

LEADING BY EXAMPLE: MILLENNIALS AND GENERATION Z ON THE CULTURAL CHANGE IN THE GLOBALIZED SOCIETY

Michel O. Lundula

Ph. D. Student

Troy University

AL, USA



Introduction

Michel Lundula

- » *Troy University (Ph. D. Student)*
- » *Born and raised in D.R. Congo*
- » *Undergraduate School*
 - *Africa University, Zimbabwe*
- » *Graduate School*
 - *Garrett-Evangelical Theological Seminary*



Introduction

Professional Experience

- » *United Methodist Church of Le Mars, Pastor.*
- » *Adjunct Faculty*
 - *Morningside University, Sioux City, IA.*
 - *Sioux Falls Seminary, Sioux Falls, SD.*

Contact: mlundula@troy.edu



Group Introduction

Introduce yourself to your small Group

- » *Your name*
- » *Your country*
- » *Expectations*



Learning Objectives

- » **1:** Identify cultural boundaries affecting leadership effectiveness in a multicultural society.
- » **2:** Understand the impact of Millennials and Generation Z in breaking the cultural boundaries to build an inclusive and global world.

Introduction

- » **Globalization**
- » **Economic Development**
- » **Information Technology**
- » **Diversity**
- » **Social acceptance**
- » **Inclusion**



Characteristics of Today's World

- » Inclusion
- » Discrimination
 - » *Racial*
 - » *Gender*
 - » *Cultural*



And so, where do we go from here?

Overcoming Global Leadership Challenges

» **Global Mindsets**

» **Positive Attitude**

- Millennials
- Generation z



Millennials

- » Born between 1981 – 1996
- » *Technology Oriented*
- » *Internet exposure*
- » *Educated*
- » *Outgoing*



Millennial Attitudes

“Millennials are the most racially or ethnically diverse cohort that has ever existed. Many of them were born and raised in ethnically mixed families with a history of immigration. They have gained a reputation of diversity supporters, showing fairer understanding of race and ethnicity, tolerance, open-mindedness, and multicultural thinking.”

(Licsandrua & Cui, 2019)

Millennial Attitudes

“...Sociable, optimistic, talented, well-educated, collaborative, open-minded, influential, and achievement-oriented. ...They are arriving in the workplace with higher expectations than any generation before them...”

(Raines, 2002, p.1).

Generation Z



- » Born between 1997 – 2012
- » Technology & Social Media
- » Comprise 32% of the global population
- » The most diverse generation

Generation Z

“These are a new generation that has not seen the world without the Internet, considered as the first digital natives; they are very comfortable in collecting the information and integrating virtual and offline experiences. ...they expect to access information and use them before they make a decision.”

(Chillakuri, 2020)

Impact of Millennials & Generation Z

- » Acceptance & Inclusiveness
- » Reverse Mentoring
- » Diverse Collaboration
 - *E.g. Born-Free Generation*

Born-Free Generation

- » South Africa
- » Nelson Mandela
- » Apartheid



Who are Born-Frees?

- » Born after 1994
- » Racial Acceptance
- » Inclusiveness
- » 40% of SA population (*BBC, 2015*)



Born-Free Generation

- » New movement
- » New dream
- » New spirit
- » New vision
- » New South Africa



Born-Free Generation Tesmony

“Many things about South Africa are better now. I can be friends with whoever I want, I don't have to worry about what race they are... I just want it to be a safer place.”

Nisha Lutchman (BBC, 2015)

Impact of Born-Free Generation

- » Reverse Mentoring
- » Inclusiveness
- » Resistance
- » Collaboration



Conclusion

- » Globalization
- » Continued Increase in Diversity
- » Millennials and Generation Z Impact
- » Inspire and transform the world
- » New vision, dream, attitude
- » Inclusiveness and acceptance



Discussion Questions?

- » **Question 1:** What, from your perspective, are some of the cultural boundaries that prevent today's globalized world from becoming more inclusive?
- » **Question 2:** What would you consider as crucial elements or steps to break those cultural boundaries for effective leadership in today's globalizing world?

References

See the Handout

References

- Baker, R. N. & Hasting, O. S. (2018). Managing Millennials: looking beyond generational stereotypes. *Journal of Organizational Change Management*, 31(4), 920-930. DOI:10.1108/JOCM-10-2015-0193
- BBC. (2015). South Africa's 'born-free' generation. <https://www.bbc.com/news/world-africa-27146976>
- Bélanger, A., Sabourin, P., Marois, G., Hook, V. J., & Vézina, S. (2019). A framework for the prospective analysis of ethno-cultural super-diversity. *Demographic Research*, 41(11), 293-330. DOI:10.4054/DemRes.2019.41.11
- Bird, A. & Mendenhall, M.E. (2016). From cross-cultural management to global leadership: Evolution and adaptation. *Journal of World Business*, 51(1), 115-126.
- Blackman, A., Moscardo, G. & Gray, D. (2016). Challenges for the theory and practice of business coaching: A systematic review of empirical evidence. *Human Resource Development Review*, 15(4) 459-486.
- Caligiuri, P. & Stroh, L. (1995) Multinational corporation management strategies and international human resources practices: bringing IHRM to the bottom line. *The International Journal of Human Resource Management* 6(3), 494-507. DOI: 10.1080/09585199500000032
- Carpenter, J., Moore, M., Dohert, M. A., & Alexander, N. (2012). Acculturation to the global consumer culture: A generational cohort comparison. *Journal of Strategic Marketing*, 20(5), 411-423.
- Chillakuri, B. (2020). Understanding Generation Z expectations for effective onboarding
Alternate title: Generation Z onboarding expectations. *Journal of Organizational Change Management* 33(7), 1277-1296. DOI:10.1108/JOCM-02-2020-0058
- Domock, M. (2019). Defining generations: Where Millennials end and Generation Z begins in Pew Research Center. <https://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/>
- Gebis, C. & Grunert, K. (2016). The role of servant leadership in fostering inclusive

QUESTIONS



COMMENTS

Thank You