

Understanding the Generations

| | Matures Pre-Boomer Silent Generation Traditionalists Veterans | | Gen. X Baby Busters | Gen. Y Nexters Millennials Techno |
|--------------------------|--|---|---|---|
| | <u>1925-1942</u> | <u>1945-1960</u> | <u>1961-1980</u> | <u>1981-1998</u> |
| | 82-65 | 62-47 | 46-27 | 26-9 |
| Characteristics | Traditional Work Ethic Build a legacy Hard Work Sacrifice Respect for authority Loyalty to company Disciplined Need respect | Work hard, play hard Build a stellar career Optimistic Focus on personal accomplishment Work is part of identity | Play first, then work Build a portable career Independent Commitment to their work Loyal to manager, not company | Energetic Personal satisfaction Build parallel careers Tech savvy Fast paced, impatient Entitlement "take care of myself" Need to stay challenged Hate bureaucracy & red tape |
| Environment | Great Depression, WWII, Unions, Conformists, Patriotism, Korean conflict, FDR's New Deal, close extended families, Ozzie & Harriet, the Beav, | Economic expansion, rock 'n roll, television, Vietnam, Civil rights, Space, driven, Womens lib., assassination of JFK, Grateful Dead, Three's Company | Single parents, AIDS, Challenger, anti-child phase of history, avg. 3 years in job, want flexibility, resignation of Nixon, divorce, working moms, | School violence, World trade center, internet, Reality tv, diversity, dual career families, parents experienced downsizing, Oklahoma bombing, lack of consistency in rules, situational ethics, final word is not the final word, convenience |
| Predictions | They're in demand & coming back! | | | Potential to be most productive work force in history. |
| How to manage | Communicate logic, not dreams Focus on their skills and expertise Use them as mentors Prove you deserve to lead | Understand they may fight technology Give merit raises Loves recognition Requires respect Loves self improvement They want to mentor | Show how they can advance Give regular feedback Be candid Do not micro-manage Develop them Walk your talk Entrepreneurial spirit Work/life balance | Show them their value 2 way street Act as mentor Listen to them Flexible, relaxed workplace Help them understand consequences Dis-involve mom & dad Allow them to be the expert Educate them! |
| Motivator | Security | Money | Time off | Flex time |
| Company loyalty | High | High | Low | Very low |
| View of authority | Respectful | Love/Hate | Unimpressed | Polite |