

Generational Views

ATTRIBUTE	MATURES (Prior to 1946)	BABY BOOMERS (1946 – 1964)	GENERATION X (1965 – 1980)	MILLENNIALS (After 1980)
GROUP SIZE	75 Million	80 Million	46 Million	76 Million
DEFINING EVENTS	Great Depression, WW II	Post-WW II Economic Expansion	Political and Social Upheaval (Vietnam, Water-gate, Downsizing)	Internet Boom and Bust; Technological Convenience
ATTITUDES	Patriotic, Loyal	Idealistic, Optimistic	Independent, Skeptical	Realistic, Pragmatic
FAMILY ENVIRONMENT	Extended Families	Nuclear Families	Latchkey Kids; 40% of Parents Divorced	Diverse; 25% Single Parent
WORK ETHIC	Hard Working	Workaholics	Work/Life Balance	Flexibility and Freedom
WORK PHILOSOPHY	Sacrifice for the common good; seniority	Work to stand out from the crowd: competitive	Personally focused; seek leadership roles	Work that has meaning; make an impact
DESIRED REWARDS	Respect and credit for a job well done	Promotions, titles and money	Time off	Opportunities for visibility, interaction with senior mgt.
FEEDBACK EXPECTATIONS	No news is good news	Yearly reviews, documentation in files	Frequent, immediate	Frequent, immediate
RESPONDS BEST TO	Command and Control	Democracy and Teamwork	Delegate Outcomes	Delegate Tasks
ATTITUDES TOWARD INSTITUTIONS	Institutions deserve loyalty	Institutions can be changed	Institutions are suspect	Institutions should be judged on their own merits
USE OF TECHNOLOGY	Averse	Aware	Competent	Savvy

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