

# Generations – Who Are They?

	<u>Birth Years</u>	<u>Ages</u>
<b>Greatest Generation</b> Veterans/Traditionalists	1900-1945	64 & up
<b>Baby Boomers</b>	1945-1965	44-64
<b>Generation X</b>	1965-1978	31-44
<b>Millennials</b> 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
- 2<sup>nd</sup> 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

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

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

These are methods/media that were available during their formative years.

