

# Leading the Next Generation

What to Stop Assuming. What to Start Doing.

*They are not lazy. They are not entitled. They learned something many of us took decades to figure out — and when you lead them the right way, they don't just perform. They lead.*

## 01 Stop Assuming. Start Understanding.

**"They're lazy"**



They're selectively committed. When work has purpose, autonomy, and real growth, they bring everything.

**"They want it handed to them"**



They want to earn something worth having — but they won't accept a bad deal in silence.

**"They don't want to work hard"**



They won't sacrifice their health, flexibility, or life for loyalty that data tells them won't be returned.

**"They expect too much too soon"**



They've done the math. Moving organizations often earns 10–20% more than staying and waiting for a 3% raise.

**"They have no loyalty"**



Companies demonstrated that loyalty flows to shareholders first. Younger workers simply believed them.

## 02 What They Actually Want From Work

### Room to Grow

Not a title that implies development — actual stretch, real stakes, and feedback that means something.

### Autonomy

A destination, not a script. Trust their judgment and give them space to find their own path there.

### To Prove Themselves

Not in a system built to filter them out — in one designed to draw them forward and develop what they bring.

### A Life Alongside Their Work

Health, flexibility, and time outside work aren't rewards to be earned. They protect them from the start.

## 03 The Intern Playbook: How to Lead Them Well

### ● Give access, not just tasks

Let them walk through departments. Let them see how the whole organization works, not just their corner.

### ● Set the destination, not the path

Give them a real project with a clear outcome. Leave how they get there intentionally open.

### ● Support without solving

Ask questions. Point to resources. Guide without handing them the answer.