

Millennials: The Next Wave of Potential Clients and Ideal Candidates for the Collaborative Process!

Understanding Millennials

- Millennials, born from 1981-1996 (23-38 years old in 2019), are already the largest generational group in the U.S. labor force, and are projected to comprise 75% of the labor force by 2025. (Often referred to as "Generation Y," "Gen Y," or "echo boomers.")
- Millennials are digital pioneers who can't imagine a world without technology. In a study of 7,000 young people, 48-53% of millennials reported that they would rather *lose their sense of smell* than part with a technological device (usually a phone or laptop).
- Millennials are highly connected - sharing photos, videos, articles, ideas, memes, stories and so much more on social media. (Favorite platforms include Instagram, Facebook, LinkedIn, Reddit, Snapchat, Twitter, YouTube, and Pinterest.) These platforms are used to socialize, research and learn, all of which enhances their collaboration skills.

The Collaborative Generation

- Millennials overwhelmingly choose a collaborative vs. competitive work culture.
- Trained to be teammates from childhood, i.e. team sports, clubs, group projects, play dates and organized recreational activities, millennials were raised collaborating with each other and with adults.
- Millennials recognize the value of socializing at work and collaborating with competitors for their mutual benefits, which is the essence of collaborative practice, i.e. recognizing that despite competing interests, there's more to be gained by spouses working together.
- Millennials favor customization and reject uniformity, which translates to flexibility, convenience, choices, experiences and budget friendliness.
- Litigation is a millennial client's nightmare, i.e. strict and unforgiving deadlines, adversarial proceedings, expensive and often unnecessary legal expenses, one-size-fits all procedures and an authority figure calling the shots for their families.
- Collaborative practice allows spouses to divorce on their own timelines and to customize the process to meet the family's unique needs, which is socially responsible and squarely aligned with millennial beliefs and values.

- Millennials have enormous potential as clients and as collaborative professionals to increase the popularity of this process, especially given their tech and social media savviness, as well as their natural inclination toward consensual dispute resolution.
- As the percentage of millennial clients continue to grow and become aware of collaborative divorce, so too will collaborative practice.
- Let's make collaborative divorce go viral!

Notes from our PEC Committee - Getting the Collaborative Word Out!

Let's not hide our passion for collaborative practice. Here are 3 ways you can help to "build SEO" and drive collaborative clients to your door:

1. Get your profile up on www.collaborativedivorcecalifornia.com (go to the Members area on the site and just follow the links to get started)

2. Go to the Collaborative Divorce California Facebook page (just type it out in the Search box, and Facebook will find it for you).

Read past blog articles (clicking through helps SEO), share on Facebook and/or on LinkedIn (in your feed on LinkedIn, just enter a link for the article on the website), and comment as well.

Check out our Recent Blog Posts:

- Divorce Mediation or Collaborative Divorce: Six Factors to Consider When Deciding Which Process is Right for You – Matthew Long
- The Benefits of a Collaborative Approach in the Division of Assets and Debts – Beth McClelland
- Five Things you Need for an Amicable Divorce – Sharon Clark
- Must We Say We Did Not Love? Honor the relationship that ended through a new story and rituals. – Ann Buscho
- The Role of the Financial Professional in A Collaborative Divorce – Dawn Strachan

3. While you're on Facebook and/or LinkedIn, put in a plug for your local Divorce Options class.

Be sure to add links to www.divorceoptionsinfo.org for more classes throughout the area and more information about DO, your practice group website, and www.collaborativedivorcecalifornia.com for more information about collaborative

divorce. And be sure to let people know if you're teaching the class, or if it's your trusted colleagues.