



the challenges...

Millennials (born between 1980-2001) are a very diverse generation, have complex knowledge systems, and maintain an integrated set of values. They are 80 million strong and will transform the way we live.

**The Quarterlife Crisis, or QLC, is essentially a period of anxiety, uncertainty and inner turmoil that often accompanies the transition to adulthood that occurs in the early 20s. Given that it takes longer to become an adult today based on traditional markers, these Millennials struggle with identity, purpose and direction at a much earlier stage in life. With a focus on the age group 13-28, Project NextGen has created three programs directly related to each subgroup in the Millennial Generation.*

Pre-crisis*

"High School" Years (ages 13 – 17) are youth who are looking for ways to overcome specific age-related issues and challenges such as self-esteem, confidence, trust, peer pressure, stress from school/parents, getting into and the transition to college, and gender related concerns.

Near-crisis*

"College" Years (age 18 – 22) are young people who are trying to balance the sense of independence while continuing to focus on academics, social life and confronting bigger adult-oriented challenges. Many issues facing these individuals are freedom, financial exploration, living situations, and the power of choices.

In-Crisis*

"Graduate" Years (age 23 – 28) are well-educated, well-intended individuals who recently graduated college and are at the beginning stage of their career. They seek entry-level positions with an organization and are adjusting to new responsibilities and expectations of adulthood. They need a social environment for, fun, dating, and marriage and want to set goals and opportunities for success.

Whether you are a parent, educator, manager, or other leader connecting with this generation it requires a unique and positive approach. Most Millennials only focus on themselves, alternate between high expectations and poor self-concept, have interests and clothing styles that are influenced by the media and their peer groups, have significant mood swings, and show less overt affection to their parents/supervisors. Professional coaching engages those individuals who want to overcome these barriers and challenges. Most parents/managers do not have the appropriate skill sets, or patience to communicate and relate to these individuals. In many circumstances, adults "forget" what it was like to be an adolescent and for those who are insensitive to that part of their life do not fully grasp the changing times and expectations.

Adolescence is a time when our bodies, our families, our schools, and the larger society demand that we change. Although each life unfolds in its own unique pattern, there are a number of issues that are similar. Understanding this generation enables us to communicate more effectively, motivate them to achieve their potential, build greater trust and rapport, and create reliable leaders with a powerful vision for the future.

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