

### 5 Generations in Organizations

Generation	Traditionalists	Baby Boomers	Generation X	Millennials	Generation Z
<b>Born*</b>	1928-1945	1946-1964	1965-1980	1981-1996	1997-TBD
<b>US Births</b>	47 M	76M	55 M	62 M	TBD
<b>AKA</b>	Silent Generation	The "Me" Generation	Latch-key generation	Gen Y, Echo-boomers	Igeneration
<b>Defining Events/ Influences</b>	The Great Depression, WW2, McCarthyism, Korean Conflict, Move to suburbs	Post WW2 Economic Boom; Vietnam War, Woodstock, Civil Rights, Women's Rights, Assassination of JFK, RFK and MLK	Photos on Milk cartons, Sky-rocketing divorce rates, Computers, AIDS, Title IX, Recession, Persian Gulf War, Challenger Disaster, Clinton Impeachment,	Helicopter parents, Participation trophies, Social media, Crippling college debt, Recession, Y2K, 9/11, Afghanistan & Iraqi Wars, LGBT Movement	The Great Recession, School shootings, The opioid epidemic, Global Warming, Social media
<b>Nostalgia</b>	Drive-in Theatres, Family driving vacations (Route 66), Poodle-skirts, Saddle shoes, Automatic washers and dryers, TV Dinners	Mousekeeters, Hula Hoops, Pogo-sticks, Beatles, Motown, Station-wagons, "sex, drugs, and rock-n-roll", Jane Fonda workouts, Hot tubs and Waterbeds	Sesame street, Cabbage Patch Dolls, Mr. Rogers, MTV, People Magazine, Madonna, 90210, Cosby Show, "We are the World", Charlie's Angels	Roller Blades, Harry Potter, Beanie Babies, Nickelodeon, Full House, Pokémon, Mario Kart, "Friends", Green Day	N/A
<b>Work attitude</b>	The corporation comes first; Job for life	Live to work (Career Driven)	Family-first	Embraces Gig economy: freelancing/ Contracting/Entrepreneurial	TBD
<b>Music</b>	Swing, Jazz and Big Band	Rock, Pop and Disco	Metal, Hard-rock, Grunge and Rap	Alternative Rock	TBD
<b>Uniform</b>	Coat & Tie	Jeans & tennies	We don't wear no stinkin' uniforms- we're individuals	Tattoos	...and more tattoos
<b>Heroes</b>	The Roosevelt's, Babe Ruth, Joe DiMaggio	JFK, MLK, Gloria Steinem, Oprah	N/A	Steve Jobs, Bill Gates, Mark Zuckerberg	Steve Jobs
<b>Technology</b>	Radio	TV	Computers	Smart Phones	Alexa
<b>Communication Preferences</b>	Face-to-Face	Email	No meetings, please	Text	Short spurts
<b>Characteristics</b>	Loyal, Cautious, Frugal, Formal, Respectful, Proud	Self-focused, Competitive, Optimistic, "Forever Young" Mentality, Civic-minded	Self-reliant, Independent, Cautious, Skeptical, Tech pioneers, Non-joiners, Bridges between older and younger generations,	Optimistic & Enthusiastic, Self-expressive, Team Players, Open-minded, Socially conscious, Civic-minded, Respectful of authority, Tech-dependent, socially conscious, Crave immediate feedback	Cautious, Tech-natives, Diverse, Highly educated, Risk-averse

\* Can vary; Used Pew Research Center's Figures