








# GENERATIONS AT A GLANCE

	Quick Stats	General Characteristics	In the Workplace	To Communicate and Engage
<p><b>Traditionalists</b></p>  <p><i>“Use it up, wear it out, make it do, or do without”</i></p>	<ul style="list-style-type: none"> <li>▪ Born before 1945</li> <li>▪ Smallest of the four generations</li> <li>▪ Shaped by Great Depression and WWII</li> <li>▪ Rapidly exiting the workplace</li> <li>▪ Control a significant part of the economy, represent a strong political force, and have set the standard for work rules and procedure</li> </ul>	<ul style="list-style-type: none"> <li>▪ Value dedication, sacrifice, hard work, and patience</li> <li>▪ Willing to delay gratification</li> <li>▪ Put duty before pleasure</li> <li>▪ Frugal and conservative with spending</li> <li>▪ Like consistency and uniformity</li> <li>▪ Past-oriented</li> </ul> 	<ul style="list-style-type: none"> <li>▪ Loyal to employer and expect loyalty in return</li> <li>▪ Effective and warm interpersonal skills</li> <li>▪ Work ethic = timeliness, putting in the hours, working hard</li> <li>▪ Accept “command and control” management style as norm</li> </ul>	<ul style="list-style-type: none"> <li>▪ Value their loyalty</li> <li>▪ Invest in their education</li> <li>▪ Plug in to their experience</li> <li>▪ Shorter shifts or part-time work; job share</li> <li>▪ Communicate face-to-face; formal and proper</li> <li>▪ Reward with more traditional items (plaque, pin, etc.)</li> <li>▪ Send personal notes, hand-written</li> </ul>
<p><b>Baby Boomers</b></p>  <p><i>“Never trust anyone over. . . 60.”</i></p>	<ul style="list-style-type: none"> <li>▪ Born between 1945 and 1964</li> <li>▪ Shaped by Civil Rights, Vietnam, Woodstock, Feminism</li> <li>▪ Largest of the four generations in the workforce</li> <li>▪ Nearing retirement, but fighting it</li> <li>▪ Never grow up!</li> </ul>	<ul style="list-style-type: none"> <li>▪ Value individuality</li> <li>▪ Optimistic and positive</li> <li>▪ Like a team-oriented approach</li> <li>▪ Have been the “stars” since birth; have always been cool</li> <li>▪ Redefined roles</li> <li>▪ Appreciate personalized approaches</li> </ul> 	<ul style="list-style-type: none"> <li>▪ Driven; Work comes first</li> <li>▪ Loyal to the function or profession</li> <li>▪ Work ethic = working long hours, hard, and being seen doing it</li> <li>▪ Believe in, champion, and evaluate others on their work ethic</li> <li>▪ Believe teamwork is important; good at building relationships</li> </ul>	<ul style="list-style-type: none"> <li>▪ Acknowledge their contributions and hard work</li> <li>▪ Use a personal approach</li> <li>▪ Offer incentives that involve visibility and public appreciation</li> <li>▪ Offer them options as they reach retirement</li> <li>▪ Give them perks</li> <li>▪ Avoid formal communication (no “sir” “ma’am” etc.)</li> <li>▪ Recognize their loyalty and long-term impact</li> <li>▪ Reward with money</li> </ul>

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<p><b>Generation X</b></p>  <p><i>"Is it going to be on the test?"</i></p>	<ul style="list-style-type: none"> <li>▪ Born between 1965 and 1980</li> <li>▪ Aka Baby Busters, Post-Boomers, Thirteenth Generation</li> <li>▪ Shaped by Watergate, Challenger explosion, Economic downturn; PC Boom, massive corporate layoffs, and advent of internet</li> <li>▪ Resist labels and categories</li> </ul>	<ul style="list-style-type: none"> <li>▪ Collectively pessimistic; individually optimistic</li> <li>▪ Self-reliant</li> <li>▪ Strive for balance</li> <li>▪ Nontraditional orientation to space and time</li> <li>▪ Casual approach to authority</li> <li>▪ Skeptical, especially of big promises</li> <li>▪ Technologically savvy</li> </ul> 	<ul style="list-style-type: none"> <li>▪ Personal life comes first</li> <li>▪ Reject the super-motivated Boomer work ethic</li> <li>▪ Independent</li> <li>▪ Work ethic = getting the job done quickly</li> <li>▪ Value talent and ability over longevity</li> <li>▪ Work within their own definition of "team"</li> <li>▪ Look to invest loyalty in a person NOT a company</li> <li>▪ Rebel against micromanaging; seek loose supervision by objectives</li> </ul>	<ul style="list-style-type: none"> <li>▪ Offer professional development and help with career goals</li> <li>▪ Provide options and choices for benefits that will better suit their lifestyle</li> <li>▪ Reward with time away from work</li> <li>▪ Allow them to decide how work gets done</li> <li>▪ Back off the rules and policies</li> <li>▪ Help them build internal peer networks</li> <li>▪ Offer flexibility in scheduling</li> <li>▪ Use technology</li> </ul>
<p><b>Millennials</b></p>  <p><i>"How can I make a difference?"</i></p>	<ul style="list-style-type: none"> <li>▪ Born after 1980</li> <li>▪ Aka Gen Y, Nexters, Echo Boomers, or Gen 2001</li> <li>▪ Rival the Boomers in size</li> <li>▪ Shaped by internet, school violence, 9/11, Iraq War, and busy over-planned lives</li> <li>▪ Connect well with Traditionalists</li> <li>▪ Grew up with "helicopter parents"</li> <li>▪ Impressive purchasing influence makes them market targets</li> </ul>	<ul style="list-style-type: none"> <li>▪ Value personal freedom, autonomy, and immediacy</li> <li>▪ Optimistic view of the future</li> <li>▪ Believe in success from hard work</li> <li>▪ Global outlook</li> <li>▪ Make decisions based on feelings</li> <li>▪ Confident</li> <li>▪ Want to make a difference; "change"</li> <li>▪ Technologically savvy</li> <li>▪ Inclusive; Seek diversity and multi-culturalism</li> </ul>	<ul style="list-style-type: none"> <li>▪ Look for meaningful and fun work</li> <li>▪ Loyal to people they work <u>and</u> play with</li> <li>▪ Communication is direct and instant</li> <li>▪ Multi-taskers</li> <li>▪ Technology is a natural part of daily living</li> <li>▪ Want to learn and grow but want rewards NOW</li> <li>▪ Need more hand holding</li> </ul>	<ul style="list-style-type: none"> <li>▪ Consider instant feedback and recognition</li> <li>▪ Give flexible schedules</li> <li>▪ Use mentoring programs</li> <li>▪ Provide LOTS of learning opportunities</li> <li>▪ Ask for and respect their input</li> <li>▪ Coach them on building credibility</li> <li>▪ Provide cutting-edge technology and let them use it!</li> <li>▪ Get to know them personally</li> </ul>

