

## Generations at Work Quick Guide

	<b>Traditionalist</b> <i>Born 1922 - 1945</i>	<b>Baby Boomer</b> <i>Born 1946 – 1964</i>	<b>Generation X</b> <i>Born 1965 - 1980</i>	<b>Generation Y</b> <i>Born 1981 – 1995</i>
<b>Values</b>	Hard work Dedication/sacrifice Conformity Respects authority Delayed reward Law and order Optimism	Workaholic Competitive Innovation Questions authority Materialism Personal/social expression Skepticism	Life balance Global thinking Diversity Unimpressed by authority Fun Self-reliance Cynicism/pessimism	Child focus Team player Enthusiasm for change Respect for authority Tempered hopefulness Sociability Optimism
<b>Work is:</b>	An obligation	An exciting adventure	A difficult challenge	A means to an end
<b>Leadership style</b>	Directive	Consensual, collegial	Challenges others	To be determined
<b>Communication</b>	Formal, memos	In person, meetings	Direct, immediate	E-mail, voice mail, IM
<b>Feedback</b>	No news is good news	Doesn't appreciate it	Asks, 'How am I doing?'	At a push of a button
<b>Rewards</b>	A job well done	Money, title, recognition	Freedom	Meaningful work
<b>Motivation</b>	Respected	Valued and needed	Do it my way Work/life balance	Work with bright staff Work/life balance
<b>Strategies</b>	<ul style="list-style-type: none"> <li>• Don't rush</li> <li>• Acknowledge experience</li> <li>• Build rapport</li> <li>• Don't make assumptions</li> <li>• May resent young supervisors</li> </ul>	<ul style="list-style-type: none"> <li>• Establish non-authoritarian environment</li> <li>• Offer fresh assignments</li> <li>• Provide developmental experiences</li> <li>• Tap into their expertise</li> <li>• Ease pressure of complex life</li> </ul>	<ul style="list-style-type: none"> <li>• Allow time for questions</li> <li>• Provide references</li> <li>• Use time efficient approaches</li> <li>• Keep up a quick pace</li> <li>• Be specific about growth</li> <li>• Allow time to earn their respect</li> </ul>	<ul style="list-style-type: none"> <li>• Provide interaction with colleagues</li> <li>• Bring up to speed quickly</li> <li>• Encourage mentoring</li> <li>• Use technology</li> <li>• Non-parental approach</li> </ul>

In general, generations have different views on:

- Authority
- Teamwork
- Development/skill building
- Work/life balance

**No matter what generation we are from, we all want:**

- **Achievement** – to take pride in one's work
- **Camaraderie** – positive, inclusive, and productive relationships
- **Equity** – being treated fairly in matters such as pay, benefits, developmental opportunities, etc.

# Generations at Work Detailed Breakdown

	<b>Traditionalist</b>	<b>Baby Boomer</b>	<b>Generation X</b>	<b>Generation Y</b>
<b>Also known as</b>	Builders GI Generation Greatest Generation Forgotten Generation Radio Babies	Boomers 'Me' Generation	Gen X Xers Twenty Something Post Boomers 12 <sup>th</sup> Generation	Gen Y Millenials Mosaics Net Generation Nexters Generation Next 10 Boomers 24/7's
<b>Born</b>				1981 - 1995
<b>Influencers</b>				digital media anime shootings Clinton/Lewinski 9/11 WTC City bombing death of Princess Diana death of Mother Teresa Clinton controversy globalization economic expansion ENRON  individual-focused world children of divorced parents children altered as children structured activities
		Dream Seen as greedy, materialistic, ambitious	dual income parents Dual income Families Latchkey Kids Increased divorce rate First generation that will NOT do as well as parents	

**See See additional pages with full document**

	<b>Traditionalist</b>	<b>Baby Boomer</b>	<b>Generation X</b>	<b>Generation Y</b>
<b>Presidents during their time</b>	Calvin Coolidge (R, 6 years) Herbert Hoover (R, 4 years) Franklin Delano Roosevelt (D, 13 years) Harry Truman (D, 7 years) Dwight Eisenhower (R, 8 years) John F. Kennedy Lyndon B. Johnson Richard Nixon Gerald Ford Jimmy Carter	Harry Truman Dwight Eisenhower John F. Kennedy Lyndon B. Johnson Richard Nixon Gerald Ford Jimmy Carter	Lyndon B. Johnson Richard Nixon Gerald Ford Jimmy Carter Ronald Reagan George H.W. Bush Bill Clinton	Ronald Reagan George H.W. Bush Bill Clinton George W. Bush Barack Obama
<b>See See additional pages with full document</b>				
<b>Core Values</b>	<ul style="list-style-type: none"> <li>Responsibility</li> <li>Stabilizing</li> <li>Trust in government</li> <li>Hard work</li> <li>Dedication/sacrifice</li> <li>Conformity</li> <li>Respects authority</li> <li>Delayed reward</li> <li>Law and order</li> <li>Optimism</li> </ul>	<ul style="list-style-type: none"> <li>Trust no one over 30</li> <li>Want to make a difference</li> <li>Workaholic</li> <li>Competitive</li> <li>Innovation</li> <li>Questions authority</li> <li>Materialism</li> <li>Personal/social expression</li> <li>Skepticism</li> </ul>	<ul style="list-style-type: none"> <li>Unimpressed by authority</li> <li>Fun</li> <li>Self-reliance</li> <li>Cynicism/pessimism</li> </ul>	<ul style="list-style-type: none"> <li>ment</li> <li>umers</li> <li>luty</li> <li>ance</li> <li>sity</li> <li>fun</li> <li>orals</li> <li>lerant</li> <li>petitive</li> <li>l attention</li> <li>fidient</li> <li>the global</li> <li>community</li> <li>Most educated generation</li> <li>Extremely techno savvy</li> <li>Extremely spiritual</li> <li>Want it now</li> <li>Child focus</li> <li>Team player</li> <li>Enthusiasm for change</li> <li>Respect for authority</li> <li>Tempered hopefulness</li> </ul>

	Traditionalist	Baby Boomer	Generation X	Generation Y
				Sociability Optimism
<b>Money and buying</b>	Buy with cash Save	Spend now, worry later Credit card	Buy now	Conscientious Get it now on-line
<b>Work is:</b>	An obligation	An exciting adventure	A difficult challenge	A means to an end
<b>Leadership style</b>				ined
<b>Communication</b>				
<b>Feedback</b>	No			button
<b>Rewards</b>				vork
<b>Motivation</b>				rt staff ance
<b>Messages that motivate</b>	<i>Your e here</i>  <i>It's val hear w workes</i>  <i>Your p... .. and will be rewarded</i>	<i>We need you I approve of you You are worthy</i>	<i>We're not very corporate</i>	<i>... .. around</i>  <i>You can be a hero here</i>
<b>Strategies</b>	<ul style="list-style-type: none"> <li>• Don't rush</li> <li>• Acknowledge experience</li> <li>• Build rapport</li> <li>• Don't make assumptions</li> </ul>	<ul style="list-style-type: none"> <li>• Establish non-authoritarian environment</li> <li>• Offer fresh assignments</li> <li>• Provide developmental</li> </ul>	<ul style="list-style-type: none"> <li>• Allow time for questions</li> <li>• Provide references</li> <li>• Use time efficient approaches</li> </ul>	<ul style="list-style-type: none"> <li>• Provide interaction with colleagues</li> <li>• Bring up to speed quickly</li> <li>• Encourage mentoring</li> </ul>

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<b>Communication technology</b>	Radio Mimeograph Rotary phones Slide Rule	Television (3 channels) Photograph Touch-tone phones Calculators Beepers (Pagers)	Cable TV (30+ channels) Video games Computer games Desktop and laptop computers Cell phones	Cable TV (hundreds of channels) Surfing the net DVDs PDAs iPod, MP3 Players
<b>View of technology</b>	Hc			
<b>Education is:</b>				ience
<b>War</b>				m il
<b>See See additional pages with full document</b>				
<b>Attitude toward authority</b>	Hor			ct you
<b>Training</b>	I learn			ing
<b>Changing jobs</b>	Ce			nd
<b>Career goals</b>	E			ers
<b>Role of Career</b>	Means for living	Central focus	Irritant	Always changing
<b>View of Change</b>	Adapt	Dislike	Accept	Demand
<b>Marriage</b>	Married once	Divorced, remarried	Single parent / blended	Undetermined

	<b>Traditionalist</b>	<b>Baby Boomer</b>	<b>Generation X</b> families	<b>Generation Y</b>
<b>Brands</b>	Converse Timex Chevrolet	Adidas Casio Toyota	Nike Swatch Saturn Gap Apple	Microsoft Apple Mountain Dew Tommy Hilfiger
<b>Work Style</b>	Team work and commi	Personal fulfillment	Tentative, divided loyalty	Team player
<b>View of Future</b>	Rainy d Seek			
<b>Life Paradigm</b>	Be			
<b>Leisure is...</b>	Reward			k
<b>Cultural changes</b>	Mick W Charl The L			

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