



UNDERSTANDING GENERATIONS

	Veterans	Baby Boomers	Gen Xers	Nexters
Birth Years	1927-1945	1946-1964	1965-1980	1981-1995
Defining Events				
Core Values				

	Veterans	Baby Boomers	Gen Xers	Nexters
	1927-1945	1946-1964	1965-1980	1981-1995
Key Events	<ul style="list-style-type: none"> • The Depression • Korean War • WWII • Patriotism • Sacrifice • Families • Radio • Movies • Unions 	<ul style="list-style-type: none"> • Urbanization • Prosperity • Cold War • Advancing US culture • TV • Women working • Women’s lib • Peace, love and rock & roll • Drug culture 	<ul style="list-style-type: none"> • Latch key kids • Working moms • Stagnant economy • MTV • AIDS • Computers • Fall of communism • Dishonest leaders • Fast food • Parents laid off • Parents divorced 	<ul style="list-style-type: none"> • Computers • School violence • Insecure in a global world • Environment concerns • Multicultural • AIDS • Homophobia • Drugs– cheap • Attentive parents
Core Values	<ul style="list-style-type: none"> • Sacrifice/ dedication • Hard work • Conformity • Law & order • Respect for authority • Patience • Delayed reward • Duty before pleasure • Adherence to rules • Honor 	<ul style="list-style-type: none"> • Optimism • Team orientation • Personal gratification • Health and wellness • Personal growth • Youth • Work • Community involvement 	<ul style="list-style-type: none"> • Diversity • Global thinking • Balance • Techno-literacy • Fun • Informality—non-traditional approach to time and authority • Self-reliance • Pragmatism, skeptical 	<ul style="list-style-type: none"> • Optimism • Civic duty • Confidence • Achievement • Sociability • Morality • Street smart • Diversity



CHARACTERISTICS BY GENERATION

	Veterans	Baby Boomers	Gen Xers	Nexters
Ethic and Values	<ul style="list-style-type: none"> • Hard work • Respect for authority • Sacrifice • Duty before fun • Follow the rules • Goal oriented 	<ul style="list-style-type: none"> • Work efficiently • Personal fulfillment • Question authority • Want quality • Crusading causes • Change authority and structure 	<ul style="list-style-type: none"> • Skeptical • Want certainty, structure and direction • Self-reliant • Simplify life • Impatient • Direct conversations 	<ul style="list-style-type: none"> • Unfocused • What's next • Multi taskers • Tenacious • Entrepreneurial • Goal oriented • Ignores commands
Work is...	<ul style="list-style-type: none"> • An obligation 	<ul style="list-style-type: none"> • An exciting adventure 	<ul style="list-style-type: none"> • Difficult and challenging • A contract 	<ul style="list-style-type: none"> • A means to an end • Fulfillment
Interactive Style	<ul style="list-style-type: none"> • Individual 	<ul style="list-style-type: none"> • Team player • Likes meetings 	<ul style="list-style-type: none"> • Entrepreneur 	<ul style="list-style-type: none"> • Participative
Communication	<ul style="list-style-type: none"> • Formal • Memo 	<ul style="list-style-type: none"> • In person 	<ul style="list-style-type: none"> • Direct and immediate 	<ul style="list-style-type: none"> • Email • Voicemail
Feedback & Rewards	<ul style="list-style-type: none"> • No news is good news • Satisfaction from job well done 	<ul style="list-style-type: none"> • Don't respond to feedback • Offer money, title, or recognition 	<ul style="list-style-type: none"> • "Sorry to interrupt, but how am I doing..." • Freedom is the best reward 	<ul style="list-style-type: none"> • Provide it whenever I want it • More meaningful work
Messages that Motivate	<ul style="list-style-type: none"> • "Your experience is respected here" 	<ul style="list-style-type: none"> • "You are valued" • "You are needed" 	<ul style="list-style-type: none"> • "Do it your way" • "Forget the rules" 	<ul style="list-style-type: none"> • "You will work with other bright and creative people"

