

Traditionalist

- ✓ Born 1927 – 1945
- ✓ Hardworking, Loyal
- ✓ Submissive
- ✓ Tech-challenged
- ✓ Traditional
- ✓ Survived war and economic depression



Traditionalist

- ✓ Many of their parents were immigrants
- ✓ Conservative
- ✓ Hold traditional values
- ✓ Believe hard work brings reward over time
- ✓ Primary motivators are stability and security
- ✓ Service oriented Respect Authority



Baby Boomers

- ✓ Born 1946-1964
- ✓ Work-Centric, baby boomers are motivated by position
- ✓ Independent and self-reliant
- ✓ Goal Oriented
- ✓ Career focused
- ✓ Strive to make a difference - High social conscious



Baby Boomers

- ✓ Competitive and Driven – equate work and position with self-worth
- ✓ Resourceful and strives to win
- ✓ Largest generation - is used to being catered to
- ✓ Likes to be involved in decision-making
- ✓ Wants to feel like they are contributing and be recognized for it
- ✓ Pursue Personal Development and Status



Gen X

- ✓ Born 1965-1980
- ✓ More ethnically diverse
- ✓ Grew up in broken homes, with high divorce rate often spent time alone
 - ‘latchkey’ kids
- ✓ Individualistic - comes from 2 working families
- ✓ With working parents on the rise, raised in more isolated families with parents absent from home



Gen X

- ✓ Want to keep learning and growing so they can get ahead
- ✓ Dislikes rules and procedures
- ✓ Survival is the dominant strategy
- ✓ Value work life balance – struggle to achieve
- ✓ Find meaning beyond job
- ✓ Flexible
- ✓ Technology adept



Millennials

- ✓ Born 1982-2000
- ✓ Tech Savvy
- ✓ Family Centric
- ✓ Achievement Oriented
- ✓ Want to make a difference in the world
- ✓ Team oriented
- ✓ Attention Craving



Millennials

- ✓ Parents expanded their roles to include teachers, coaches, mentors and friends
- ✓ Instead of being told what to do, they were raised being asked about their interests
- ✓ Encouraged to find areas to specialize and truly excel
- ✓ Sports and hobbies became more serious
- ✓ Teachers taught with discovery method where students were asked to do a project that appealed to them



Generational Diversity Leader

