Generations

Matures

1922 and 1945

The matures 55 million, and the majority are retirees. They fought in WWII or Korea. They are the wealthiest generation because of lifestyle: Men typically worked while women stayed home to raise children and financial security is a priority. They want to feel needed and have a "Waste not want not" attitude. Attributes: Conformity • Conservatism • Traditional family values; Understands the nobility of sacrifice for the common good

Baby Boomers

1945-1961

The Baby Boomers get their name from the remarkable "boom" in the birth rate following World War II. As this exceptionally large generation has moved through each life stage, it has reshaped ideas about youth, education, work, and aging. Baby Boomers have always had a sense of their generation's uniqueness and importance. They maintain a lifelong connection to their youth in the 1960s, a time of momentous cultural and political change. Baby Boomers are known for their optimism, self-confidence, and ambition. **They now total nearly 80 million Americans.** Until the emergence of the Millennials, Baby Boomers were considered the most important demographic in commerce, marketing, sales, and investing.

Generation X

1961-1980

Born between 1961 and 1980, the smaller Generation X grew up with less economic and family security than the Boomers, often in households with divorced or two working parents. The previous generation's optimism gave way to the scandals, inflation, world crises, and recessions of the 1970s and 80s. Xers are thus known as skeptical, cynical, and pessimistic. Despite being labeled "slackers" in their youth, Xers generally shoulder the responsibility for their well-being. The advent of the personal computer and Internet during their youth made them the first tech-savvy generation. They number about 60 million in the United States today.

Generations

Millennials

1981-2000

Born between 1981 and 2000, Millennials were originally known as the "Echo Boom" because they came mainly from the Baby Boom generation having children of their own. They lived for most of their youth in a time of broad economic and technological expansion but have been chastened by the Great Recession. Ease of technology is one of the hallmarks of Millennials, along with a sense of optimism and entitlement. Millennials have a sense of social and environmental responsibility, are attuned to peers and trendsetters, and are avid users of social media. **They number about 85 million in the United States**

Gen Z

2000-Present

This age group is moving into the labor force during a time of major demographic change, I-gens have been pampered, nurtured and programmed with a slew of activities since they were toddlers, meaning they are both high- performance and high-maintenance. They also believe in their worth. They are less likely to respond to the traditional command-and-control type of management still popular in much of today's workforce. They have total comfort with technology; Workers may prefer virtual problem solving (text/web vs. phone or email). They enter the workforce are generally savvy when it comes to money and savings. They care about such benefits as 401(k) retirement plans. Gen Z's don't expect to stay in a job, or even a career, for too long. They want jobs with flexibility, telecommuting options and the ability to go part-time or leave the workforce temporarily when children are in the picture. Note: Their solo-ness may have deprived them of proper social skills.

Generations

Generation:	Maturists Pre-1945	Baby Boomers 1945-1960	Generation X 1961-1980	Millennials 1981-2000	Gen Z 2000-Present
Education is.	• ..a dream	• ..a birthright	• ..a way to get there	• ..an incredible expense	• ..online.
Ideal leaders	• Authoritarian commanders	• Commanding Thinkers	• Coordinating Doers	• Empowering • Collaborators	• Inspiring Co-creators
Landmark events	• Post-depression; WWII; • Communism	• Vietnam War • Moon Landing	• Challenger explodes • Berlin wall down	• September 11th • Columbine shooting • Volatile Stock Market	• Wikileaks • Arab Spring • Iraq War
Attitude toward career	• Jobs are for life	• Organizational-Careers defined by employers	• Portfolio Careers-loyal to profession, not employers	• Digital entrepreneurs - work "with" employers, not "for".	• Career multitaskers - move seamlessly between jobs.
Aspiration	• Home ownership	• Job Security	• Work-life Balance	• Freedom and flexibility	• Security and stability
Attitude toward technology	• Largely disengaged	• Early Information technology (early PCs)	• Digital immigrants	• Digital Natives • Texting	• "Technoholics" dependent on technology
Signature product(s)	• Automobile/ Home	• Television	• Computer	• Tablet • Smartphone	• 3-d printing / Nano-computing
Communication Preference	• Face to Face	• Face-to-face and Telephone	• Email & Text	• Online Messaging / text	• Text & Facetime

Generations

Generation:	Maturists Pre-1945	Baby Boomers 1945-1960	Generation X 1961-1980	Millennials 1981-2000	Gen Z 2000-Present
Characteristics	• Want to feel needed • Strive for financial security • "Waste not want not" attitude • Conformity • Conservatism • Traditional family values • Strive for comfort. • Demand quality • Simplicity • Understands the nobility of sacrifice for the common good • Patriotic • Team players	• Want products and services that show their success • Believe rules should be obeyed unless they are contrary to what they want; then they're to be broken • Experimental • Individualism • Social cause oriented • Free-spirited • Can be less optimistic, cynical, and distrust government	• Independent • Very self- reliant • Informality • Entrepreneurial • First Multi- taskers • Expect immediate & ongoing feedback and is comfortable giving feedback to others • Suspicious of Boomer values • Value family time; work /life balance issues	• More culturally and racially tolerant • Ambitious yet may be clueless • Acknowledge and admire some authorities • Busy, Optimistic, Impatient • Entrepreneurial, Individualistic yet group oriented; • Want to be like peers but with a unique twist • Higher risk takers	• Highly connected to use of communications • Like Instant Gratification • Thrive on acceleration and next, next, next • Independent people, lacking a community-oriented nature due to social media • Are very open book with little concern to privacy and personal information. Except for when it comes to money • Thrive on small bits of information. • Think in terms of status's and Twitter language • Under a lot of pressure to succeed

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Generations

Generation:	Maturists Pre-1945	Baby Boomers 1945-1960	Generation X 1961-1980	Millennials 1981-2000	Gen Z 2000-Present
At Work	• Loyal to employers and expect the same in return superb interpersonal skills; • Believe promotions, raises, and recognition should come from job tenure • Measure work ethic on timeliness, productivity, and not drawing attention	• Work ethic is measured in hours worked • Teamwork is critical to success • Relationship building is Important • Expect loyalty from those they work with	• Wants involvement, flexibility and to work smarter, not harder • Want open communication regardless of position, title, or tenure • Values control of their time • Looks for a person to whom they can invest loyalty, not a company	• Looks for job that provides great, personal fulfillment and may seek an individual who will help them achieve their goals • Wants open, constant • Communication and positive reinforcement from their boss • Likes to be close to their peers • Work to live, rather than living to work	• Very collaborative and creative • May not be team players and maybe more self-directed • Can process information at lightning speed • Will be smarter information-wise.