



Millennials: Dispelling Myths, Leveraging Their Strengths, & Capturing Business Opportunities

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Today's Topics

- Background – why is this topic so important
- Four myths about millennials
- What law firms should be doing to leverage millennials' strengths

Context

- A noble goal: to bridge the gap, not widen it
- A non-judgmental lens
- Why this is critically important and not just a trendy discussion

Myth One

Millennials are “needy” and want to be coddled/encouraged with positive feedback in a way that prior generations have not been.

- Exploding the myth
- What law firms can do



Myth Two

Millennials are too inexperienced to know that their opinions are not yet very valuable and their push to rate and review everything is arrogant and unhelpful.

- Exploding the myth
- What law firms can do



Myth Three

Millennials are less loyal to organizations than previous generations.

- Exploding the myth
- What law firms can do



Myth Four

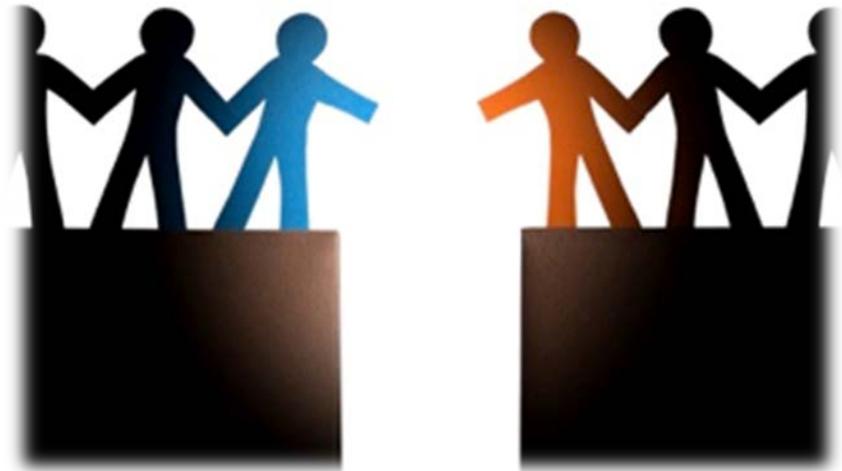
Millennials have a very short attention span and are constantly distracted, unlike older generations.

- Exploding the myth
- What law firms can do



Final Thoughts

- How do we build this bridge?
- Where to start?





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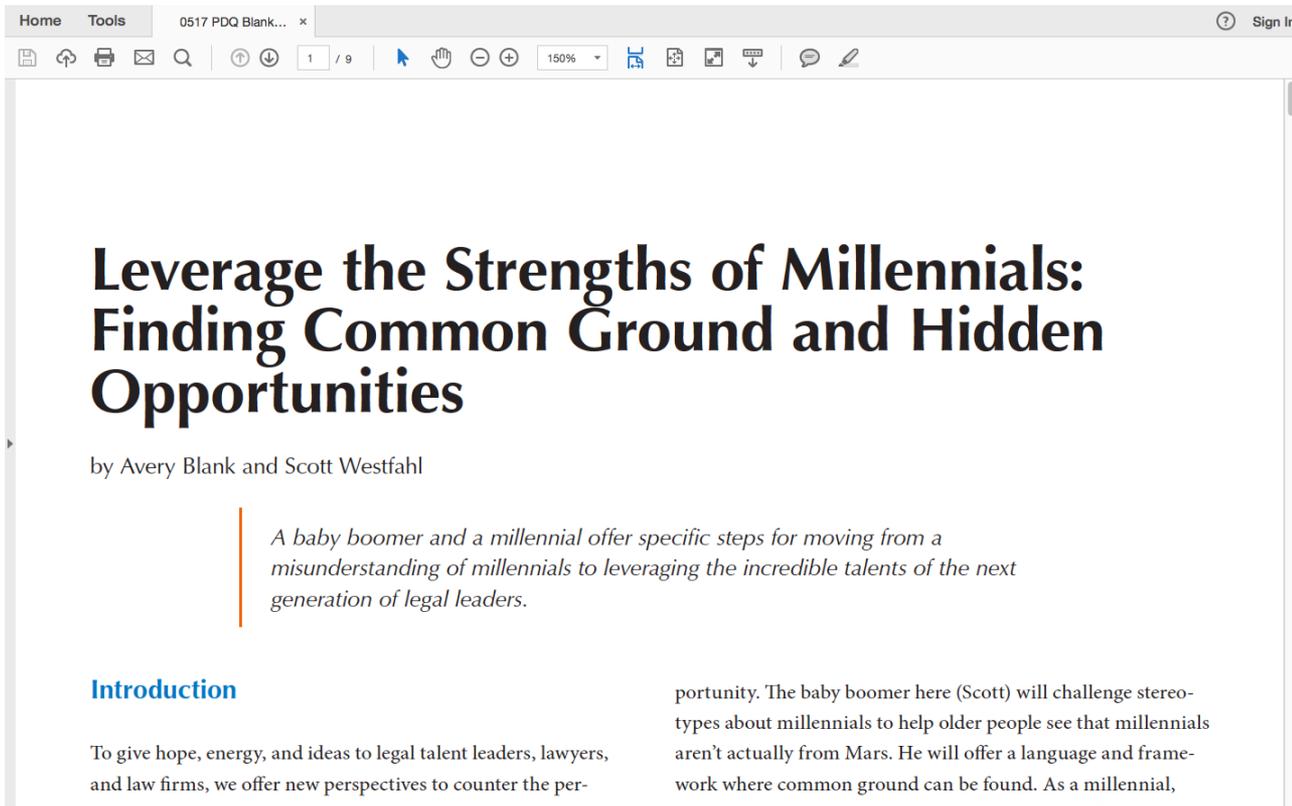
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<https://execed.law.harvard.edu/assets/2014/09/0517-PDQ-Blank-Westfahl.pdf>