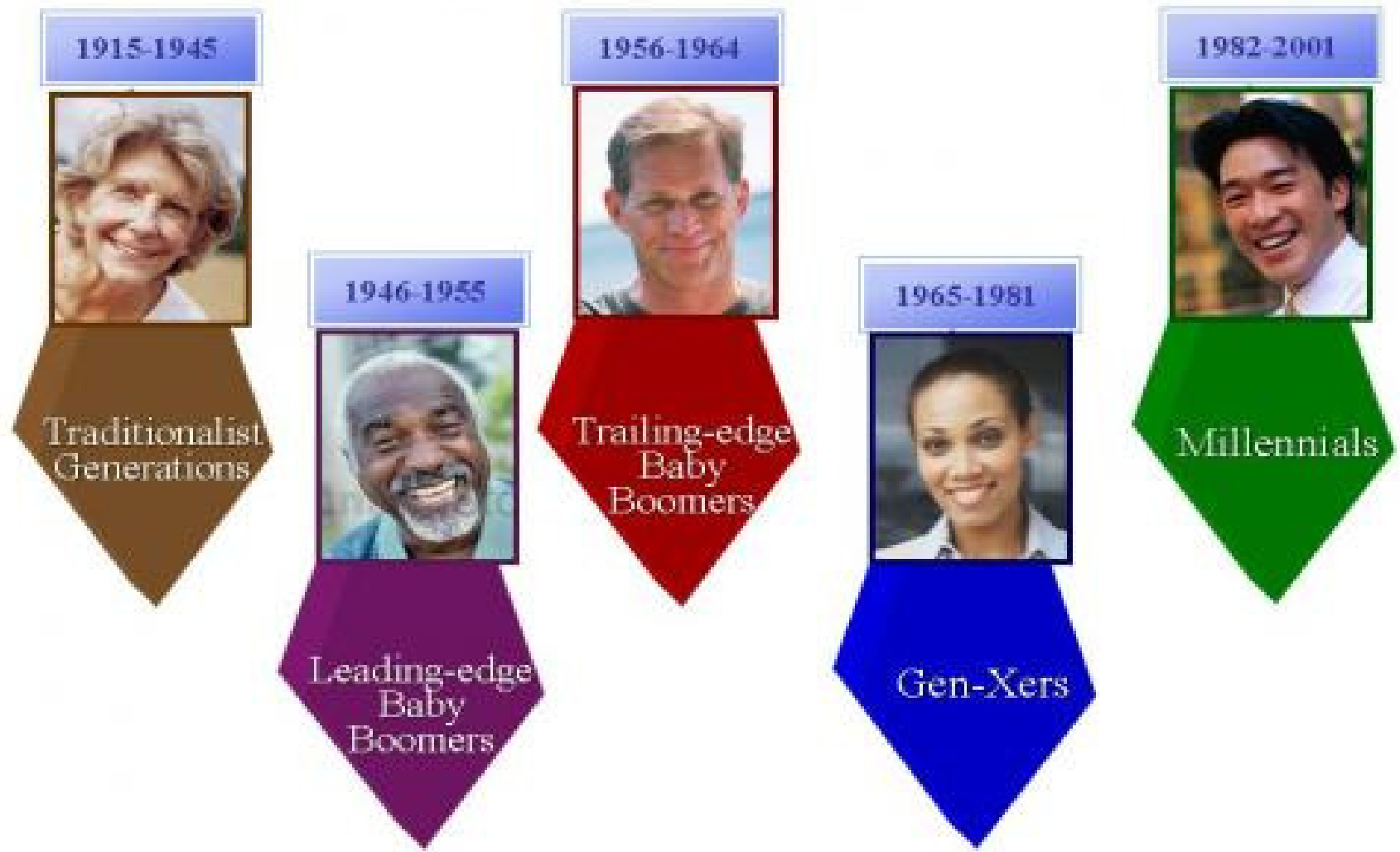


Which generation are you?



<p style="text-align: center;">Veterans or Traditionalists (1915-1945)</p>	<p style="text-align: center;">Baby Boomers (1946-1964)</p>
<p>This generation experienced the Great Depression and World War II both of which shaped how they view the world.</p>	<p>This Generation has not gone through hard times. Parents wanted them to have the good life. The “Me” decade arrives.</p>
<p style="text-align: center;">Veteran/Traditionalists’ Values</p> <p><u>Privacy:</u> Silent generation. Very private. Will not share feelings.</p> <p><u>Hard Work:</u> Paying their dues. Perceives others as wasting time.</p> <p><u>Trust:</u> A Veteran’s word is a binding contract.</p> <p><u>Formality:</u> Values formal dress and communication. Organizational structure.</p> <p><u>Authority:</u> Great deal of respect for authority!</p> <p><u>Social Order:</u> Desires social order and placement.</p> <p><u>Things:</u> Love their stuff and won’t get rid of it! Pack-rats!</p>	<p style="text-align: center;">Baby Boomers’ Values</p> <p><u>Competition:</u> Values peer competition. Seen as egocentric.</p> <p><u>Change:</u> Thrives for possibilities and constant change.</p> <p><u>Hard work:</u> “Workaholics”. Hard work will harvest success.</p> <p><u>Success:</u> Committed to climbing the ladder to success.</p> <p><u>Body Language:</u> Show me generation. Body language important.</p> <p><u>Teamwork:</u> Embraces team-based approach. No control/command.</p> <p><u>Anti Rules and Regulations:</u> Challenges system rules.</p> <p><u>Inclusion:</u> Accepts people who can perform at their standards.</p> <p><u>Will fight for a cause:</u> Don’t like problems. Fight for a cause!</p>
<p style="text-align: center;">Supportive Behaviors or Tips for Communicating</p> <ul style="list-style-type: none"> • Don’t expect Veteran’s to share their feelings. • Focus on words rather than body languages or inferences. • Face-to-face or written communication is preferred. • Don’t waste their time or let them feel as if you are wasting their time. 	<p style="text-align: center;">Supportive Behaviors or Tips for Communicating</p> <ul style="list-style-type: none"> • Speak in open, direct style, avoid controlling language. • Body language is important when communicating. • Answer questions thoroughly and expect to be pressed for details • Present options to demonstrate flexibility in thinking.

<p style="text-align: center;">Generation Xers (1965-1981)</p>	<p style="text-align: center;">Millennials or Generation Y (1982-2001)</p>
<p>This generation experienced double-digit inflation and the stress of parents experiencing on-and-off unemployment. Mom's went to work and they became the "latch-key" generation.</p>	<p>This generation has grown up through the high-tech revolution. They have never known a world without video games, internet, cell phones, and ATMs. They grew up during tranquil times.</p>
<p style="text-align: center;">Generation Xers' Values</p> <p><u>Entrepreneurial Spirit:</u> Invests in their own development.</p> <p><u>Loyalty:</u> This means two weeks notice.</p> <p><u>Independence and Creativity:</u> Self-reliant. Clear goals.</p> <p><u>Information:</u> Values access to information and wants plenty of it.</p> <p><u>Feedback:</u> Needs continuous feedback. Flexible and adaptable.</p> <p><u>Quality of life:</u> Works hard, but wants time for fun. Balance work and personal life. Informal and casual lifestyle.</p>	<p style="text-align: center;">Generation Y's Values</p> <p><u>Positive Reinforcement:</u> Values positive reinforcement at accelerated rates.</p> <p><u>Autonomy:</u> Thrives on input into how they are learning.</p> <p><u>Positive Attitudes:</u> Has a very optimistic outlook on life.</p> <p><u>Diversity:</u> Exposed to more diversity in communities and through media.</p> <p><u>Money:</u> Values making and spending money.</p> <p><u>Technology:</u> Values technology and uses for multi-tasking.</p>
<p style="text-align: center;">Supportive Behaviors or Tips for Communicating</p> <ul style="list-style-type: none"> • Use email as primary communication tool. • Talk in short sound bites to keep their attention. • Ask for their feedback and provide them with regular feedback. • Keep them in the loop! • Use informal communication style. 	<p style="text-align: center;">Supportive Behaviors or Tips for Communicating</p> <ul style="list-style-type: none"> • Use action words and challenge them at every opportunity. • Don't talk down to them! • Use email as primary communication tool. • Seek their feedback and offer regular feedback. • Use humor and create a fun learning environment.

Personal and Lifestyle Characteristics

	Veterans (1915-1945)	Boomers (1946-1964)	Generation X (1965-1981)	Generation Y (1982-2001)
Core Values	Respect for authority Social order Conformers Discipline Privacy Trust	Anti rules and regulations Optimism Competition Involvement Inclusion Change	Independence Self-reliance Skepticism Loyalty Informality Fun	Autonomy Optimism Realism Confidence Extreme fun Social
Family	Traditional Nuclear	Disintegrating Divorce on the rise	Single parent homes Latch-key kids	Merged families Helicopter mothers
Education	A dream	A birthright	A way to success	An incredible expense
Communication Media	Rotary phones Face-to-face Write a memo	Touch-tone phones Call me anytime	Cell phones Call me only at work	Internet Picture phones email
Dealing with Money	Put it away Pay cash	Buy now, pay later	Cautious Conservative Save, save	Earn to spend

Workplace Characteristics

	Veterans (1915-1945)	Boomers (1946-1964)	Generation X (1965-1981)	Generation Y (1982-2001)
Work Ethics and Values	Hard work Respect authority Sacrifice Duty before fun Adhere to rules	Workaholics Work efficiently Personal fulfillment Desire for quality Questions authority	Eliminate the task Self-reliance Wants structure/direction Skeptical	Multi-tasking Tenacity Entrepreneurial Tolerant Goal oriented
Work is...	An obligation	An exciting adventure	A difficult challenge A contract	A means to an end Fulfillment
Leadership Style	Directive Command-and-control	Consensual Collegial	Everyone is the same Challenging others Ask why	To be decided
Interactive Style	Individual	Team player Loves meetings	Entrepreneur	Participative
Communications	Formal Memo	In person	Direct Immediate	E-mail Voice mail
Feedback and Rewards	No news is good news Satisfaction in ... a job well done	Does not appreciate it Money Title recognition	Sorry to interrupt, but how am I doing? Freedom is the best reward	Immediate feedback Meaningful work

	Veterans	Boomers	Gen-X	Gen-Y
Messages that Motivate	Your experience is respected and valued	You are valued You are needed	Do it your way Forget the rules	You will work with other bright creative people.
Work and Family Life	Work hard because it is the right thing to do. Family important	No balance Work to live	Balance of work and personal life	Balance of work and personal life