

The Silent Generation - Traditionalists

Generational Stats	Sign Posts that Shaped Their Generation	Values and Characteristics	Work and Career
<ul style="list-style-type: none"> • Born between 1928 - 1945 • U.S. population -28.3 million • Representing 2% of the U.S. labor force at 3.7 million 	<ul style="list-style-type: none"> • The Great Depression • World War II • The Cold War • McCarthyism • The beginnings of the Civil Rights Movement • As children, they were “Seen but not Heard.” 	<ul style="list-style-type: none"> • Hardworking • Preferred communications method is the written word • Dedication to the USA - Patriotic • Loyal • “Waste not want not” mentality • Expect respect of their seniority • Stayed at one company for life with pension, and retirement • Demand quality 	<ul style="list-style-type: none"> • Prefer one-on-one communication and in-person meetings • Need explicit instructions • Expects feedback only when something needs correcting; No news is good news • Possess great interpersonal skills • Team players • Measure work ethic on timeliness, productivity, and not drawing attention

The Baby Boomers

Generational Stats	Sign Posts that Shaped Their Generation	Values and Characteristics	Work and Career
<ul style="list-style-type: none"> • Born between 1946 - 1964 • U.S. population -75.5 million • Representing 29% of the U.S. labor force at 44.6 million 	<ul style="list-style-type: none"> • Assassinations of JFK, Robert Kennedy, Martin Luther King, Jr. • The Space Race and Walk on the Moon • Vietnam War • Protests and sit-ins • Woodstock • Civil rights, Women's rights, and environmental Movements • Watergate- Nixon Resignation • Self-discovery 	<ul style="list-style-type: none"> • Preferred communications method is a phone call • Work/career centric • Family • Morality • Workaholics / expects everyone to go the extra mile • Buys to impress others • Demands quality products and services • Very loyal to brands • Wants respect from younger generations 	<ul style="list-style-type: none"> • Seeks professional development • Expects raises and career advancement • Expects leadership role • Power, title, praise, and public recognition • Enjoys in-person meetings • Introduced a less formal style - using first names at work • Prefers all team members work from same office

Generation X - The Forgotten Generation

Generational Stats	Sign Posts that Shaped Their Generation	Values and Characteristics	Work and Career
<ul style="list-style-type: none"> • Born between 1965 - 1980 • U.S. population -65.7 million • Representing 33% of the U.S. labor force at 52.7 million 	<ul style="list-style-type: none"> • End of the Vietnam War and Cold War • Fall of the Berlin Wall • AIDS • MTV • Microwave Dinners • Computers - AOL • Grunge, Hip-Hop, and Rap Music • Challenge Explosion • Reganomics 	<ul style="list-style-type: none"> • Latchkey kids • Independent and Creative • Preferred communications method is e-mail, text second • Focused on results, not policies • Needs to be engaged, have fun • Demands many options • Wants cost savings • Responds to relationship-focussed selling 	<ul style="list-style-type: none"> • Demands work-life-balance • Comfortable working virtually • Informal, uses humor often • Self-starters • Largely about relationship building • Little patience for “paying your dues” • Needs to be creative with solutions • Doesn’t respond well to micro-management

Generation Y - The Millennials

Generational Stats	Sign Posts that Shaped Their Generation	Values and Characteristics	Work and Career
<ul style="list-style-type: none"> • Born between 1981 - 1998 • U.S. population -79.4 million • Representing 34% of the U.S. labor force at 53.5 million 	<ul style="list-style-type: none"> • Rise of the Internet • First Laptop • CDs and DVDs • Columbine Shooting • Waco Massacre • Y2K • September 11th • Terrorism and the War on Terror • OJ Simpson Trial • Exxon Valdez Oil Spill • The Introduction of Social Media • Invasion of Iraq 	<ul style="list-style-type: none"> • Over-parented - Helicopter parents • Texting is how they communicate, use their smartphones for everything except talking • Expects companies to be transparent, socially conscious and use sustainable practices • Feel they can do or be anything they want • Diversity is the norm • Believe they can change the world 	<ul style="list-style-type: none"> • Value lifestyle vs. climbing the company ladder • Results oriented vs time clock • Require constant feedback and evaluation • Innovators, risk-takers, not afraid off making mistakes • Entrepreneurial • Craves meaningful work • Not loyal, will leave if not happy • Corporate Social Responsibility is key

iGen - Generation Z

Generational Stats	Sign Posts that Shaped Their Generation	Values and Characteristics	Work and Career What we Know so Far
<ul style="list-style-type: none"> • Born after 1999 • U.S. population -73.6 million • Representing 2% of the U.S. labor force at 3.2 million 	<ul style="list-style-type: none"> • The Great Recession • Digital Natives: Do not remember a time without Smartphones and the Internet • Social Media • Mental Illness Epidemic- Anxiety and Depression • Obama Presidential term • 2016 election and Donald Trump as a celebrity and The President • Opioid Epidemic 	<ul style="list-style-type: none"> • Digital Natives - The World at their fingertips • Always ON - 8 sec attention span • Social Responsible • Delaying “adulthood” • More like the Silent Generation, their Great Grandparents • Active in social media but not sharing as much as Millennials • Family relationships important • Shops brick & mortar 	<ul style="list-style-type: none"> • Willing to work harder than previous generations for advancement • Desire long-term learning and development from day one • Want job-security, good benefits and a retirement program • They don’t want a boss, they want a mentor/coach • Many come to the workplace with a lot of internship experience