WHEN GENERATIONS CONNECT

Who are the generations?

BIRTH YEARS	GENERATION	INFLUENCES	TRAITS
Before 1946 75 million	**Traditionalists**	Booming birthrate Economic prosperity Vietnam Space landing Anti-war protests 1968 Olympics The Beatles	Loyal Fiscally conservative Patriotic Waste not, want not
1946—1964 80 million	**Baby Boomers**	Booming birthrate Economic prosperity Vietnam Space landing Anti-war protests 1968 Olympics The Beatles	Competitive Questioners of authority Optimistic Idealistic
1965—1979 60 million	**Generation X**	Chernobyl MTV Personal computer Divorce AIDS Cable television Margaret Thatcher	Pragmatic Resourceful Self-reliant Skeptical Independent
1980—1995 82+ million	**Millennials**	Terrorism Technology Mixed economy Social media Columbine Climate change Amazon + iTunes	Diverse Environmentally-conscious Tech savvy
1996—2010 61 million	**Generation Edge**	The Great Recession FaceTime YouTube ISIS Global competition Virtual violence Marriage equality	Connected Tech innate Resourceful Competitive Resilient

How to best communicate and engage with each generation

GENERATION	VALUES	TAKEAWAYS
Baby Boomers	Individuality Youthfulness Health Meaning Novelty Status	Boomers are in a time of transition and can feel sandwiched. Encourage Boomers to mentor and transfer knowledge. Present change as evolution, not revolution. Show Boomers you are willing to go the extra mile. When you finish a project, ask "what can I do next?"
Gen X	Honesty Transparency Efficiency Balance Resourcefulness Independence	Anticipate Xer skepticism. Xers have a tendency to pushback and challenge ideas. With Xers, transparency builds credibility and trust. Opt for fewer and shorter meetings. Demonstrate your ability to think and work independently and you will earn their respect.
Millennials	Customization Collaboration Choice Entertainment Innovation Efficiency	Millennials prefer collaborative environments. Find ways to bring their voices to the table. Listen to their ideas but coach them on how to be heard. Understand that Millennials will often work even harder for you if they have an opportunity to connect.

Navigating generational blindspots

BLINDSPOT	TAKEAWAYS
Work Ethic	Laziness is not a generational characteristic; however, each new generation tends to approach work differently. • Boomers tend to get it done with time. • Xers tend to utilize energy. • Millennials tend to use technology. Set clear expectations among a multi-generational team as to what the goals are based on client satisfaction expectations. Give a little latitude for each approach as long as the end results are met. If one method is more effective than another, encourage all to embrace it.
Feedback	• Baby Boomers introduced the idea of the annual review and tend to look for feedback in a similar fashion: one-on-one in a more formal setting. • Gen Xers' skeptical nature seeks honest feedback that is short and to the point. • Millennials don't want a reward for just doing their job. They do, however, prefer regular feedback that includes a roadmap for improvement with both credit and correction along the journey.
Motivation	Everyone wants to make money, Millennials included, but it is rarely the one sustaining carrot that gets people out of bed in the morning. • Boomers sought opportunities to distinguish themselves in a competitive era. • Xers gravitated toward careers that fueled their independence. • Millennials tend to pursue socially conscious, collaborative work environments. Whatever your generation, the ultimate experience that motivates us all is remaining connected to WHY we come to work.