, "No, come into the organization and adapt to what we've been doing all these years." And the millennials are like, "Wait a minute, I have other options. Why don't we start doing things differently in the organization?" And that's going to be more the norm, is really the organizations just becoming more entrepreneurial in nature. I am pretty bullish on this, I think it's pretty exciting but there's going to be a lots of growing pains to get there.

Rachel: Yeah, I think about we were just talking before we started about Zappos and I just went on a tour of their company and it's very much millennial operated. It's so interesting, you go for example into their customer service section and they talk about how they actually celebrate longer customer service calls cost because it's all about giving the experience to the customer. So, I think the longest call now is like 14 hours that they talk to the customer.

Ryan: Oh my goodness.

Rachel: Yeah, and they say, you start talking about the product after a little bit, but then you hear about the brother-in-law who is annoying them or whatever but they can totally just talk as long as they want. You go throughout the company and there's a hammocks in the middle of the company. Department 1, the right to decorate as they wanted, so they put hammocks in there, they have a ball pit in another department. It's like crazy, it's like so fun and then they get to think of their own different things that they want to do. And then Google, same thing where they have, I think it's like once a week they can work on whatever they want, people who work there.

Ryan: Yeah, yep, it's like the 10% or 20% rule. So they I think Gmail and Google, a lot of big products of theirs came out of that that rule where people can just go and create whatever they want and LinkedIn does something a little bit similar. You can run after your own idea and you can basically pitch it to internal investors in LinkedIn and if they like it, then you get to take a business plan and you take three months and you try to make it work. I think those are super important programs and I think it relates back to your other questions. I think it was the, I forget the gentleman's name, the second most wealthiest person in the world, I think it's one of the Telcom, one of the international Telcom owners. But he came forward and said that he sees a three day work week being a very viable option in the future. And I think that's really fascinating and I think we were talking about getting away from technology and you have more space or more margin but I think technology is actually allowing us to work smarter. So, we can get more done in less time because we're connected. So, the 9 to 5 is eroding, it's not really relevant anymore so I see future organizations leaning into technology to create more margin and to create more work-life integration like Zappos does. So, I think it would be interesting to see how that all plays out as well.

Rachel: Fascinating.

Ryan: Yeah.

Rachel: So, I have one personal indulgence question, I was curious about ever since we started talking.

Ryan: Okay.

Rachel: You mentioned how a lot of the millennials are interested in making a big impact and that's something that I feel too and I am curious, I have heard about . . . I was listening to an interview and there was a woman on there who said that when she was younger, she was really interested in making a big impact and just people knowing that she has made this big impact. And as she matured, she hasn't cared as much about that. I am curious for you, as people mature, do you think they're still going to have that feeling or is it just time will tell?

Ryan: Yeah, that's a great question and I have wrestled with that and I pondered that constantly as well, because the millennial generation is, we have a knack for adaptability. Google and Facebook it seems like we're changing every other month. So, we always just adapted to it so now we're very adaptive and I wonder if we'll hang on to that in the future or if we'll just get more set in our ways which is typical for the human race. As we get older we tend to slow down a little bit and become more set in our ways. So, I wonder if that will happen or we continue to just what to evolve and to adapt and to try new technology and innovate. I hope that we will because I think we'll need to because things are only going to continue to exponentially change like I have been saying. So hopefully this is relating to your point. And typically the younger generation's always been more optimistic so millennials surely are pretty optimistic. But I think a component of this too is life phases so a millennial that's 28 years old, that's single and a manager within an organization has different aspirations, different life style and different priorities than a millennial that's 28 that's married with two kids. So, priorities do shift as we move along in life but I think really at the core of humanity, I think we want to leave a mark. All of us want to influence and connect with others. I don't care if you're the most introverted of all introverts, at some level you're passionate about something and you want to tell somebody else about it and share things.

So, Internet certainly has givev us opportunities to share more of that with people and to connect with larger audiences. There's even part of me that thinks some of this optimism that the millennials have would be re-sparked in the baby boomers as they consider retiring. I don't think they'll fully retire.

I think we'll go into more lifestyle friendly jobs, not jobs but businesses. They'll start their own business, they'd want to create more margin and to hang out with their grandkids but they'd also want to finally pursue what's been nagging them all these years in the corporate world and they'll want to finally express what they're truly passionate about and they'll start blogging or podcasting or whatever the trend would be at that point to share it. And I think at that point it'll unearth some excitement about having that impact that perhaps they wanted when they were millennials' age all those years ago. I don't know if I answered your question but that's my take on it and hope we hang on to that because I think there's so much goodness that can come out of everyone feeling like they can have an impact.

Rachel: A, that totally answers my question and B, I am just so blown away how at point you are because I actually got, oh my gosh it must have been at least three different emails, the past couple of weeks from baby boomers who are saying that they have had these messages inside themselves for years and they haven't said anything and they wanted to get started with the podcasting and they're nervous about it but it's exactly what you were saying about, they just feel like they just want to be heard. So absolutely.

Ryan: No, it's exciting and so I think it seems like you're positioned well with all of your expertise in book space to really help out all those people so bravo, good luck.

Rachel: Thank you, thank you and Ryan this has been so awesome, I have learned so much and even as a millennial, I am surprised at how much I learned.

Ryan: Nice, great.

Rachel: I mean I knew you were great but that's just so cool, I am so excited to look into Snapchat and just to think about things differently, so thank you so much.

Ryan: No, thanks for having me on the show. I hope it was helpful.

Rachel: It was and can you let people know where they can go to find out more about you?

Ryan: Yeah, you go to ryan-jenkins.com so that's R-Y-A-N hyphen J-E-N-K-I-N-S.com. Right there, that's where we blog. So we blog twice a week. Feel free to sign up and we'll shoot you the latest and greatest blog posts every Monday and Thursday. And then certainly all of our social networks are there as well. So, I'd love to connect with anyone there and then you can always contact me and shoot me an email or message if you have any questions. So, I am happy to help where I can.

Rachel: Awesome and I know you're definitely on Twitter because as millennials, that's how we booked this interview.

Ryan: That's right, it's amazing.

Rachel: Absolutely. Well awesome, thank you again Ryan.

Ryan: Thanks Rachel.

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Thank you in advance!

I really appreciate you.

With love,
Rachel Rofé