



Billy,

Here is an outline from our interactive discussion on Bridging the Generational Gap: “What’s Your Story?” Please feel free to pass this out to your other clients.

<b>Generations</b>	<b>Birth Years</b>	<b>Age Today</b>	<b>Age in 2010</b>	<b>Age in 2020</b>
Veterans	1922-1945	61-84	65-90	75-100
Baby Boomers	1946-1964	42-60	46-64	56-74
Generation X	1965-1979	27-41	31-45	41-55
Millennials	1980-2000	6-26	10-30	20-40

**Veterans**

- Children of The Great Depression
- Thrifty/Economically conscience
- Hard working
- Respect for authority
- Trusting of government
- Strong moral obligations
- Children to be seen and not heard
- Commitment
- Responsibility
- Conformity
- Command and control
- Paid their dues
- Loyalty to companies
- Obligation to create a legacy
- Reluctant to give and receive constructive criticism

**Baby Boomers**

- Vietnam, Watergate and Woodstock
- Learned to rebel against authority
- Relatively active and liberal socially
- Conservative politically
- Strong set of ideals and traditions
- Family-oriented
- Personal values and spiritual growth
- Companies reorganized and downsized
- Workaholics

- Want stability in career
- Fearful of the future
- May delay retirement
- Team based approach
- Reluctant to give and receive constructive criticism

### **Generation X**

- Street savvy survivors
- Rising divorce, working Moms, latch-key kids
- AIDS, increased violence
- Watched parents lose jobs; then lost theirs too
- Free agency, not company loyalty
- Frustrated with lack of promotions
- Disenchanted with corporate jobs
- Ambitious and independent
- Seen as selfish and cynical
- Like to experiment
- Expect immediate results and rewards
- Strive for balance of work and family
- Expect more flexible work environments
- Entrepreneurial approach

### **Millennials/ Gen Y**

- More children of stay-at-home Moms
- Virtue and values
- Meaningful goals
- Welcome authority
- Seek personal and professional fulfillment
- Materialistic
- Seen as selfish and disrespectful
- Can-do attitude
- Grew up with computers in homes; Highly technologically literate
- Trying to grow-up too quickly
- Seen as having few positive role models
- More tolerant of diversity; global connections
- “Everyone gets a trophy”
- Coddled and doted, so expect recognition

### **Key Questions to Ask Others:**

- What’s positive about each generation?
- What can each generation offer that’s unique?
- Can you find the common ground?