Generations – Who Are They?

	Birth Years	Ages
Greatest Generation Veterans/Traditionalists	1900-1945	64 & up
Baby Boomers	1945-1965	44-64
Generation X	1965-1978	31-44
Millennials Generation Y/We	1978-2000	9-31

Greatest Generation

- Born 1900–1945
- Great Depression & WW II
- Jimmy Carter, Bill Cosby, Ronald Reagan, Sandra Day O'Connor, Johnny Carson
- Heroes groups (Army, Navy)
- Smallest portion of population 35 million members 5% of workforce
- Wealthiest
- One company for their career
- Loyalty to country & company
- Male dominated workplace

Baby Boomers

- Born between 1945–1965
- Civil Rights Movement, Vietnam, JFK-RFK-MLK assassinations
- Heroes JFK, MLK, Nelson Mandela
- Cold War
- Robin Williams, Oprah Winfrey, George W. Bush,
- Often in control workplace & government
- Largest population group
- Largest part of workforce 45%
- Workaholic
- Competitive
- Teamwork
- Work environment has changed layoffs, downsizing

Gen X

- Born between 1965–1978
- Watergate, Challenger explosion, Gulf War, Technology, increasing divorce rate
- Heroes teachers, coaches, those in contact with them (Mr. Holland)
- Tiger Woods, Jennifer Aniston, Faith Hill
- Often described as slackers unmotivated
- Told they would not be as successful as their parents
- From their point of view, no institution (government, religion, military, marriage) has earned their trust you have to prove it to them

- Smaller than Boomers population-wise
- 2nd largest workforce group 40%
- Self-reliant, rarely intimidated
- Multi-task
- If don't like their job/situation, will quit & move on
- Carpe diem
- Almost 50% have moved back home after college
- This group is beginning to assume managerial & leadership roles
- Technology is on their side they understand it and use it

Millennials

- Born between 1978–2000
- OKC Bombing, 9/11, Internet, Columbine, Iraq War
- Prince William, Venus Williams, Taylor Swift, Justin Timberlake
- Have grown up with technology cell phones, Wi-Fi, IPods, Genetic engineering, artificial intelligence
- Majority of their lives have been in a prosperous economy
- Parents have tried to protect them, but have grown up with the threat of terrorism
- Are just beginning to enter the workplace 75 million strong, only about 10% of workforce
- Self-confident, different meaning of success

WORKING WITH THE GENERATIONS

	Greatest Generation Before 1945	Baby Boomers 1945-1965	Gen X 1965-1978	Millennials 1978-2000
Job Strengths	Stable, by-the-book	Team player, competitive	Adaptable, techno- literate	Multi-tasker, techno-savvy
Attitude & Outlook	Practical, cooperative	Positive, competitive	Skeptical, pessimistic	Optimistic, hopeful
View of Authority	Respectful	Love/Hate	Unimpressed, not intimidated	Accepting, deferential
Leadership Style	By hierarchy, seniority	Participative, consensus	By competence, straightforward	Inclusive, averse to conflict
Turnoffs	Off-color comments and vulgarity	Political incorrectness	Hype and cliché	Waiting and delays
Diversity Experiences	Ethnic segregation	Beginnings of ethnic integration	Integrated society as norm	Realignment of racial majorities
Performance Feedback Preference	No news is good news	Annually with documentation	Interrupts and asks "How am I doing?"	Wants instant and constant feedback
Career Goals	One employer for a lifetime, build a legacy, job security	Visibility, recognition, maximize income	Career portability, add to skills repertoire	Parallel careers, opportunities to multi-task

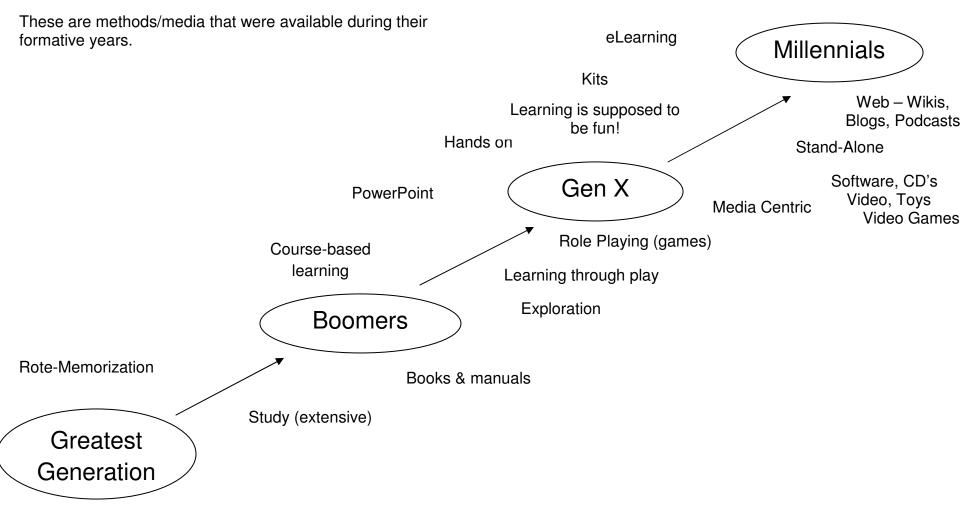
Generational Learning

Classroom

Lecture

Workshops

All generations can engage in all types of learning & media.



Mobile iPod