

Generations at Work Quick Guide

	Traditionalist <i>Born 1922 - 1945</i>	Baby Boomer <i>Born 1946 – 1964</i>	Generation X <i>Born 1965 - 1980</i>	Generation Y <i>Born 1981 – 1995</i>
Values	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
Work is:	An obligation	An exciting adventure	A difficult challenge	A means to an end
Leadership style	Directive	Consensual, collegial	Challenges others	To be determined
Communication	Formal, memos	In person, meetings	Direct, immediate	E-mail, voice mail, IM
Feedback	No news is good news	Doesn't appreciate it	Asks, 'How am I doing?'	At a push of a button
Rewards	A job well done	Money, title, recognition	Freedom	Meaningful work
Motivation	Respected	Valued and needed	Do it my way Work/life balance	Work with bright staff Work/life balance
Strategies	<ul style="list-style-type: none"> • Don't rush • Acknowledge experience • Build rapport • Don't make assumptions • May resent young supervisors 	<ul style="list-style-type: none"> • Establish non-authoritarian environment • Offer fresh assignments • Provide developmental experiences • Tap into their expertise • Ease pressure of complex life 	<ul style="list-style-type: none"> • Allow time for questions • Provide references • Use time efficient approaches • Keep up a quick pace • Be specific about growth • Allow time to earn their respect 	<ul style="list-style-type: none"> • Provide interaction with colleagues • Bring up to speed quickly • Encourage mentoring • Use technology • Non-parental approach

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

	Traditionalist	Baby Boomer	Generation X	Generation Y
Also known as	Builders GI Generation Greatest Generation Forgotten Generation Radio Babies Silent Generation	Boomers 'Me' Generation	Gen X Xers Twenty Something Post Boomers 13 th Generation	Gen Y Millenials Mosaics Net Generation Nexters Generation Next Echo Boomers 24/7's
Born	1922 – 1945	1946 – 1964	1965 - 1980	1981 - 1995
Influencers	<p>Aftermath of World War I First transatlantic flight Crash of stock market Great Depression New Deal Dust bowl Pearl Harbor World War II Rationing Atomic bombs Korean War</p> <p>Tough times followed by prosperity Parents survived Great Depression</p>	<p>Cold War Rosa parks Nuclear power Cuban Missile Crisis First men in space Civil Rights Act Assassinations, King and Kennedy brothers Vietnam War Sexual Revolution Space travel and moon landing</p> <p>Highest divorce rate in history Promise of the 'American Dream' Seen as greedy, materialistic, ambitious</p>	<p>Watergate Iran holds hostages Energy Crisis PC (Apple, IBM) introduced Corporate downsizing Challenger disaster Reagan assassination attempt Roe vs. Wade Exon Valdez Fall of the Berlin Wall Persian Gulf War AIDS Y2K</p> <p>Working mothers, single parents Dual income Families Latchkey Kids Increased divorce rate First generation that will NOT do as well as parents</p>	<p>Digital media Columbine shootings Clinton/Lewinski 9/11 Oklahoma City bombing Death of Princess Diana Death of Mother Teresa Election controversy Globalization Economic expansion ENRON</p> <p>Child-focused world Children of divorced parents Most sheltered as children Scheduled activities</p>

	Traditionalist	Baby Boomer	Generation X	Generation Y
Presidents during their time	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 (D, 3 years) Lyndon B. Johnson (D, 5 years) Richard Nixon (R, 5 years) Gerald Ford (R 3 years) Jimmy Carter (D, 4 years) Ronald Reagan (R, 8 years) George H.W. Bush (R, 4 years) Bill Clinton (D, 8 years) George W. Bush (R, 8 years) Barack Obama (D, current)	Harry Truman Dwight Eisenhower John F. Kennedy Lyndon B. Johnson Richard Nixon Gerald Ford Jimmy Carter Ronald Reagan George H.W. Bush Bill Clinton George W. Bush Barack Obama	Lyndon B. Johnson Richard Nixon Gerald Ford Jimmy Carter Ronald Reagan George H.W. Bush Bill Clinton George W. Bush Barack Obama	Ronald Reagan George H.W. Bush Bill Clinton George W. Bush Barack Obama
Core Values	Adhere to rules Conformers/Conformity Contributing to collective good is important Delayed reward Discipline Don't question authority Duty before pleasure Family focus Loyalty Patriotism Patience Responsibility Stabilizing Trust in government Hard work Dedication/sacrifice Conformity Respects authority Delayed reward Law and order Optimism	Anti-war Anti-government Anything is possible Equal rights Equal opportunities Extremely loyal to children Involvement Personal gratification Personal growth Question everything Team oriented Transformational Trust no one over 30 Want to make a difference Workaholic Competitive Innovation Questions authority Materialism Personal/social expression Skepticism	Entrepreneurial Highly educated High job expectations Independent Informality Lack of organizational loyalty Pragmatism Suspicious of Boomer values Techno literacy Life balance Global thinking Diversity Unimpressed by authority Fun Self-reliance Cynicism/pessimism	Achievement Avid consumers Civic duty Confidence Diversity Extreme fun High morals Highly tolerant Hotly competitive Like personal attention Self-confident Members of the global community Most educated generation Extremely techno savvy Extremely spiritual Want it now Child focus Team player Enthusiasm for change Respect for authority Tempered hopefulness Sociability Optimism

	Traditionalist	Baby Boomer	Generation X	Generation Y
Money and buying	Buy with cash Save	Spend now, worry later Credit card	Buy now	Conscientious Get it now on-line
Work is:	An obligation	An exciting adventure	A difficult challenge	A means to an end
Leadership style	Directive	Consensual, collegial	Challenges others	To be determined
Communication	Formal, memos	In person, meetings	Direct, immediate, E-mail	Text, IM
Feedback	No news is good news	Once a year with lots of documentation	Asks, 'How am I doing?'	At a push of a button
Rewards	A job well done	Money, title, recognition	Freedom	Meaningful work
Motivation	Respected	Valued and needed	Do it my way Work/life balance	Work with bright staff Work/life balance
Messages that motivate	<i>Your experience is respected here It's valuable to the rest of us to hear what has, and hasn't, worked in the past Your perseverance is valued and will be rewarded</i>	<i>You're important to our success You're valued here Your contribution is unique and important We need you I approve of you You are worthy</i>	<i>Do it your way We've got the newest hardware and software There aren't a lot of rules here We're not very corporate</i>	<i>You'll be working with other bright, creative people Your boss is in his (or her) sixties You and your coworkers can help turn this company around You can be a hero here</i>
Strategies	<ul style="list-style-type: none"> • Don't rush • Acknowledge experience • Build rapport • Don't make assumptions • May resent young supervisors 	<ul style="list-style-type: none"> • Establish non-authoritarian environment • Offer fresh assignments • Provide developmental experiences • Tap into their expertise • Ease pressure of complex life 	<ul style="list-style-type: none"> • Allow time for questions • Provide references • Use time efficient approaches • Keep up a quick pace • Be specific about growth • Allow time to earn their respect 	<ul style="list-style-type: none"> • Provide interaction with colleagues • Bring up to speed quickly • Encourage mentoring • Use technology • Non-parental approach

	Traditionalist	Baby Boomer	Generation X	Generation Y
Communication technology	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
View of technology	Hope to outlive it	Master it	Enjoy it	Employ it
Education is:	A dream	A birthright	A way to get there	An enriching experience
War	<i>Win a war:</i> WWI WWII Korean War	<i>Why a war?</i> Vietnam Cold War	<i>Watch a war</i> Iran hostage crisis Desert Storm live on TV	<i>War on Terrorism</i> Unconventional Anthrax WMD
Attitude toward authority	Honor and respect Endure	Challenge leaders	Ignore leaders	Leaders must respect you
Training	I learned the hard way, you can too	Train them too much and they'll leave	The more they learn, the more they'll stay	Continuous learning is a way of life
Changing jobs	Carries a stigma	Puts you behind	Necessary	Part of routine and expectation
Career goals	Build a legacy	Build a stellar career	Build a portable career	Build parallel careers
Role of Career	Means for living	Central focus	Irritant	Always changing
View of Change	Adapt	Dislike	Accept	Demand
Marriage	Married once	Divorced, remarried	Single parent / blended families	Undetermined

	Traditionalist	Baby Boomer	Generation X	Generation Y
Brands	Converse Timex Chevrolet	Adidas Casio Toyota	Nike Swatch Saturn Gap Apple	Microsoft Apple Mountain Dew Tommy Hilfiger
Work Style	Team work and commitment to work	Personal fulfillment	Tentative, divided loyalty	Team player
View of Future	Rainy day to work for Seek to stabilize	<i>Now</i> is more important Create future	Uncertain but manageable Hopeless	Ambivalent Optimistic Hopeful
Life Paradigm	Be grateful	You owe me	Relate to me	Life is a cafeteria
Leisure is...	Reward for hard work	The point of life	Relief	Interwoven with work
Cultural changes	Mickey Mouse Wheaties Charlie McCarthy Tarzan The Lone Ranger	Ed Sullivan Fallout shelters Slinkies TV Dinners Hula Hoops The Peace sign	Pet Rocks Platform shoes Rubik's Cube Simpsons ET Cabbage Patch Dolls	Barney Beanie Baies American Girl dolls Oprah The X Games