

"Snap Shot" of Five Generations

Below are some general observations about various generations based on a variety of sources.* Please keep in mind that just like gender and race diversity, generational diversity is a factor to consider in managing your organization. However, it is not the whole show. So, please be cautious and avoid over generalizing any factor noted below. Do, however, acknowledge that the future success of your organization may well depend on how well you incorporate different value systems into existing programs to accommodate generational differences and how you assist new members from various generations with the acculturation process.

	Matures	Baby Boomers	Generation X	Generation Y	Generation Z
Also Known as:	GI Generation, Silent Generation, Swing Generation	Boomers	Thirteenth Generation, Baby Busters	Echo Boomers, Nexters, Millennials	Grandchildren of Baby Boomer Generation
Approximate Ages	60-80 years old	40-60 years old	25-40 years old	10-25 years old	Under 10 years old
Est. Population:	68 million	72 million	50 million people	60 million people	To be determined
Work is:	An inevitable obligation	An adventure	A challenge	Rewarding but full of pressure	To be determined
Successful because:	I fought hard and won	I was born therefore I should be a winner	I have two jobs	I follow rules and cooperate with others	To be determined
Style:	A team player. Dutiful.	Self-absorbed. Individualistic.	An entrepreneur who likes diversity.	A scheduler - "Grew up with schedules."	To be determined
Rewarded because:	I earned it	I deserve it	I need it	I work hard.	To be determined
In my job I:	Am dutiful and do what is expected.	Find ways to make it fun and adventurous	Embrace risk and prefer being a "free agent"	Follow the rules and schedule my time/tasks	To be determined
Work ethic	Dedicated	Driven	Balanced	Energetic	To be determined
Money:	I like to save.	I like to spend.	I like to hedge.	Is not the answer.	To be determined
Community means:	Networking and interacting with similar people. (homogeneity)	Networking and interacting with similar people. (homogeneity)	Spending time with people not like me. (heterogeneity)	Spending time with variety of people (diversity)	To be determined
The future is:	A rainy day to save for	Now	Uncertain but manageable	Going to be good	To be determined
Outlook	Preservationist	Idealistic	Skeptical	Optimistic	To be determined

(Over)

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Surprises in life:	Are good and bad. Take them as they come.	Are good. Key is to experiment and experience life.	Should be avoided.	Are what make life interesting.	To be determined
Technology:	Impersonal, cold and difficult to use. "You can't teach an old dog new tricks"	Adapting to it but not always comfortable with it.	Comfortable with it. I help grow the dot.com movement.	Love it. Very savvy with it. Grew up with it. The more the better. Latest gadget is for me.	To be determined
I am:	Realistic. Have a "can do" attitude.	Idealistic.	Alienated. "Whatever"	Tolerant. Very comfortable with diversity/multiculturalism	To be determined
View of authority	Reverent	Love/Hate	Unimpressed	Respectful. Follower.	To be determined
Leadership by	Hierarchy	Consensus	Competence	Achievement	To be determined
Perspective	Civic-minded	Team-oriented	Self-reliant	Global	To be determined
Work/Life Balance	"Live to work" (Self-identity derived from work)	Transitioning from "live to work" to "work to live" (As boomers age.)	"Work to live" (Jobs afford means to experience other facets of live.)	Blend of both but follow the lead of my boss.	To be determined
Other Observations	<ul style="list-style-type: none"> • Commitment. • Leaders. • Builders. • Comfortable with government. • Accustomed to government programs. • Experienced • Frugal - grew up with depression and war. 	<ul style="list-style-type: none"> • Grew up in unprecedented prosperity. • Self-aware. • Sense of entitlement. • Distrust large institutions. • Favor individual over institutions. • Sandwiched between parents and kids. 	<ul style="list-style-type: none"> • Diverse generation • World didn't present what was expected. • Reluctant to commit. • Skeptic • Seek balance • Want flexibility • Desire tangible outcomes • Titles do not impress • Do not seek approval 	<ul style="list-style-type: none"> • Sheltered. • Unaccustomed to threats • Idealistic. • Confident in global hegemony of America. • Group-oriented. • High standards • Strict accountability • Pressure and time constraints are normal part of life. • Accept basic values of Boomers if for the greater good 	To be determined

* Primary Sources: , Center for Generational Studies, American Society of Association Executives, ASAE Foundation's *Generational Synergy Guide*, Yankelevich Partners, Inc., Weiner Edrich & Brown Inc., Merrill Associates, American Management Association and "Generations at Work: *Managing the Clash Between Veterans, Boomers, Gen Xers and iXters in the Workplace*" by R. Zemke and B. Filipczak.