

**KRISTIN T. SCROGGIN**

YOU MUST BE THIS TALL..

- Traditionalist 35.2 mil=11
- Baby Boomers 80.3 mil=25
- Gen XY 40.9 mil=13
- Millennials 86.0 mil=27
- Boomlets 74.0 mil=23



US census projections for 2000



TRADITIONALIST

89 - 71 YEARS OLD

- Time
- Uniforms
- Age
- "We first"
- Duty





BABY BOOMERS

70-54 yrs old



-Social
-Workaholic
-Respect
-Visible success
-Competitive





54 - 33 YEARS OLD

GEN X & Y





- Independent
- Chasing happiness
- Work/Life balance
- Flexibility

BY

2030

MILLENNIALS

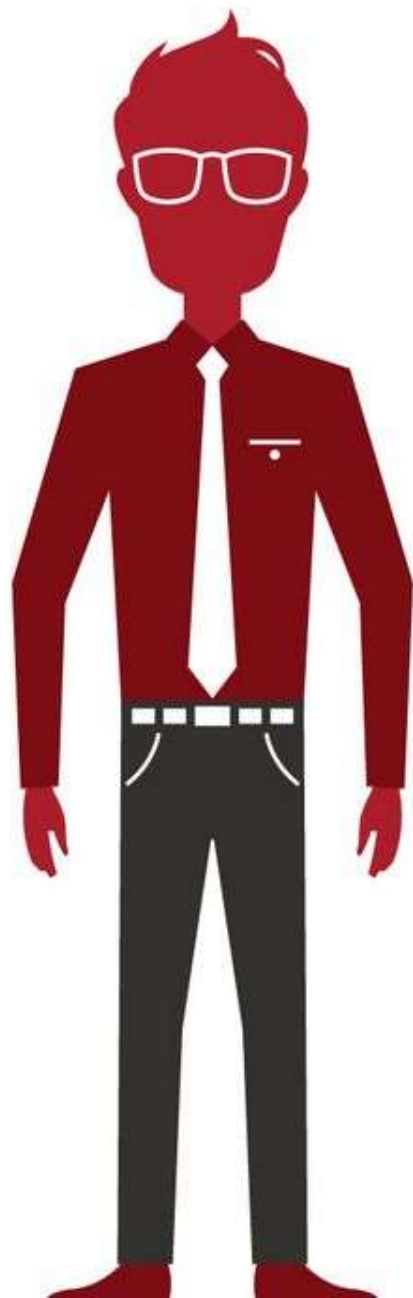
OUT NUMBER

BOOMERS

BY

22

MILLION





**Can Millennials (32-13)
Measure Up?**




But...
WHY?

A young boy with light brown hair is smiling broadly, holding a large, ornate trophy. The trophy has a wooden base and a tall, slender column. He is wearing a green jersey with camouflage sleeves. The background is a blurred green field.

**Everybody
gets a
trophy!**



**Parents are
friends**

A woman with brown hair styled in a bun, wearing a blue denim shirt and large gold earrings, is smiling and holding a black smartphone up to take a selfie. The background is a textured, light brown wall.

Selfie (n.):

a picture taken of a person
by that person

**Carefully
crafted
image**

TRENDS & IMPLICATIONS DESIGN OR EVOLVE?

- CONTROL
- BOTTOM UP
- SUBSYSTEM
- CASCADING
- TOP DOWN



THE MISSING
PIECE!

✓ SUCCESS:

HAND

- SUBSYSTEM
- DISCRETE
- COMPLEX
- OUT OF CONTROL
- ROBUST, RESILIENT, ADAPTIVE

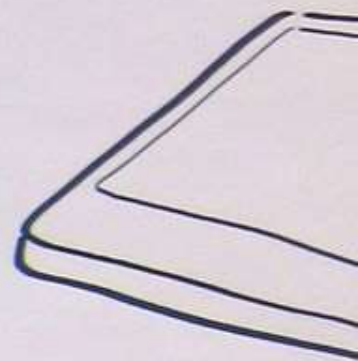


ACROSS
ITERATIONS
• BOTTOM UP

- ✓ COGNITIVE DIVERSITY
- ✓ DISAGREEMENT
- ✓ VOTING POLICY
- ✓ COMMUNICATIONS TUNING

CROW

BACTERIA / CELLS
AS ALIVE
PROGRAMMABLE
MATTER



Ideas matter
not age

• DESIGN EVOLVES PROFIT
• DESIGN WITH CHALLENGE



**Different in
the same
way**



**Questions,
Questions,
Questions...**



WWW.KRISTINSCROGGIN.COM

CONTACT ME SOON!