

COMMUNICATING ACROSS GENERATIONS



WHO ARE THE GENERATIONS?

BIRTH YEARS	GENERATIONS	INFLUENCES	TRAITS
Born prior to 1946	TRADITIONALISTS	The Great Depression, the New Deal, World War II, the GI Bill, the Cold War, Pearl Harbor	Loyal, desiring to leave a legacy, fiscally conservative, faith in institutions
Born 1946–1964	BABY BOOMERS	Booming birthrate, economic prosperity, Vietnam, expansion of suburbia, anti-war protests, Watergate, women's and civil rights movements, sex, drugs, and rock 'n' roll, oil embargo, political assassinations	Competitive, questioners of authority, eager to put their own stamp on institutions, optimistic
Born 1965–1979	GEN XERS	MTV, Sesame Street, personal computer, divorce, Title IX, AIDS, globalization, Beatles break up, CNN, Prince Charles marries Princess Diana of Wales, Challenger explosion	Eclectic, resourceful, self-reliant, skeptical, highly adaptive, independent
Born 1980–1995	MILLENNIALS	Terrorism, expansion of technology and the media, mixed economy, violence, drugs and gangs, social media, 9/11, global climate change	Diverse, cyber-literate, media savvy, realistic, environmentally conscious, collaborative

GENSTATS.

- Millennials are going to make up 75% of the global workforce by 2025 (*BPW Foundation*)
- Millennials' #1 Life Goal: Pursuing a dream that matches their personal passion (*Edelman 8095*)
 - Baby Boomers spend 21 hours per week caring for ageing parent (*MIT and Gallup*)
 - Work/Life Balance is Gen Xer's most important life value
- The average Gen Xer watched 23,000 hours of TV before the age of 20 (*B. Walter's Tape*)
- The #1 reason Boomers want to stay in their job is to make an impact. (*BridgeWorks*)

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WORKING ACROSS GENERATIONS

GENERATIONS/TRENDS	TIPS	ACTION PLAN/ NOTES
TRADITIONALIST CULTURE	<ul style="list-style-type: none"> • Prioritize mentor/mentee relationships. • Understand each generation's different approach to loyalty. • Help Millennials understand why certain parts of hierarchy are intact. 	1. _____ _____ 2. _____ _____ 3. _____ _____
BABY BOOMERS	<ul style="list-style-type: none"> • Explain the why. • Be open to disruption. • When managing Boomers, be sure to use both formal and informal feedback methods. • Also, if giving negative feedback, be sure to do so privately. • Acknowledge the impact they are making. 	1. _____ _____ 2. _____ _____ 3. _____ _____
GENERATION XERS	<ul style="list-style-type: none"> • Embrace and anticipate Xer skepticism. • Step up frequency of feedback. • Use honest and unfiltered communication. • Decide when collaboration will be most useful. • Respect Xers' independence. 	1. _____ _____ 2. _____ _____ 3. _____ _____
MILLENNIALS	<ul style="list-style-type: none"> • Meaning is the new money for Millennials; connect the dots. • Focus on results, not rules. • When managing Millennials and giving constructive feedback, be sure to set a plan for improvement. 	1. _____ _____ 2. _____ _____ 3. _____ _____



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TRADITIONALISTS

PRE 1946
75 MILLION

Normandy
D-Day
The Great Depression
Hiroshima
World War II
The GI Bill
Pearl Harbor
The Holocaust
Social Security
The New Deal
Sputnik
The Korean War
The Cold War
The Atomic Bomb
Franklin D. Roosevelt
Billy Graham
Henry Ford
Walt Disney
radio
skyscrapers
Rosie the Riveter
Betty Crocker
Father Knows Best
Bob Hope
Ella Fitzgerald
John Wayne
Ed Sullivan Show
Betty Grable
Alfred Hitchcock
Joe DiMaggio
To Kill a Mockingbird
Jack Paar
swastika
Life magazine
Babe Didrikson Zaharias
Jackie Robinson
Jesse Owens

Other:

BABY BOOMERS

1946 - 1964
80 MILLION

Vietnam War
Women's Movement
Watergate
OPEC oil embargo
Kent State
Roe vs. Wade
civil rights movement
John F. Kennedy
Rosa Parks
Martin Luther King, Jr.
Gloria Steinem
Neil Armstrong
Bill Cosby
Benjamin Spock
Cesar Chavez
draft card
muscle cars
Barbie
Elvis
sex, drugs & rock 'n' roll
recession
birth control pills
booming birth rate
television
peace sign
Adidas
The Beatles
Mary Tyler Moore
Billie Jean King
Laugh-In
Jaws
Bob Dylan
Johnny Carson
All in the Family
Walter Cronkite
Muhammad Ali
Joe Namath

Other:

GEN XERS

1965 - 1979
60 MILLION

international terrorism
Reagan assassination
attempt
Challenger shuttle disaster
Simpson/Goldman
murders
breakup of the USSR
Title IX
American Disabilities Act
Charles & Diana wedding
Bill Clinton
Bill Gates
Michael Jordan
Friends
Miracle on Ice
Nelson Mandela
Nike
working moms
divorce
AIDS
missing children on milk
cartons
crack cocaine
personal computer
MADD
24-hour media
Madonna
Michael Jackson
Sesame Street
Star Wars
MTV
grunge & rap music
Pac Man
David Letterman
We Are the World
Jackie Joyner-Kersey
Joe Montana
Mary Lou Retton
Berlin Wall comes down

Other:

MILLENNIALS

1980 - 1995
82+ MILLION

Princess Diana's death
Columbia shuttle disaster
Events of 9/11
Columbine
Oklahoma City bombing
Clinton impeachment
Matthew Shepard killing
Iraq War
religious extremists
The Simpsons
George W. Bush
Martha Stewart
Colin Powell
Beavis & Butthead
Oprah Winfrey
iPods, personal cell
phones & pagers
chat rooms
Strawberry Shortcake
computer games
Worldwide Web
Ellen DeGeneres
coming out
plastic surgery
drugs & gangs
NASCAR
diversity
blended families
tattoos + piercings
Britney Spears
Serena & Venus Williams
reality TV shows
hip-hop music
Tiger Woods
Jay Leno
Mia Hamm

Other:

