

Generation to Generation

	Silent Generation	Baby Boomers	Gen X	Echo Generation
Birthdates	1925 -1945	1946 -1964	1965 -1979	1979->>>
Population	30 million	80 million	47 million	73 million
Synonyms	Traditionalists, Greatest Generation		MTV Generation, Busters, 13 th Generation, TwentySomethings	Boomerlet, Millennials, Next Generation, Gen Y
Defining Ideas	Duty, Loyalty	Individuality, Openness	Diversity, Freedom	Authenticity, Genuineness
Values	Patriotism, Loyalty, God, Family	Optimism, Competitiveness, Meaningful Work	Killer Life—Not Killer Job, Skepticism, Entrepreneurship	Causes Larger Than Self, Realism (Loyalty + Optimism + Skepticism)
People	Joe Di Maggio, Churchill, Hitler, John Wayne, Bob Hope, Charles Lindbergh, FDR, Dr. Spock	Martin Luther King Jr., Rosa Parks, Elvis, Deep Throat, Janis Joplin, Beatles, Rolling Stones, Dr. Strangelove	Bill Gates, Bill Clinton, OJ Simpson, Dennis Rodman, Michael Jackson, Michael Jordan, Peers, Dr. Kevorkian	Chelsea Clinton, Leonardo DiCaprio, Britney Spears, Tiger Woods, Venus & Serena Williams, Dr. Phil
Brought up on	Limited Material Possessions, Movies, Radio Theatre	Belief That Progress Is Forever, Expanding Consumer Products, Bonanza, Dragnet	Television, Exploding Electronics (i.e. Atari 2600), Early PC's, Friends, Seinfeld	Internet, Micro Technology, PC's Everywhere, Sex in the City, Reality Shows
Cultural Accelerators	Telephone, Automobile	Airplanes, Television	Personal Computer, Cell Phones	Internet, Text Messaging
Style	Team Player	Self-Absorbed	Independent Entrepreneur	Self-Invented Adventurer
Future	Work For Rainy Day	"Now" Is More Important	Unpredictable, But Manageable	Working For My Big Break
Political Events	Great Depression, WWII, New Deal, Hiroshima, Korean War, GI Bill	Vietnam, Great Society, Watergate, Women's Rights, OPEC Embargo, Stagflation	Desert Storm, USSR Collapse/Berlin Wall, Middle East, European Union	Rise of China, African Challenges, "Free" Markets, War on Terror, Ethnic and Religious Cleansing
Social Events	Poverty/Depression	Drugs, Sexual Revolution, Rock & Roll, Suburbia	Divorce Rate 3x, MTV, AIDS, Latchkey, Test Tube Babies	Cloning/Genetics, Gay Rights, Extended Daycare, Soccer Moms
Places	Dust Bowl, Working Women Normandy, Pearl Harbor, Korea, Cuba	Watergate, Hanoi Hilton, Kent State, Chappaquiddick	Chernobyl, 3 Mile Island, Starbucks, Sesame Street	90210, Oklahoma City, Columbine, Ground Zero
Education	A Dream	A Birthright	A Way To Get There	An Important First Step
Leadership	Chain of Command	Change of Command	Self-Command	Collaborate—Don't Command
How to lead them	Clear Directives, Distance between Management/Employees	Future Opportunities, Titles, Promotions, Increased Responsibility	Feedback Rich Environment, Balanced Work/Home Life, Provide Information	Sense of Direction, Contribution, Available Skill Development & Training
Work Life Goal Satisfaction	Inevitable Obligation Build a Legacy A Job Well Done	Adventurous Privilege Build a Stellar Career Money, Title, Corner Office	Difficult Challenge Build a Portable Career Freedom, Entrepreneurship	Means to an End Build Parallel Careers Meaningful Work
Loyalty Retirement	Always Reward	Fleeting Retool	Extremely, If Reciprocal Renew	Built Around Cause Recycle
Job Changing Training	Carries a Stigma Learned the Hard Way	Puts You Behind Train Too Much, People Leave	Is Necessary Training Creates Retention	Part of My Daily Routine Training is a Pre-Requisite

Sources

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