

About the Generations

Traditionalist 1925 - 1946	Baby Boomer 1946 – 1964	Generation X 1965 – 1980	Millennial 1981 – 1995	Generation Z Born 1996 – 2015?
Attributes	Attributes	Attributes	Attributes	Attributes
<ul style="list-style-type: none"> • Loyal • Self-sacrificing • Fiscally conservative • Patriotic • Family Oriented 	<ul style="list-style-type: none"> • Hard working • Service oriented • Idealistic and optimistic • Corporate climber • Redefining retirement 	<ul style="list-style-type: none"> • Want work/life balance • Adaptable • Skeptical • Independent • Entrepreneurial 	<ul style="list-style-type: none"> • Highly educated • High self-esteem • Fast paced • Optimistic • Technology dependent 	<ul style="list-style-type: none"> • Independent and competitive • Pragmatic and frugal • Innovative • Goal-oriented • Anxious and hardworking
Likes	Likes	Likes	Likes	Likes
<ul style="list-style-type: none"> • Hard work • Face-to-face communication, letters, notes • Chain of command, authority • Plaques, awards, written acknowledgment 	<ul style="list-style-type: none"> • Respect for experience • Face-to-face and phone communication • Being viewed as a mentor • Money, titles, power, public acknowledgment • Problem solving, process oriented 	<ul style="list-style-type: none"> • Competence and earned respect • Emails and text • Autonomy • Time off • Public acknowledgment • Flexibility and creativity 	<ul style="list-style-type: none"> • Multi-tasking • Technology and social media • Focusing on results • Advancement, recognition • Collaboration • Time off 	<ul style="list-style-type: none"> • Stability • Sharing information • Smart phones/technology • Work that is meaningful and makes money • Multi-tasking • Digital communication
Dislikes	Dislikes	Dislikes	Dislikes	Dislikes
<ul style="list-style-type: none"> • Watchfulness • Technology • Tardiness • Slang • Questioning authority 	<ul style="list-style-type: none"> • Differing opinions/conflict • Social media • Micromanaging • Political incorrectness • Questioning authority 	<ul style="list-style-type: none"> • Rules and structure • Slow processes • Micromanaging • Lengthy conversations 	<ul style="list-style-type: none"> • Long hours • Negative talk about millennials • Focus on experience, tenure • Face-to-face interaction • Labels 	<ul style="list-style-type: none"> • Prejudiced attitudes • Face-to-face interaction • Facebook • Working collaboratively • Being called Millennial
Defining Influences	Defining Influences	Defining Influences	Defining Influences	Defining Influences
<ul style="list-style-type: none"> • Grew up during the Great Depression • War: World War II, Korean War • Lack of jobs and cash • Education was a luxury • Grew up in close knit families 	<ul style="list-style-type: none"> • Grew up in Post-World War II prosperous time • Work force was very competitive and fast growing • Bigger is better mentality drives a desire to “get ahead” • Vietnam War/protests • JFK, MLKjr, Robert Kennedy assassinations. 	<ul style="list-style-type: none"> • Grew up in a time of disillusionment • “Latch-key” generation • Rising divorce rates • Fall of Berlin Wall • Challenger disaster • First cases of AIDS • Corporate greed of the 80’s 	<ul style="list-style-type: none"> • Grew up in a time marked by Terrorism at home: 9/11, Oklahoma City bombing, Columbine School shooting • Biggest influence: parents • Globalization was exploding 	<ul style="list-style-type: none"> • COVID-19 • The Great recession • Student Loan debt crisis • Grew up with an African-American President • Don’t remember a time before social media • Major influence: parents

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