Silent Generation / Traditionalists (born before 1946)

Who?	Population	Characteristics	At Work	Historic Events
• Grew up during the Great Depression and WWII • Either fought in WWII or were children • Behaviors are based on experiences during the Depression and WWII • Wealthiest generation • Men typically worked while women stayed home to raise children • Has largest lobbyist group, AARP	• 55 million • Majority are retirees • Largest voting population	• Behaviors are based on experiences from the Depression • 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 • Patience • Team players	• Loyal to employers and expect the same in return • Possess superb interpersonal skills • Enjoy flexible arrangements so they can work on their own schedule • Believe promotions, raises, and recognition should come from job tenure • Measure work ethic on timeliness, productivity, and not drawing attention	• Great Depression • WWII • The Cold War • McCarthyism • Started the Civil Rights Movement • Children were "seen, but not heard"

Baby Boomers (born 1946-1964)

Who?	Population	Characteristics	At Work	Historic Events
• Grew up during the Civil Rights Movement and the Cold War • Born during a spike in child births after WWII • Created the term "workaholic" • The largest generation • Single largest economic group • Sometimes referred to today as "Empty Nesters"	• 76 million • Makes up 28% of Americans	• Run local, state, and national governments • Largest workforce • 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 • Want products and services that show their success	• Work ethic is measured in hours worked • Less importance placed on productivity • Teamwork is critical to success • Relationship building is important • Expect loyalty from those they work with	• Assassinations of JFK, Robert Kennedy, and Martin Luther King, Jr. • Cold War • Walk on the Moon • Vietnam War • Protests and Sit-Ins • Civil Rights, Women's, and Environmental Movements • Watergate • Nixon Resignation • Self-discovery

Generation X / Busters (1965-1980)

Who?	Population	Characteristics	At Work	Historic Events
• Defined as "slackers" • They have the "carpe diem" attitude • First generation to develop ease and comfort with technology • "X" described the lack of identity that members of Generation X felt, not sure where they belonged • Experienced more divorces than any other generation • Had to learn to fend for themselves	• 50 million • Single parent families	• Quest for emotional security • Independent • Very self-reliant • Informality • Entrepreneurial • Expect immediate and ongoing feedback and is comfortable giving feedback to others • Reject rules • Mistrust institutions • Believe friends do not equal family • "Latchkey" kids • Multi-taskers • Suspicious of Boomer values • Value family time	• Casual, friendly work environment • Involvement • Flexibility and freedom • A place to learn • Work smarter, not harder • Want open communication regardless of position, title, or tenure • Value control of their time • Look for a person to whom they can invest loyalty, not a company	• AIDS • End of Cold War • Vietnam • Watergate • Nixon resignation • Computers • Grunge/Hip-Hop • Vietnam • MTV • Challenger explosion • Fall of Berlin Wall • Reaganomics

Generation Y / Millennials (born 1981-1994)

Who?	Population	Characteristics	At Work	Historic Events
• Grew up with technology-computers, cell phones, internet, etc. • Also known as the "Entitlement" generation • Boomer and late X'er parents raised them to be sheltered and to constantly build Millennials' self-esteem • Plagued with high levels of student debt • Second largest generation to be entering the workforce under the Boomers	• 80 million • More ethnically and racially diverse than older generations	• Ambitious yet clueless • Optimistic • Patriotic • Impatient • Entrepreneurial • Individualistic yet group-oriented • Want to be like peers but with a unique twist • Very informal • Busy • Short attention span • Acknowledge and admire some authorities • More culturally and racially tolerant • Acceptant of change • Un-trusting of "the man" • Achievement-oriented • Financially savvy • Want instant gratification • "Everybody wins!"	• Searches for the individual who will help them achieve their goals • Want open, constant communication and positive reinforcement from their boss • Search for job that provides great, personal fulfillment • Want to be close to their peers • Want leadership from bosses and supervisors • Look for opportunities to learn • Work to live, rather than living to work	• Oklahoma City bombing • Rise of the Internet • O.J. Simpson trial • Death of Princess Diana • CDs/DVDs • Columbine shootings • Y2K • Terrorism • Swine flu- 1988

Generation Z / Digital Natives (born after 1994)

Who?	Population	Characteristics	At Work	Historic Events
• Also known as Generation M, Net Generation, Internet Generation • Grown up with world, wide, web. (Became available after 1991) • Born during minor fertility boom around US Global Financial Crisis • The children of Generation X	• 23 million and growing	• Highly connected to the 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	• Very collaborative and creative • Will have to solve the worst environmental, social and economic problems in history • Will not be team players • Will be more self-directed • Will process information at lightning speed • Will be smarter	• 9/11 attacks - 2011 • Great Recession - 2008 to present • Terrorism - these individuals do not remember a time without war • Swine Flu outbreak - 2009 • Hurricane Katrina - 2005 • iPod - 2001 • Facebook – 2004