



NEXT GENERATION LOYALTY

WHAT GAMES TEACH US ABOUT RECRUITING & RETAINING MILLENNIALS

— *by Ryan Jenkins* —

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Today's generations



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TODAY'S AGENDA

Buckle up

1

GENERATIONS

understanding the Millennials

2

GAMING 101

the what and why of gaming

3

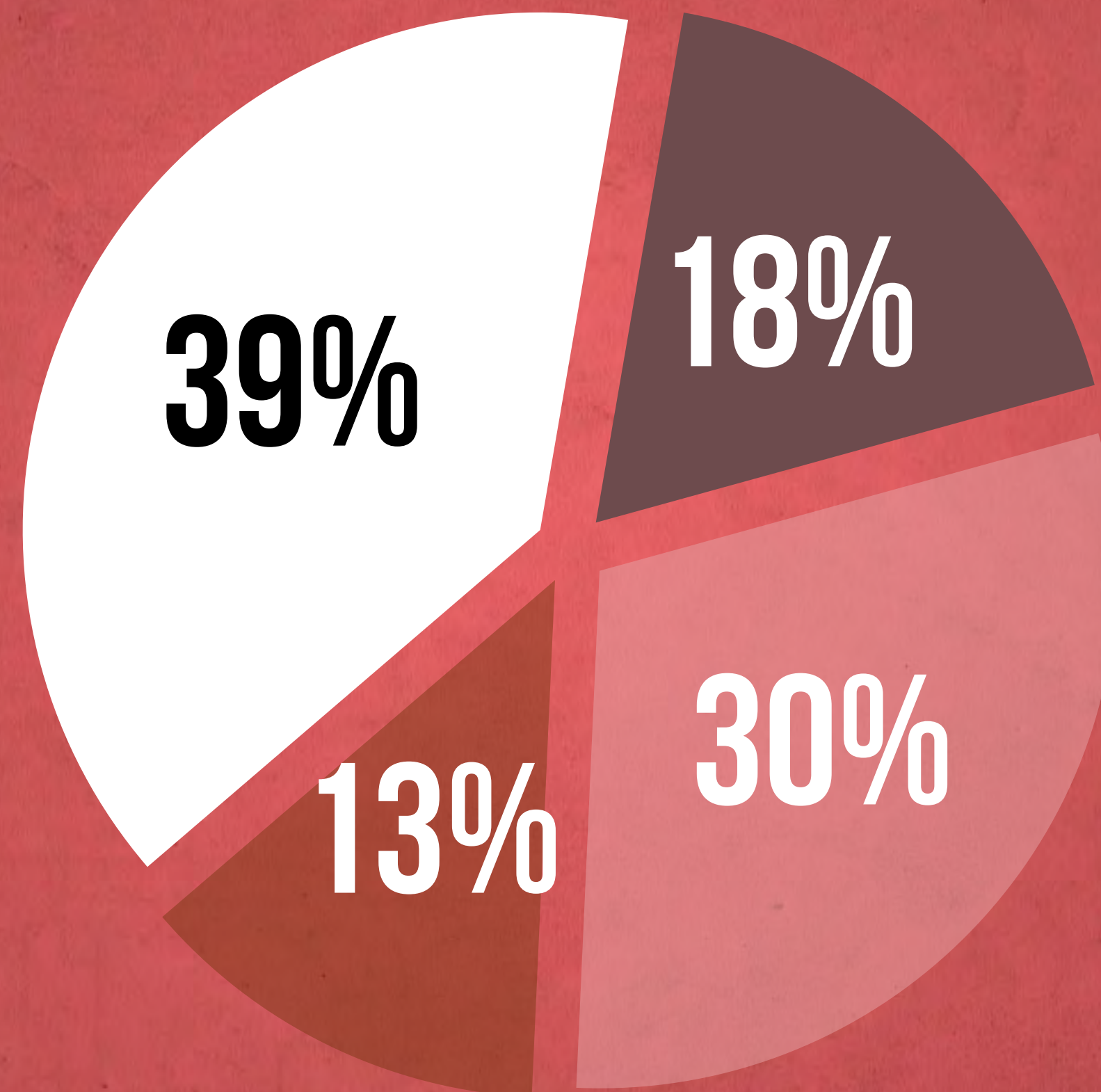
MILLENNIAL LOYALTY

5 aspects of games to effectively recruit & retain

THE GENERATIONS	AGE	NUMBERS
GENERATION Z	< 15	50+ million
MILLENNIALS	15-35	80 million
GEN X	36-50	51 million
BOOMERS	51-69	76 million
BUILDERS	70-90	56 million*
G.I. GENERATION	91+	60 million*

2015 WORKPLACE

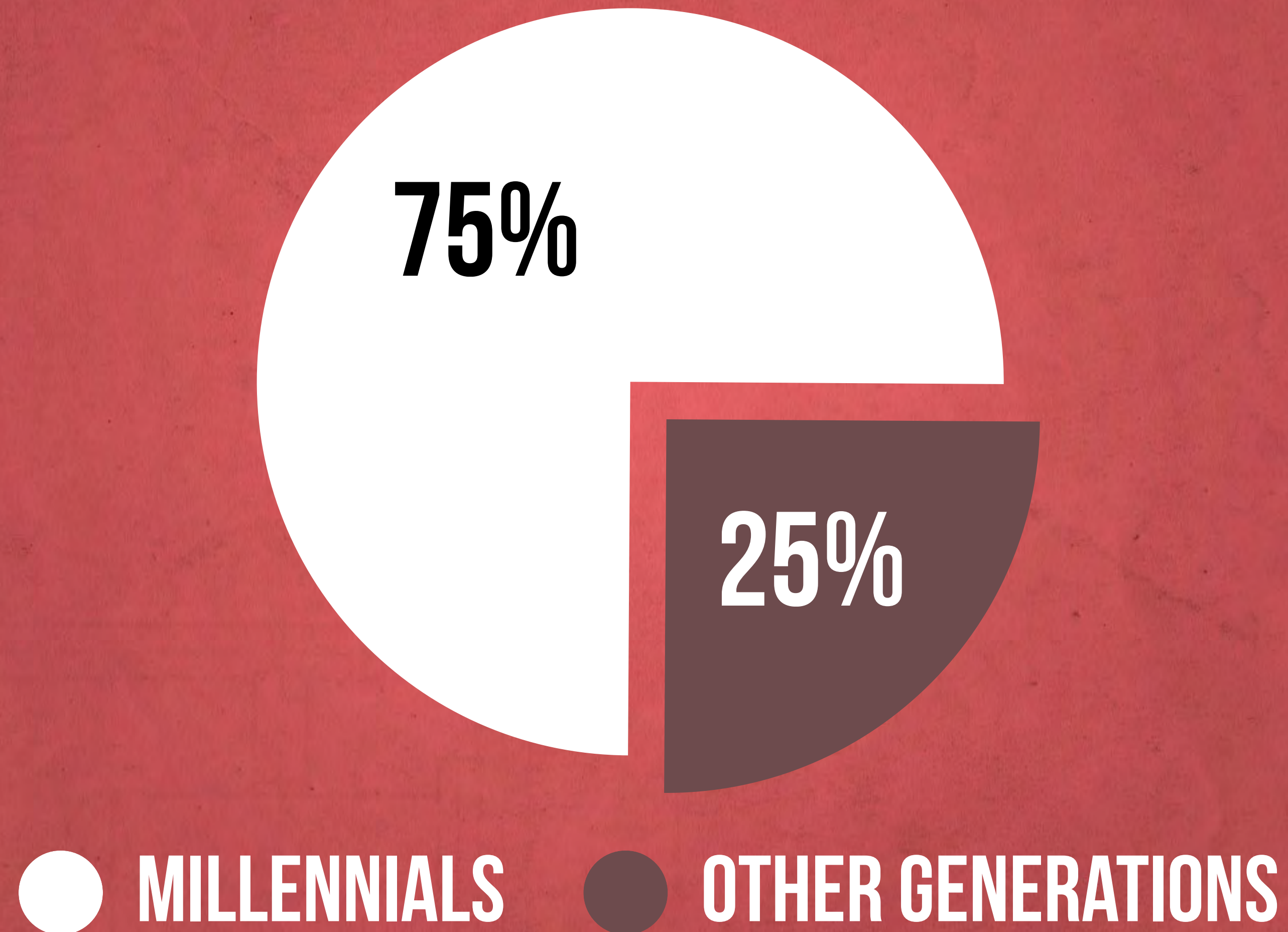
4 generations representin'



● MILLENNIALS ● GEN X ● BOOMERS ● BUILDERS

2025 WORKPLACE

Oh the places they'll go



SOME STATS

Hmmmm...



33%

OF MILLENNIALS RATE
BLOGS AS THEIR TOP MEDIA
SOURCE.



40%

IS HOW MUCH MORE
MILLENNIALS TRUST USER-
GENERATED CONTENT OVER
OTHER MEDIA—INCLUDING
NEWSPAPERS &
MAGAZINES.



30%

OF MILLENNIALS TOTAL
DAILY MEDIA CONSUMPTION
IS VIA SOCIAL MEDIA.

EVOLUTION



A MILLENNIAL'S JOURNEY

Soooo that's what happened





**MILLENNIALS ARE
A CRITICAL MASS
OF CHANGE
AGENTS.**

(you know it's true)

MOBILE MADNESS

————— A MOBILE STRATEGY IS A MUST —————

75%

of users access Twitter through mobile.

68%

of all clicked Facebook "like" buttons come from mobile.

62%

of all emails are first opened on a mobile device.

70%

of emails are deleted immediately that don't render well on mobile.

97%

of all text messages are opened within 3 minutes.

40%

of global YouTube views are on a mobile device.

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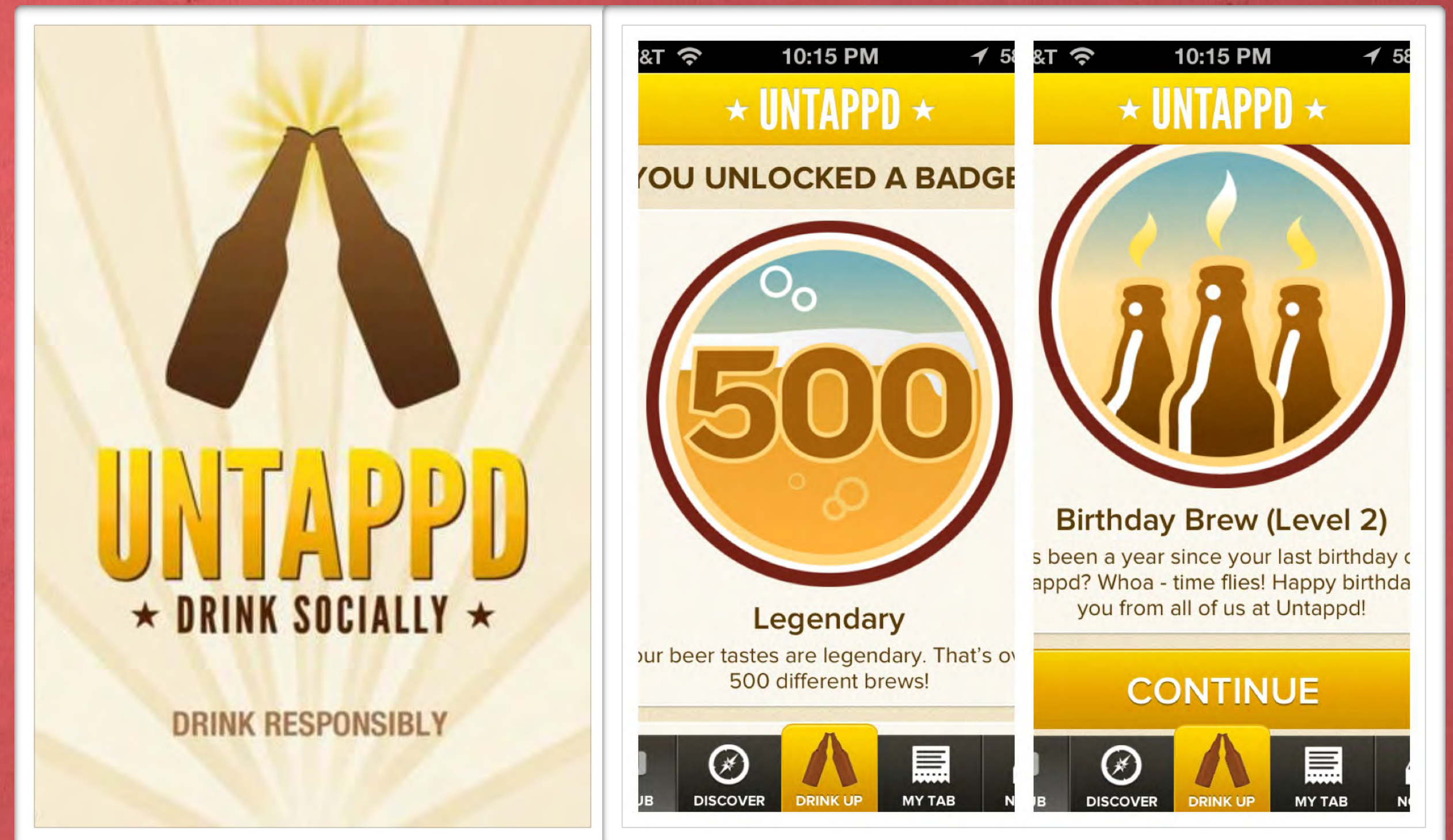
MILLENNIAL LOYALTY

5 aspects of games to effectively recruit & retain

MIND GAMES

Humans are wired to game play

DOPAMINE PROMPTS
EXCITEMENT,
EXPLORATION, &
COMBATS FAILURE.



THE WHAT

I bet you had no idea...

69%

OF ALL HEADS OF
HOUSEHOLD PLAY
COMPUTER AND VIDEO
GAMES.

97%

OF YOUTH PLAY
COMPUTER OR VIDEO
GAMES.

35

IS THE AVERAGE AGE
OF A GAMER.

61%

OF SURVEYED CEOS,
CFOS, AND OTHER
SENIOR EXECUTIVES SAY
THEY TAKE DAILY GAME
BREAKS AT WORK.

THE ORIGINS OF GAMES


————— *What was the purpose?* —————

*The Lydians first created
games for purposeful
engagement.*



THE WHY

How can games help?



70%

OF PROFESSIONALS
ARE DISENGAGED AT
WORK.



91%

OF MILLENNIALS EXPECT
TO STAY IN A JOB LESS
THAN 3 YEARS.



\$25K

THE AVERAGE COST TO
REPLACE A MILLENNIAL
EMPLOYEE.

*What can we learn from games
to increase the level of engagement
in our organizations?*

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MILLENNIAL LOYALTY

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AND NOW...

Drum roll please

5

**ASPECTS OF
GAMES TO
EFFECTIVELY
RECRUIT & RETAIN
MILLENNIALS**

#1 CUSTOMIZE



CHOICES
boost
CAPACITY

#2 CONTROL



OWNERSHIP
produces
OUTCOMES

#3 CULTIVATE



DEVELOPMENT
triggers
DEVOTION

#4 COLLABORATE



INVOLVEMENT
sparks
INNOVATION

#5 CONSEQUENCE



PURPOSE
activates
PARTICIPATION

GAMING RECAP

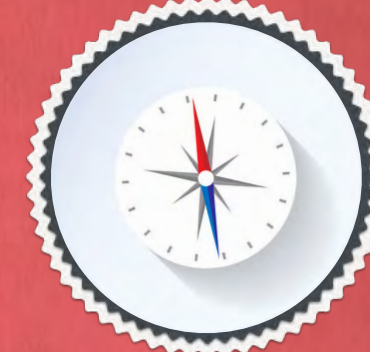
Soak it in

5

**ASPECTS OF
GAMES TO
EFFECTIVELY
RECRUIT & RETAIN
MILLENNIALS**



CUSTOMIZE
choices boost capacity



CONTROL
ownership produces outcomes



CULTIVATE
development triggers devotion



COLLABORATE
involvement sparks innovation



CONSEQUENCE
purpose activates participation

level-up

**YOUR ORGANIZATION BY
INFUSING THE ENGAGING
AND TRANSFORMATIVE
TRAITS OF GAMES.**



GAME OVER

THANK YOU

Ryan Jenkins

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STAY CONNECTED

Or else

WEB

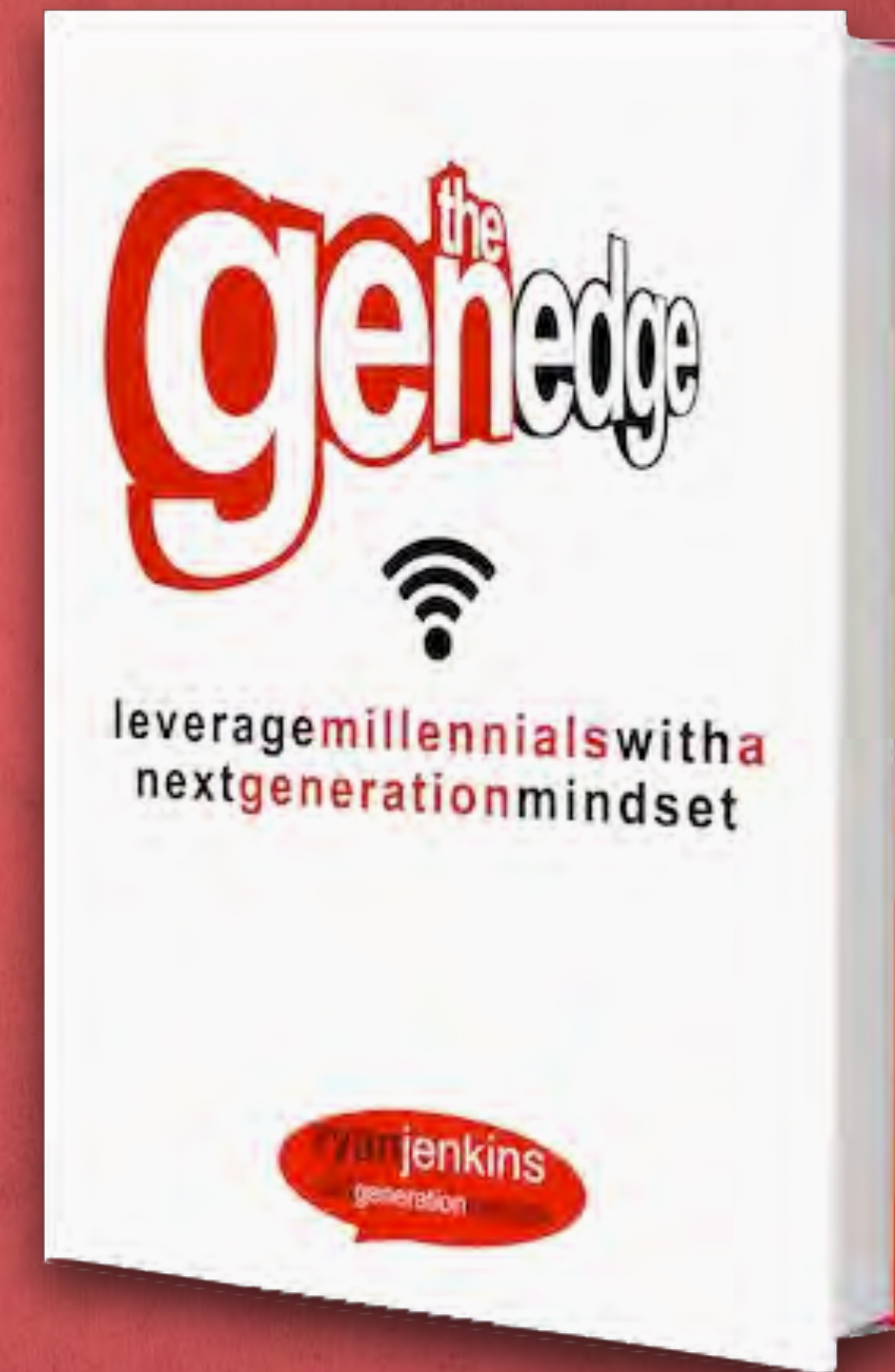
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5 PHASES OF CHANGE

Stay overwhelmed



- 1** IGNORANCE
- 2** SELF-DECEPTION
- 3** SURRENDER
- 4** ADJUSTMENT
- 5** FREEDOM

THANK YOU

y' all rock!

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