



# Mind the Gap

Understanding why we don't understand?

by Barrie Bramley  
TomorrowToday



**Core values**

- ❖ Idealism
- ❖ Image
- ❖ Optimism
- ❖ Team orientation
- ❖ Personal growth
- ❖ Personal Gratification
- ❖ Group together by similarity of belief
- ❖ Media savvy
- ❖ Excellence
- ❖ Big talkers
- ❖ Youth
- ❖ Work
- ❖ Involvement
- ❖ Health / wellness
- ❖ Nostalgia

www.tomorrowtoday.biz :: Mind the Gap



**Before...  
1970  
... and after**

www.tomorrowtoday.biz :: Mind the Gap



**1976**

- ❖ 5 January
- ❖ 16 June

www.tomorrowtoday.biz :: Mind the Gap





## **"Millennials" (Liberation)**

- ❖ Born:
  - 1990s and 2000s
- ❖ Age now:
  - 0 to mid/late teens
- ❖ Critical Influences during Youth
  - Global village
  - The Internet and cellphones
  - Reconstruction, terrorism & protectionism
  - Protection of children

www.tomorrowtoday.biz :: Mind the Gap

## **Core values**

- ❖ Optimism
- ❖ Confidence
- ❖ High self-esteem
- ❖ Media & entertainment overloaded
- ❖ Street smart
- ❖ Diverse
- ❖ Conservative
- ❖ Networkers
- ❖ Sceptical
- ❖ Civic duty
- ❖ Achievement
- ❖ Impatient
- ❖ Morality
- ❖ Naiveté
- ❖ Lifestyle Centred
- ❖ Techno-savvy
- ❖ Global citizens
- ❖ Aware
- ❖ Informal

www.tomorrowtoday.biz :: Mind the Gap

## **New style of communicating**

- ❖ New slang
- ❖ SMS texting
- ❖ Instant messaging
- ❖ Rules of grammar and spelling disappear
- ❖ International language emerging

www.tomorrowtoday.biz :: Mind the Gap

## **Understanding why we don't understand**

We may have been living in the same house or working in the same office as these people, but we have been **living in different worlds**

www.tomorrowtoday.biz :: Mind the Gap

**Barrie Bramley**

- web: <http://www.tomorrowtoday.co.za>
- blog: <http://www.connectioneconomy.com>
- mail: [barrie@tomorrowtoday.co.za](mailto:barrie@tomorrowtoday.co.za)
- twitter: [@barriebramley](https://twitter.com/barriebramley)

Synthesis of this presentation by:  
The TomorrowToday.biz frameworkers

Multimedia courtesy of the naughty world of MP3 and MPG, under international fair use regulations.  
Purchase the albums at our on-line store.

www.tomorrowtoday.biz :: Mind the Gap