Understanding Generational Differences
I Know

I Think

I Know that I Don’t Know

I Don’t Know that I Don’t Know
Generations

- (Before 1946) Traditionalists
- (1946-1960) Baby Boomers
- (1981-1995) Generation Y / Millennial
- (1996-2010) Generation Z / iGeneration
- (2010-Present) Generation Alpha?
What was the home/school environment like during your generation?

i.e. relationships between grandparents, parents, kids, teachers, etc.
Baby Boomers
Born 1946-1964
80 Million

Generation X
Born 1965-1981
47 Million

Generation Y
Born 1982-1995
76 Million

Approaching 60% of the Population
Traditionalists (Before 1946)

**Upbringing**
- Grew up during hard times
- Many lived in segregated communities and attended segregated schools

**Values/Beliefs**
- Place duty before pleasure
- Value honor and integrity
- Patience is its own reward; delayed gratification
Traditionalists (Before 1946)

- Desires respect
- Hierarchy - respects authority
- Formal communication
- Defined roles and responsibilities

- Prefers stability
- Dedicated and compliant
- Not tech savvy
- Face to face communication
Baby Boomers (1946-1960)

**Upbringing**
- Indulged by their parents
- They would be THE generation to change the world
- Experienced neighborhood and school integration

**Values/Beliefs**
- Optimistic
- Personal gratification - now vs. later
- Personal growth
- Involvement
Baby Boomers (1946-1960)

- Team-oriented
- Tech inconsistent
- Conflict avoidance
- Consensus decision making
- High expectations of others

- Prefers stability
- Dedicated and compliant
- Face to face communication
- Work > Family
- Group > Individual
Generation X (1961-1980)

**Upbringing**
- 50% affected by divorce
- Autonomous and self-reliant
- 50% latchkey kids
- Boomerang kids - 3x more likely to move back home as young adults (in their 20s)

**Values/Beliefs**
- Diversity
- Balance
- Informality
- Self-reliance
Generation X (1961-1980)

- Averse to long term commitment
- Balance between life and work
- Assertive
- Selective
- Goal driven
- Adaptable
- Techno literate
- Independent
- Not intimidated by authority
- Respect is earned, not given
GÉNÉRATION

**Upbringing**
- ⅓ born to single mothers
- Demographically diverse
- Best educated generation in US history
- Spend significant time on internet/technology

**Values/Beliefs**
- Optimism and collective action
- Positive relationship with parents
- Civic duty
- Diversity
- Tenacity
- Mixers

- YOLO
- Earn and Spend
- Consumers
- Tech savvy
- Multi-taskers
- Digital natives

- Inexperienced with handling difficulty
- Conditional respect
- Rely on immediacy of technology
- Skeptical
- Need for structure
"Well, yes, we could read your blog.... or you could just tell us about your school day."
<table>
<thead>
<tr>
<th>Upbringing</th>
<th>Values/Beliefs</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Early loss of innocence</td>
<td>• Realistic</td>
</tr>
<tr>
<td>• Resilient and pragmatic</td>
<td>• Understand problems and confront them</td>
</tr>
<tr>
<td>• Observed family and community hardships</td>
<td>• Inspired to improve the world</td>
</tr>
<tr>
<td>• Limited boundaries</td>
<td>• Financially careful</td>
</tr>
</tbody>
</table>
Generation Z (1996-2010)

- Highly connected
- Digital natives
- Minimal expected wait time
- Graphic learners
- Customization is key
- Competitive

- Value flexibility
- Give loyalty when loyalty is given
- Resume ready
- Anti-rules and authority
- Personal goal-oriented
Generation Alpha? (2010-Present)

Facts
• 2,500,000 GenAlpha’s born globally each week

GenY Parents
• Life expectancy: M 80.1 - F 84.3
• Age at first marriage: M 29.9 - F 28.3
• Age at first birth: M 33.0 - F 30.8
• Total Fertility Rate: 1.9
Generation Alpha? (2010-Present)

**Predictions** *(debatable)*

- They will be one of the more entrepreneurial generations.
- They will be the most tech savvy and not know a world without social networking.
- They will primarily shop online and have less human contact than previous generations.
- They will be extremely coddled and influenced by their Gen X and Y parents.
- They will be more self-sufficient, better educated and prepared for big challenges.
Generations: How Do They Interact?

- Traditionalists
- Baby Boomers
- Generation X
- Generation Y (Millennial)
- Generation Z (Net Gen, iGeneration)
- Generation Alpha
<table>
<thead>
<tr>
<th></th>
<th>WORLD WAR II</th>
<th>BABY BOOMERS</th>
<th>GENERATION X</th>
<th>MILLENNIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>OUTLOOK</td>
<td>Practical</td>
<td>Optimistic</td>
<td>Skeptical</td>
<td>Hopeful</td>
</tr>
<tr>
<td>WORK ETHIC</td>
<td>Dedicated</td>
<td>Driven</td>
<td>Balanced</td>
<td>Ambitious</td>
</tr>
<tr>
<td>VIEW OF AUTHORITY</td>
<td>Respectful</td>
<td>Love/Hate</td>
<td>Unimpressed</td>
<td>Relaxed, polite</td>
</tr>
<tr>
<td>LEADERSHIP BY...</td>
<td>Hierarchy</td>
<td>Consensus</td>
<td>Competence</td>
<td>Achievement, pulling together</td>
</tr>
<tr>
<td>RELATIONSHIPS</td>
<td>Self-sacrifice</td>
<td>Personal gratification</td>
<td>Reluctance to commit</td>
<td>Loyal, inclusive</td>
</tr>
<tr>
<td>PERSPECTIVE</td>
<td>Civic-minded</td>
<td>Team-oriented</td>
<td>Self-reliant</td>
<td>Civic-minded</td>
</tr>
<tr>
<td>TURN-OFFS</td>
<td>Vulgarity</td>
<td>Political incorrectness</td>
<td>Clichés, hype</td>
<td>Cynicism, condescension</td>
</tr>
</tbody>
</table>
BENEFITS OF GENERATIONAL DIFFERENCES IN THE 2020 WORKFORCE

“You can be my coach and mentor”

“Commmon trait 
'excellent performers

“Whatever it takes to achieve”

“ Added value 

“I have a lot of experience to share.”

MILLENIALS

- tech savvy
- ambitious
- entitlement

BABY BOOMERS

- self-reliance
- dedication
- sacrifice

- work-life balance
- collaboration
- efficiencies
Question for you...

Now, what are the home/school environment and relationships like between grandparents, parents, kids, teachers, etc. during our current generation?