



How Millennials are Affecting the Hot Trends for 2017

Millennials are likely the most studied generation to date.

According to U.S. Census Bureau statistics, there are plenty of them to study: 80 million plus (the largest cohort size in history). There are data to find pretty much whatever you are looking for, as the data are varied and sometimes contradictory. In fact, Millennials are full of contradictions, which, of course, may explain the youth of any generation. Most consistent is that this generation is technically savvy, almost as if it has a digital

sixth sense. A wired, connected world is all that Millennials have ever known.

They are considered optimistic, with 41% satisfied with the way things are going in the country, compared with 26% of those over 30. Optimism abounds despite the many tragic events that have shaped this generation, such as 9/11, terrorist attacks, school shootings like Columbine, the 2004 Southeast Asian tsunami, and hurricane Katrina. Political, economic, and organizational influences include the 2000 election, the impeachment of a president, the recession and the fall of Enron to name a few. As kids, they were tightly scheduled and many would say overindulged by helicopter parents. They were products of NCLB, reality TV, and an "iWorld," where Starbucks is usually just a short walk away. For more indepth info on the Millennials, [click here.](#)

"Change is hard because people overestimate the value of what they have - and underestimate the value of what they may gain by giving that up."
- James Belasco and Ralph Stayer
Flight of the Buffalo (1994)



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- Mold Extrusions
- Snack Food
- Packaging
- Aluminum Siding
- Glass and Glazing
- Industrial and Automotive Tools



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Trends to watch in 2017:

Face to Face becomes more important.

But, not in the way you might expect. As technology becomes more and more capable of delivering interactions with a real-time, in-person experience, businesses will embrace more remote employees, less in person face-time with clients and vendors. Millennials are masters at using technology tools and expect to have the latest version at their fingertips. They are looking for more creative and innovative ways to do their jobs and are used to new solutions to age-old problems, partially because their peers have been the drivers behind platforms like Facebook, Google, Instagram and others. Technology is predicted to increase in effectiveness and intelligence at an exponential rate of speed.

"It is a bad plan that admits of no modification."

- Publilius Syrus
First Century BC

Black Friday vs. Cyber-Monday – It's all about eCommerce.

Is Black Friday a thing of the past? If 2016's numbers are indicative of changing shopping patterns, then we will continue to see eCommerce continue to dominate where the dollars are spent. This trend is driven by the Millennials who are used to multi-channel purchasing and see no reason to spend their money any other way. Whether it's the convenience from Amazon or slashed prices at the bricks and mortar venues, Millennials know they can easily comparison shop and find a great deal.

The Connection Economy.

No one likes to be sold and Millennials seem to have a built-in detector for being sold. What is working for this huge demographic (83 million, according to the Census Bureau) are apps and services that connect them to the people who can provide what they want. How does this work? Think of Uber. They don't own any vehicles, but they can deliver transportation whenever and wherever Millennials want to go. Look at AirBnB. No hotel rooms but they are the world's largest hotelier. They connect travelers with the locals and people love the

JEFF BLEACHER



"Looking ahead to 2017 is exciting. We have many opportunities to continue our economic growth, increase our effectiveness with technology and see what will be the next greatest thing that someone is currently developing in their basement. Many changes are in the wings and yet there are always some constant guidelines and standards that help us make sense of the world we live in. The key is to take the best and leave the rest, as they say, and to stay true to our principles in every way. Here at RBF, we believe in representing our clients in the best way possible with the most current and effective tools. It's what we do here."

KEN FALK



"Change is coming and we're all a part of it. It's exciting and the future is full of things we can't yet imagine, but someone is working on them. Artificial Intelligence has the potential to really change our world and we're already beginning to see glimpses of that. I love working with our Millennials to understand their view of the world and to watch their energy and passion pour into their work. In some ways, we're all the same. Good work for good clients will always be in fashion."

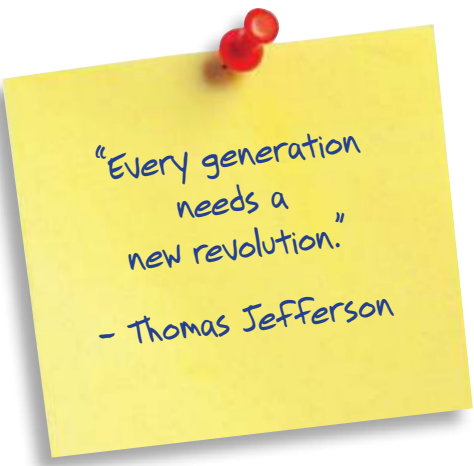


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local, insider info that makes a trip extra special.

Focusing on Your Strengths.

Leadership training is changing its model from trying to correct weaknesses to leveraging strengths. Businesses can thank Gallup for its ground breaking work in showing that productivity increases 21% when employees are working in areas where they have strengths and talents. In 2017, businesses will embrace this model and will hire and train for this model.



"Every generation needs a new revolution."
- Thomas Jefferson

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The Huge Baby Boomer

Exit. As the economy continues to improve Baby Boomers will examine their business ownership options. Sell. Transition to a family member. Close down and retire. In 2017, it's predicted that we will see the beginning of a wave of businesses being sold which will likely be bought by Millennials who will take them apart, improve them through technology and even completely reinvent them. Baby Boomers who want to get ahead of the curve may look to sell sooner rather than later so they can get ahead of a competitive buyer's market and before the opportunities decrease or disappear.

To see more about these trends and others that the Millennials will impact in 2017, [click here](#).

JEFF GROFF



"What matters most in 2017? Doing what we do better! As we see changes coming down the pike we can embrace those items that help us serve our clients better, keep us in compliance and make our work more relevant. Our client relationships, and their loyalty, provide the litmus test for trends that matter in our work with them. We are here to serve our clients no matter what the changes are."

PATRICK GENDRUE



"I'm excited to see what 2017 will bring. We have many unknowns ahead of us and we are going to see some political and economic scenarios that we haven't seen before. These changes will stretch us all, in one way or another, but the important focus for us here at RBF is to keep our eye on our clients' needs. That's what counts for us."

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