

Generation Timeline

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1922-1945	1946-1964	1965-1976	1977-2000
Veterans, Silent, Traditionalists	Baby Boomers	Generation X, Gen X, Xers	Generation Y, Gen Y, Millennials, Echo Boomers

Personal and Lifestyle Characteristics by Generation

	Veterans (1922-1945)	Baby Boomers (1946-1964)	Generation X (1965-1976)	Generation Y (1977-2000)
Core Values	Respect for Authority, Conformers, Discipline	Optimism Involvement	Skepticism Fun Informality	Realism Confidence Extreme Fun Social
Family	Traditional, Nuclear	Disintegrating	Latchkey kids	Merged Families
Education	A dream	A birthright	A way to get there	An incredible expense
Communication /Media	Rotary phones One-on-One Write a memo	Touchtone phones, Call me anytime	Cellphone Call me only at work	Internet, Smart phones e-mail
Dealing with Money	Put It away, pay cash	Buy now, pay later	Cautious, conservative, Save, save, save	Earn to spend

Workplace

	Veterans (1922-1945)	Baby Boomers (1946-1964)	Generation X (1965-1976)	Generation Y (1977-2000)
Work Ethics and Values	Hard Work, Respect Authority, Sacrifice, Duty before fun, Adhere to Rules	Workaholics, work efficiently, Crusading causes, Personal fulfillment, Desire Quality, Question authority	Eliminate the task, self-reliance, want structure and direction, skeptical	What's next, multi-tasking, tenacity, entrepreneurial, tolerant, goal-oriented
Work is...	An obligation	An exciting adventure	A difficult challenge, a contract	A means to an end, fulfillment
Leadership Style	Directive, command and control	Consensual, collegial	Everyone is the same, challenge others, ask why	*TBD
Interactive Style	Individual	Team Player, loves to have meetings	Entrepreneur	Participative

Workplace

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Feedback and Rewards	No news is good news Satisfaction in a job well done	Don't appreciate it Money Title recognition	Sorry to interrupt, but how am I doing? Freedom is the best reward	Whenever I want it at the push of a button Meaningful work
Messages that motivate	Your experience is Respected	You are valued You are needed	Do it your way Forget the rules	You will work with other bright creative people
Communications	Formal Memo	In person	Direct Immediate	Texting
Work and Family Life	Ne'er the twain shall meet	No balance Work to live	Balance	Balance

Do you ever use your phone to...

Pew Research "Generations & Their Gadgets" Feb 2011	Gen Y 18-34	Gen X 35-46	Young Boomers 47-56	Old Boomers 57-65	Silent Gen. 66-74	GI Gen 75+
Take a picture	91	83	78	60	50	16
Send or receive text messages	94	83	68	49	27	9
Access the internet	63	42	25	15	17	2
Play a game	57	37	25	11	10	7
Record a video	57	39	23	11	7	4
Send or receive e-mail	52	35	26	22	14	7
Play music	61	36	18	10	7	5
Send or receive instant messages	46	35	22	15	13	6