

Generational Differences Chart

A generation can be defined as a group of people born within a 20-year timeframe. There are presently 4 generations in today's society. Specific generational age groups vary from one research study to another, and there are no specific cutoff dates for defining each group. Generational beliefs are not absolute and can vary based upon rural and urban settings, economic status, and early or late birth in the generation. People born 3 to 5 years on either side are referred to as "cuspers" and may display characteristics of either or both of the generations.

	Traditionalists	Baby Boomers	Generation X	Millennials
Birth Years	1900-1945	1946-1964	1965-1980	1981-2000
Famous People	Bob Dole, Betty White	Bill Clinton, Meryl Streep	Barak Obama, Jennifer Lopez	Ashton Kutcher, Serena Williams
#		80 Million	51 Million	75 Million
Influencers	<p>WWII, Korean War, Great Depression, New Deal, Rise on Corporations, Atomic bomb.</p> <p>Raised by parents that just survived the Great Depression.</p> <p>Experienced hard times while growing up which were followed by times of prosperity.</p>	<p>Civil Rights, Vietnam War, Sexual Revolution, Cold War/Russia, Space Travel, Assassinations.</p> <p>Highest divorce rate and 2nd marriages in history.</p> <p>Post War Babies who grew up to be radicals of the 70's and yuppies of the 80's.</p> <p>"The American Dream" was promised to them as children and they pursue it. As a result they are seen as being greedy, materialistic and ambitious.</p>	<p>Watergate, Energy Crisis, Dual Income families and single parents, First Generation of Latchkey Kids, Y2K, Energy Crisis, Activism, Corp. Downsizing, Fall of the Berlin Wall, Women's Liberation, Increase divorce rate.</p> <p>Their perceptions are shaped by growing up having to take care of themselves early and watching their politicians lie and their parents get laid off.</p> <p>Came of age when USA was losing its status as the most powerful and prosperous nation in the world.</p> <p>The first generation that will NOT do as well financially as their parents did.</p>	<p>Digital Media, child focused world, school shootings, terrorist attacks – 9/11, AIDS.</p> <p>Typically grew up as children of divorce. They hope to be the next great generation & to turn around all the "wrong" they see in the world today.</p> <p>They grew up more sheltered than any other generation as parents strived to protect them from the evils of the world.</p> <p>Came of age in a period of economic expansion.</p> <p>Kept busy as kids. First generation of children with schedules.</p>

	Traditionalists	Baby Boomers	Generation X	Millennials
Core Values	Conformers/Conformity Dedication/Sacrifice Family Focus Hard Work Patriotism	Anti War Equal Rights Equal Opportunities Spend Now, Worry Later Want to "Make a Difference"	Balance Entrepreneurial Fun Informality Lack of Organizational Loyalty	Avid Consumers Extreme Fun Like Personal Attention Extremely Techno Savvy Now!
Attributes	Committed to Company Confident Conservative Dedication Fiscally Prudent Hard-working Historical Viewpoint Linear Work Style Loyal Organization/employers Patriotic Sacrifice Strong Work Ethic	Ability to Handle Crisis Ambitious Challenge Authority Competitive Consensus Leadership Live to Work Loyal to Careers and Employers Most Educated as Compared to other 3 Generations Multi-Taskers Traditionally Found Their Worth in Their Work Ethic but now Seek a Healthy Life/Work Balance Strong Work Ethic Willing to Take on Responsibility	Adaptable Angry But Don't Know Why Big Gap with Boomers Crave Independence Confident Focus on Results Free Agents Pampered by Their Parents Self-Starters Strong Sense of Entitlement Work/Life Balance Work to Live	Ambitious But Not Entirely Focused Attached to Their Gadgets & Parents Diversity Focused – Multiculturalism Have Not Lived Without Computers Eager to Spend Money Fiercely Independent Greatly Indulged by Fun Loving Parents High Speed Stimulus Junkies Loyal to Peers Sociable – Makes Workplace Friends "Me First" Attitude in Work Life Strong Sense of Entitlement Techno Savvy – Digital Generation
Education	A Dread	A Birthright	A Way to Get There	An Incredible Expense
Value	Family/Community	Success	Time	Individuality
Dealing with Money	Put it Away Pay Cash Save, Save, Save	Buy Now, Pay Later	Cautious Conservative Save, Save, Save	Earn to Spend
% of Workplace	5%	45%	40%	10%

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Technology	Adapted	Acquired	Assimilated	Integral
Entitlement	Seniority	Experience	Merit	Contribution
Workplace View on Time at Work	Punch the Clock Get the Job Done	Workaholics Invented 50 Hour Work Week Visibility is the Key	Project Oriented Get Paid to Get Job Done	Effective Workers but Gone at 5PM on dot. View work as a “gig” or something that fills the time between weekends.
View on Work/Life Balance	Work Hard to Maintain Job Security	Were hesitant of taking too much time off work for fear of losing their place on the corporate team. As a result, there is an imbalance between work and family.	Because of parents who are Boomers workaholics, they focus on clearer balance between work and family. Do not worry about losing their place on the corporate team if they take time off.	Not only balance with work and life, but balance with work, life and community involvement and self-development. Flex- time, job sharing, and sabbaticals will be requested more by this generation.
Preferred Work Environment	Conservative Hierarchal Clear Chain of Command Top-down Management	“Flat” Organizational Hierarchy Democratic Humane Equal Opportunity Warm, Friendly Environment	Functional, Positive, Fun Efficient Fast Paced and Flexible Informal Access to Leadership Access to Information	Collaborative Achievement-Oriented Highly Creative Positive Diverse Fun, Flexible, Want Continuous Feedback
Work is ...	An Obligation A Long Term Career	An Exciting Adventure A Career Work and Then Retire	A Difficult Challenge A Contract Just a Job	A Means to an End Fulfillment Flexible Work Arrangements

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What They Are Looking For in a Job	Recognition and Respect for their Experience Job Security and Stability Company with Good Reputation and Ethics Do What you Know Needs to be Done	Ability to “Shine”/”Be a Star” Make a Contribution Fit in with Company Vision/ Mission Like to Achieve Work Through Teams	Dynamic Young Leaders Cutting Edge Systems/Tech Flexibility in Scheduling Input Evaluated on Merit, Not Age/ Seniority	Want to be Challenged – Don’t Want Boring Job Expect to work with positive people and Company That can Fulfill Their Dreams Social Network They Expect to be Paid Well
Work Assets	Bring Value to the Workplace with Their Experience, Knowledge Loyalty Thorough	Anxious to Please Challenges the Status Quo Good Team Players	Adapt Well to Change Don’t Mind Direction but Resent Intrusive Supervision Want Feedback	Consumer Mentality Multitask Fast Technical; Savvy
Work Liabilities	Don’t Adapt Well to Change Don’t Deal Well with Ambiguity	Expect Everyone to be Workaholics Don’t Like Change	Built “Portable” Resume Dislike Authority	Distaste for Menial Work (They are Brain Smart) Lack Discipline
Leadership Style	Hierarchy Directive Command-and-Control	Consensus/Consensual Collegial	Competence Everyone is the Same Challenge Others Ask Why	Achievers TBD (This Group Has not Spent Much Time in the Workplace so this Characteristic is yet to be Determined)
View of Authority	Respectful	Impressed	Unimpressed	Relaxed
Technology is ...	Hoover Dam	The Microwave	What You Can Hold in Your Hand; Cell, PDA	Ethereal – Intangible
Communications Media	Rotary Phones One-on-One Write a Memo	Touch-Tone Phones Call me Anytime	Cell Phones Call me Only at Work	Internet Picture Phones Texting

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Communication	Discrete Present Your Story in a Formal, Logical Manner Memo Like Hand-Written Notes, Less email and More Personal Interaction	Diplomatic Speak Open – Direct Style Emphasize the Company’s Vision and Mission and How They Can Fit in	Blunt/Direct Immediate Emphasize “WIIFM” in Terms of Training and Skills to Build Their Resume	Polite Use Positive, Respectful, Motivational Electronic Communication Style (Cell Phones, email, IM, Text) Be Humorous – Show You are Human
Feedback and Rewards	No News is Good News Want Subtle, Private Recognition on an Individual Level Without Fanfare	Feel Rewarded by Money and Will Often Display All Awards, Certificates and Letters of Appreciation for Public View Like Praise	Not Enamored by Public Recognition Prefer Regular Feedback on Their Work But as Less Dependent on Being Told That They are Good People	Like to be Given Feedback Often and They Will Ask for it Often Be Clear About Goals and Expectations
Career Development	Not Really an Option for the Traditionalists	Focus on Developing Their Careers Through Opportunities within One Organization or at Least one Industry	Take a Pro-Active Approach to Career Development Through More Degrees and Experiences	Millennials Will Enter the Work Force with More Experiences Than Any Generation Before Them
Training and Development	Training Should Contribute to The Organization’s Goals	Training is a Contribution to the Organization’s Goals, but is Also a Path to Promotion and Additional Compensation	Training Enhances Their Versatility in the Marketplace and Investment in Their Future	Willing and Eager to Take Risks; Don’t Mind Making Mistakes – They Consider this a Learning Opportunity