Comparison of Living Generations

- Silent Generation
- Boomer Generation
- Generation X
- Millennial Generation
The Millennial Generation

Much is expected of the children born between 1982 and 2000, an 80 million in number cohort variously called:
It May Take a Village to Raise a Child, but it Takes a Society to Raise a Generation

We are all influenced by:

- Societal Norms
- Economic Conditions
- Political Events
- Major Crises
Each generation approaches life stages in different ways.

Each generation is shaped by the events and culture into which it is born.

Each generation is **not** a linear extension of the one before.
Overview of Generations

- Each Generation consists of about 20-year life-span
  - Not all researchers agree on exact start/stop date

- Each has a unique set of values

- They react to the generation preceding them

- Sees their own generation as the standard of comparison

- Looks at the next generation skeptically
  - “these kids today...”

- Those born on the cusp have blended set of characteristics

- Are either idealistic, reactive, civic, or adaptive
Kids these days...

BACK IN MY DAY...

SIGH.
## Living Generation Comparison

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<th>Generation</th>
<th>Birth Years</th>
<th>Type</th>
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<td>Silent/Traditional</td>
<td>1925-1942</td>
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<td>Baby Boomer</td>
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Today there could be as many as four distinct generations in one classroom or seated across from one another at a conference table.

Source: *When Generations Collide* by Lynne C. Lancaster and David Stillman
Silent Generation

Born:
1925 - 1942
Silent Generation

Other Names: Traditionalists, Greatest Generation, Veterans

Common event: Bombing of Pearl Harbor

Traits:

• Grew up in “do-without” era
• Dedication, sacrifice, savers
• Duty, honor, country
• Respect authority; comfortable with hierarchy
• Like details; uncomfortable with ambiguity and change
• Age = Seniority
Core Values
Dedication
Hard Work
Conformity
Law and Order
Patience
Delayed Reward
Duty Before Pleasure
Adherence to Rules
Honor
Veterans

Important Events
Lindbergh First Transatlantic Flight
Stock Market Crash
Depression
The New Deal
Social Security
Pearl Harbor
FDR Dies
Korean War

CULTURAL MEMORABILIA
Kewpie Dolls, Mickey Mouse, Flash Gordon, Radio, Wheaties, Tarzan, Jukeboxes, Blondie, The Lone Ranger, McCarthy
The Silent Generation

Post Depression
FDR
Social Security
World War II
First Computer
Pearl Harbor
Korean War
The American Dream
"Hey, show some respect, girlie — we’re the Greatest Generation!"
Boomer Generation

Born:

1943 - 1960
Boomer Generation

Other Names: Largest Generation
Common event: President Kennedy’s Assassination

**Traits:**
- Grew up in one of the healthiest economies
- Optimistic
- Workaholics; created the 60-hour workweek
- Love-hate relationship with management;
- Likely to challenge authority but want leadership positions
- Defined by their job
- Consumers; success is largely visible
Boomers

Core Values
Optimism
Team Orientation
Work
Personal Growth
Youth
Personal Gratification
Health and Wellness
Involvement

Important Events
Rosa Parks
First Nuclear Power Plant
The Civil Rights Act
Cuban Missile Crisis
Martin Luther King Leads March on Washington, D.C.
Martin Luther King and Robert F. Kennedy assassinated
National Organization for Women Founded
John Glen

CULTURAL MEMORABILIA
The Boomers

Civil Rights
JFK
Cuban Missile Crisis
Vietnam
Xerox Copier
Moon Landing
Woodstock
Women’s Lib

Peace Core

Rock n Roll

Civil Rights
JFK
Cuban Missile Crisis
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Rock n Roll
Famous Boomers
“BUT DAAAD, I DON’T WANT TO GROW UP TO BE SMUG LIKE YOU”
Generation X

Born:
1961 - 1981
Generation X

Other Names: Lost Generation, 13th Generation, Baby Busters

Common event: The Challenger Explosion

Traits:

• Grew up when national institutions came under question. Ex: inflation, oil shortage, Watergate
• Layoffs; end of lifelong employment for their parents
• Self-reliant; fend for themselves, they were the latch-key children
• No common heroes
• Wary of commitment, professionally and personally
• Cynical & pessimistic
• Comfortable with change
**Important Events**
- Women’s Liberation Protests
- Watergate Scandal
- Energy Crisis begins
- Tandy and Apple market PCs
- Mass Suicide in Jonestown
- Three Mile Island
- US Corporations begin Massive Layoffs
- Iran Hostage Crisis
- John Lennon shot and killed
- Ronald Reagan inaugurated
- Challenger disaster
- Exxon Valdez Oil Tanker Spill

**Core Values**
- Duty before pleasure
- Adherence to rules
- Law and Order
- Delayed reward
- Dedication
- Hard Work
- Conformity
- Patience
- Honor

**CULTURAL MEMORABILIA**
- “The Brady Bunch,” Pet Rocks, Platform Shoes
- “The Simpsons,” “Dynasty,” ET
- Cabbage Patch Dolls
The X’ers

Energy Crisis
Watergate
First PC’s
Corporate Layoffs
John Lennon’s Murder
The Challenger Disaster
Exxon Valdez
Fall of The Berlin Wall
Aids
Famous Gen X’ers
YEP, BACK IN MY DAY SONNY, I HAD A NUMBER OF PIERCINGS MYSELF.

Our Aging Generation X
Millennial Generation

Born:
1982 - 2000
Millennial Generation

Other Names: Generation Y, Next Generation, Echo Boomers

Common event: Terror Attacks on September 11th 2001

TRAITS:
- Close to their parents/family
- Eager to volunteer for community service
- Ethnically diverse, but less interested in racial identity
- Majority female, but less interested in gender identity
- Interested in in math and science, relative to the humanities
- Intensely focused on the college admissions process
- Talented in digital-mobile technologies
- Interested in multi-tasking and interactive learning
- Insistent on secure, regulated environments
- Respectful of norms and institutions
- Conventionally minded, verging on conformist-thinking
Génération
**Core Values**
Timeliness
Making a Difference
Tolerance
Environmental Stewardship
Authenticity
Family
Global Perspective
Technology
Personal Freedom
Team Work

**Important Events**
- Clinton/Lewinsky Scandal
- September 11th
- Columbine High School Shooting
- OJ Simpson Murder Trial
- First Cloned Sheep Dolly
- Iraq War & Peace-keeping mission
- Princess Diana’s Death
- Oklahoma City Bombing
- McGuire/Sosa Homerun Chase

**CULTURAL MEMORABILIA**
- Pokémon, Harry Potter, Power Rangers, Beanie Babies, Super Mario Bros, Barney, Tickle Me Elmo
The Millennial Experience
HOW IS IT YOU KNOW HOW TO CONFIGURE A HOME NETWORK SYSTEM, BUT YOU DON'T KNOW HOW TO TIE YOUR SHOES?
The Millennial Childhood

The most monumental financial boom in history

Steady income growth through the 90’s

- Still great disparity between races
- Saw their parents lose all their stocks and mutual funds (college funds) during the early 2000’s
- More parental education: 1 in 4 families at least one parent with college degree
- Average age of parents higher than ever before
- Smaller families (10% of families with single child)
Famous Millennials
“YES, MOTHER, I TOLD YOU, I'M DOING FINE ON MY OWN AT COLLEGE.... HEY, COULD YOU LOG ON AND FIND MY SCHEDULE, ORDER MY BOOKS AND CALL ME WHEN IT'S TIME FOR CLASS?”
Generational Comparison

- **Silents**: Adaptive
- **Boomers**: Idealist
- **Gen X’ers**: Reactive
- **Millennials**: Civic
View on Career Goals

- Silents: Build a Legacy
- Boomers: Build a Stellar Career
- Gen X’ers: Build a Portable Career
- Millennials: Build Parallel Careers

From *When Generations Collide* by Lynne C. Lancaster and David Stillman
Generation Gap 2008

MP3s
Jamba Juice
Flaming Lips
Facebook
Obama

Vinyl
Ovaltine
Rolling Stones
Phone Book
Hillary
View on Rewards

- **Silents**: The satisfaction of a job well done
- **Boomers**: Money, title, recognition, the corner office
- **Gen X’ers**: Freedom is the ultimate reward
- **Millennials**: Work that has meaning for me

From *When Generations Collide* by Lynne C. Lancaster and David Stillman
HIGH SCHOOL SWEETHEARTS in "THE BIG STEP"

1950: LET'S GET MARRIED FIRST

1970: LET'S GET STONED FIRST

1990: LET'S GET TESTED FIRST

2010: LET'S DO NATIONAL SERVICE FIRST
View on Life Balance

Silents
Support me in shifting the balance

 Boomers
Help me balance everyone else and find meaning myself

Gen X’ers
Give me balance now, not when I’m sixty-five

Millennials
Work isn’t everything; I need flexibility so I can balance all my activities

From When Generations Collide by Lynne C. Lancaster and David Stillman
Hey, Dad, - you can either have a house or a life... I'm having a life.
No news is good news

Feedback once a year, but with lots of documentation

Sorry to interrupt, but how am I doing?

Feedback whenever I want it at the push of a button

From *When Generations Collide* by Lynne C. Lancaster and David Stillman
QUESTION NOTHING

QUESTION EVERYTHING

QUESTION QUESTIONS

ENOUGH QUESTIONS

1950

1970

1990

2010
I learned the hard way; you can too!

Train ‘em too much and they’ll leave.

The more they learn, the more they stay.

Continuous learning is a way of life.

From *When Generations Collide* by Lynne C. Lancaster and David Stillman
“I’ll have someone from my generation get in touch with someone from your generation.”
Comments
Questions?

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