

# Bridgeway to Success™

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**ANTICIPATE  
CULTURAL  
CHANGE AS  
INEVITABLE.**

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## The Generational Tipping Point

For baby boomers used to the world revolving around them things are about to change. By the year 2010 the number of millennials in the workforce – those born after 1980 – will exceed the number of baby boomers. Which means we are now at the front end of a generational “tipping point”.

Don't believe me? Consider this: In the second quarter of 2007, wireless carriers reported that cellular calls exceeded text messages by 33%. Yet by the second quarter of 2008 text messages outnumbered cellular calls by 75%! Who do you think drove this change? Millennials. To this demographic, cell calls are sooooo 2006.

While you're limbering up your thumbs for those text messages, get ready for your assumptions about workplace culture to be blown apart. Soon that culture will reflect the values, beliefs and style of the next generation. The expectation of work-life balance, need for constant affirmation and demand for input on matters great and small are just the beginning.

How will this change occur? Gradually then suddenly. Like the “tipping point” analogy, change will accelerate as millennials gain more and more influence in the workplace. By 2015 the transition to the new world order will be in full force. If baby boomers – the generation that prided themselves on being agents of change – don't adapt, they will be left in the wake of change.

So what's a baby boomer to do? 1) Anticipate cultural change as inevitable. 2) Get over your ego-attachment to “the good old days”. 3) Seek out emerging opportunities and approach them with zeal. In short, create change or change will create you.

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