

# **LEADING TODAY'S TEAM MEMBER**

**The Psychology Driving The Emerging Generation**





*Dr. Bhrett McCabe*

The Coaching  
Challenges  
of Today

DR. BHRETT MCCABE

# THE COACHING CRISIS





# **Who Are You Dealing With?**

**Some Contextual Information To Understand This Generation**





SEPTEMBER 4, 2017

# TIME









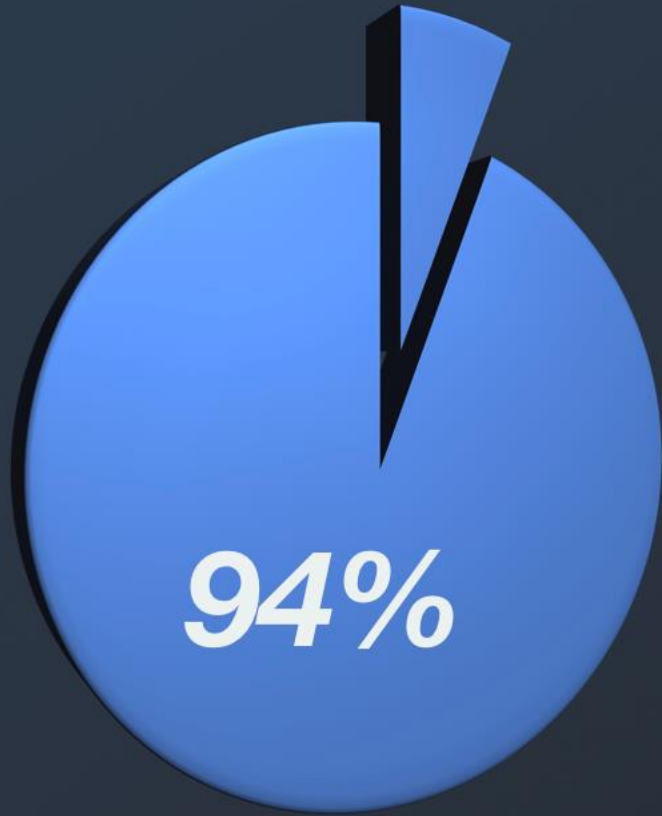
**ALL GOOD  
THINGS HAVE A  
STRUGGLE,  
RIGHT?**



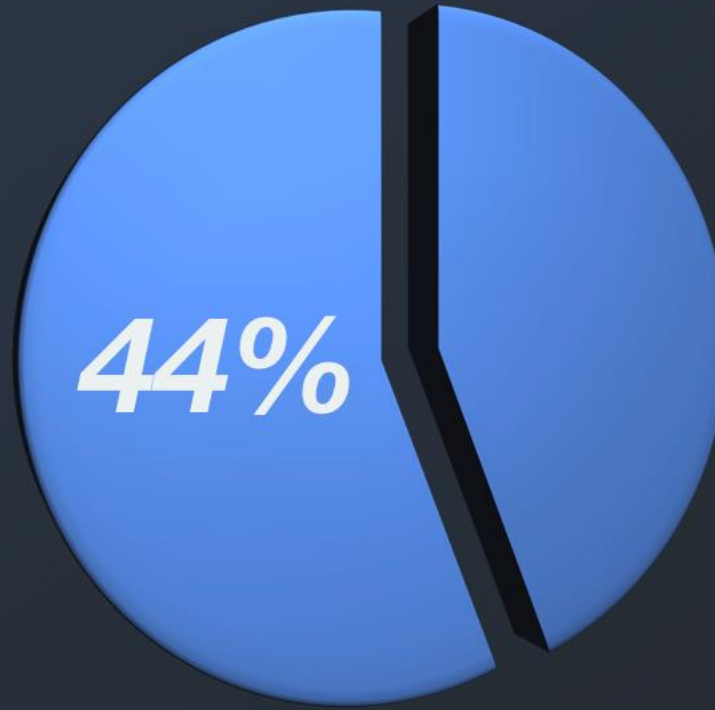


# STUDY: AMERICAN COLLEGE HEALTH ASSOCIATION

Largest randomized sampling of college students



**College students that  
felt overwhelmed by life**



**Felt so depressed  
that it was difficult to  
function**

**1 in 10**

**Thought about  
committing suicide**



# Higher-Ed Anxiety

The American College Health Association has conducted its National College Health Assessment eight times since 2011, gathering data from athletes and nonathletes alike at 426 colleges and universities. The survey has generated more than 200,000 individual responses, and about 9 percent of those identified as varsity athletes. Despite the stresses of balancing their sports and studies, athletes of both genders have proved less likely than their peers to report overwhelming anxiety or severe depression.

Percent of students reporting that in the last 12 months they felt overwhelming anxiety:

STUDENT-ATHLETES



NONATHLETES



Percent of students reporting that in the last 12 months they were so depressed it was difficult to function:

STUDENT-ATHLETES



NONATHLETES



Percent of students reporting they have been diagnosed with depression at some point in their lifetime:

STUDENT-ATHLETES



NONATHLETES



# MOVING ON

The NCAA reported that in 2016, 13.6 percent of male athletes and 9.2 percent of female athletes transferred to a different school.



**MALES**



**FEMALES**



# Who Are You Dealing With?

## Generation of Firsts

**First Generation In History That Doesn't Need  
Adults To Get Information**













# **Generational Comparison**

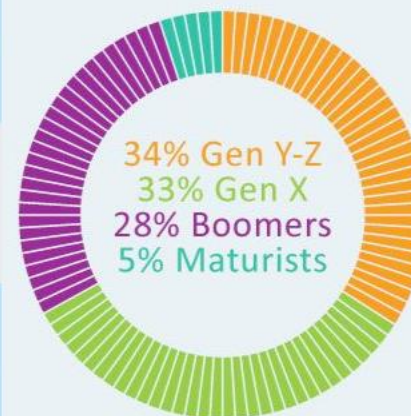
**Viewing the World: Your View vs. Generations Y & Z**



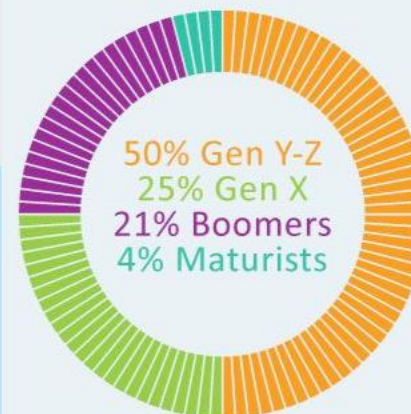
# GENERATIONS

Characteristics	Maturists (pre-1945)	Baby Boomers (1945-1960)	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (Born after 1995)
Aspiration	Home ownership	Job security	Work-life balance	Freedom and flexibility	Security and stability
Attitude toward technology	Largely disengaged	Early information technology (IT) adaptors	Digital immigrants	Digital natives	Technoholics
Attitude toward career	Jobs are for life	Organisational—careers are defined by employers	Early 'portfolio.' careers — loyal to profession, not necessarily to employer	Digital entrepreneurs — work "with" organizations not "for"	Career multitaskers
Signature product	Automobile 	Television 	Personal computer 	Smart phone 	Nano-computing, 3-D print, driveless cars 
Communication media	Formal letter 	Telephone 	E-mail and SMS 	SMS or Social media 	Hand-held communication devices 

U.S. Employed Workforce



U.S. Unemployed Workforce





# Major Life Events **Gen X**

**Challenger  
Explosion**



**Fall of  
Berlin Wall**



**MTV Launch &  
The Moonwalk**



**OJ Simpson  
Chase and Trial**



# Major Life Events **Gen Y & Z**

**Rise of Social Media**



**Release of iPod & iPhone**



**Columbine HS Shooting**



**Grown Up In War Times**



# Major Life Events **Gen Y & Z**



**9-11 is history to them. They were not alive to experience it or too young to understand**



# Setting The **S.C.E.N.E.**

**World As Your Employees Know It:**

**Which Has Reinforced That:**

**S - Speed**



**Slow is bad.**

**C - Convenience**



**Hard is bad.**

**E - Entertainment**



**Boring is bad.**

**N - Nurture**



**Criticism is bad.**

**E - Entitlement**



**Hard work is bad.**

# **Jekyll and Hyde Generation**

## **Conflict 1**

**Go-Getting Mentality but  
Fearful of Consequences**

**Very entrepreneurial by nature but doubtful  
they can actually do it**



## **Conflict 2**

### **Risk-Takers but Protected**

**They are very adventurous but only in a controlled environment, usually by parents**



## **Conflict 3**

### **Shielded but Pressured**

**Are sheltered from tough realities by parents but  
are also pressured to perform by same parents**

# **Jekyll and Hyde Generation**

## **Conflict 4**

**Very Social but Captive to Technology**

**They have a lot of friends but lack the emotional connection. Conversation is only electronic**



# **Jekyll and Hyde Generation**

## **Conflict 5**

**Creative but Indecisive**

**They all have visions of being people of  
influence... Just not sure how**





# How To Lead The Modern Day Athlete & Team Member



Once you understand the **CONTEXT** in how  
the emerging generation views the world,  
you will then understand their **CONDUCT**

