

Generational Differences

Each generation has distinctive characteristics and expectations. Different sources cite different years for each generation

Seniors a.k.a. Matures – Veterans –Traditionalists

- ◆ Born before 1946
- ◆ Hard work – Duty – Sacrifice – Thriftiness – Work fast
- ◆ Understand boundaries
- ◆ Very dependable & reliable
- ◆ High levels of commitment to organizations
- ◆ Avoid challenging the system
- ◆ Mature with a good work ethic

Baby Boomers a.k.a. Boomers

- ◆ Born between 1946 – 1964 – large cohort
- ◆ Personal Fulfillment – Optimism – Crusading Causes – Buy Now/Pay Later – Work Efficiently
- ◆ Somewhat rigid
- ◆ Team & Process Oriented
- ◆ Self Sufficient – strive for convenience and personal gratification
- ◆ Can be selfish about leisure time
- ◆ Politically conservative and socially liberal

Generation X, Gen X or Xers

- ◆ Born between 1965 – 1980
- ◆ Uncertainty – Personal Focus – Live for Today – Save – Eliminate the Task
- ◆ Appreciate feedback
- ◆ Seek balance between work and life
- ◆ Independent, savvy and skeptical, they value control.
- ◆ Impatient with status quo
- ◆ Grew up in an era of technology, TV day care, divorce, downsizing
- ◆ Want fun and adventure
- ◆ Little organizational loyalty
- ◆ Less understanding of the concept of teamwork
- ◆ The web and email is the preferred avenue for communication
- ◆ Increasingly protective of their children
- ◆ Depend on their parents a lot
- ◆ Believe in clear, consistent expectations

Gen Y, Generation Next, Echo Boomers or Millenium Generation

- ◆ Born between 1981 – 1994
- ◆ “What’s Next?” – On My Terms – Just Show Up – Earn to Spend – Do exactly What’s asked
- ◆ Strong ability to multitask
- ◆ Expect balance and automatic feedback
- ◆ Realistic
- ◆ Grew up in media conscious world
- ◆ Confident and energetic – live in the moment.
- ◆ Have had PC power available to them their whole lives
- ◆ Plenty of information – not much wisdom or reflection
- ◆ Want everything quickly!
- ◆ Demonstrate respect only after they are treated with respect.

