

Pam Lindenmeyer

GENERATIONAL DIFFERENCES

COURSE OBJECTIVES

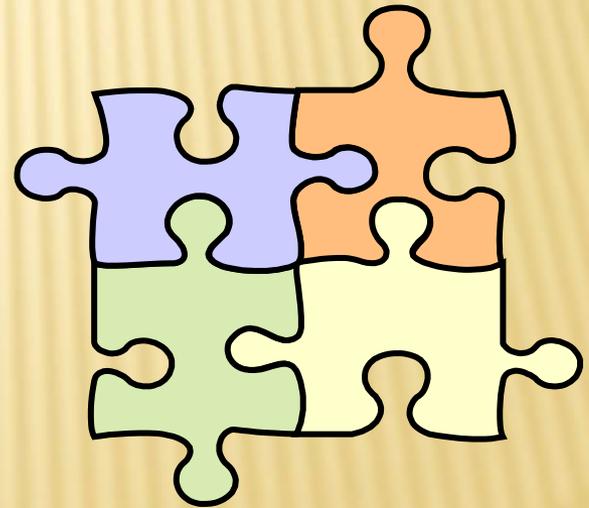
- ★ Compare and contrast generational trends and traits.
- ★ Identify and analyze generational attitudes, values, and preferences.
- ★ Explore personal attitudes, values and preferences based on life experiences.

GENERATIONAL INFLUENCES

- ★ Economic
- ★ Social preferences
- ★ World events
- ★ Parental influences

FOUR GENERATIONS

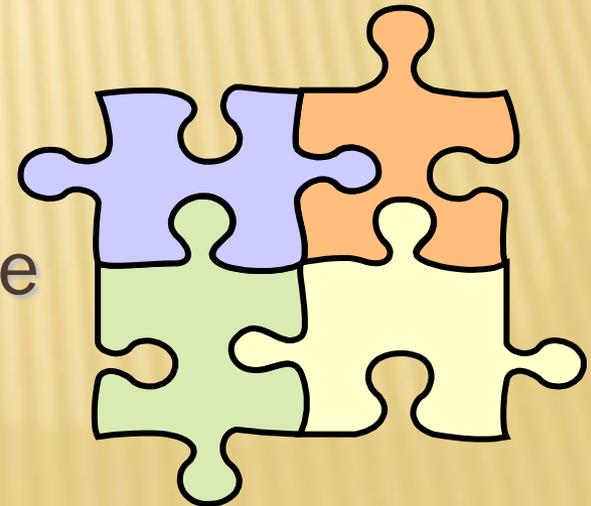
- ★ The Greatest Generation 1921-1945
- ★ Baby Boomers 1946-1964
- ★ Generation X 1965-1984
- ★ Millennials 1985- 2000



THE GREATEST GENERATION

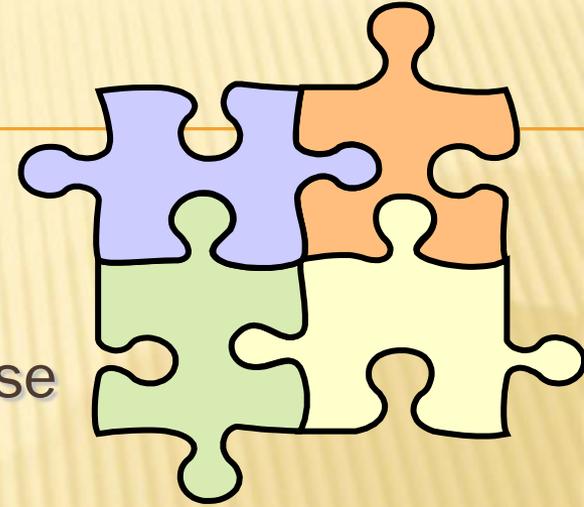
1925-1945

- ★ Lived through Great Depression and World War II
- ★ Wanted economic security/influenced by family and religion
- ★ Strong sense of civic duty, honor, sacrifice, need to volunteer
- ★ Reverence for authority
- ★ Education was a dream
- ★ Work hard = reward is leisure time
- ★ Likes stability – dislikes change



BABY BOOMERS

1946-1964

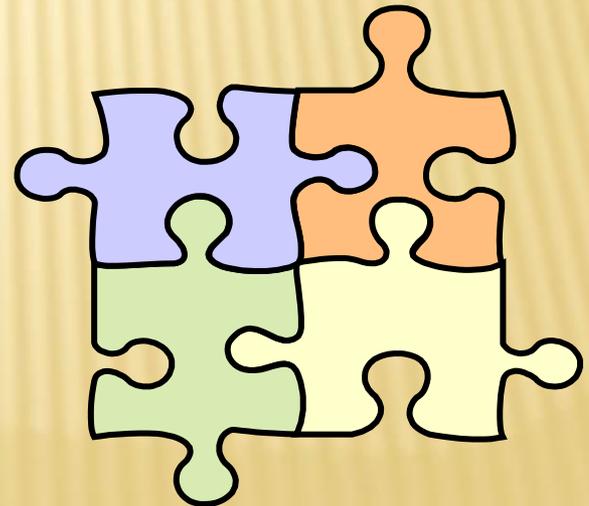


- ★ 30% of the current workforce
 - Don't want to “retire” in the traditional sense
- ★ Were “teens” in the 1960's
 - Protested war, government and authority
 - Lived through changes in civil and economic status (Civil rights movement; Women's Rights Movement)
- ★ The “Me” Generation
- ★ Optimists / Like working in teams and harmony
- ★ Commitment to work - workaholics
- ★ Success is defined by their productivity

GENERATION X

1965-1984

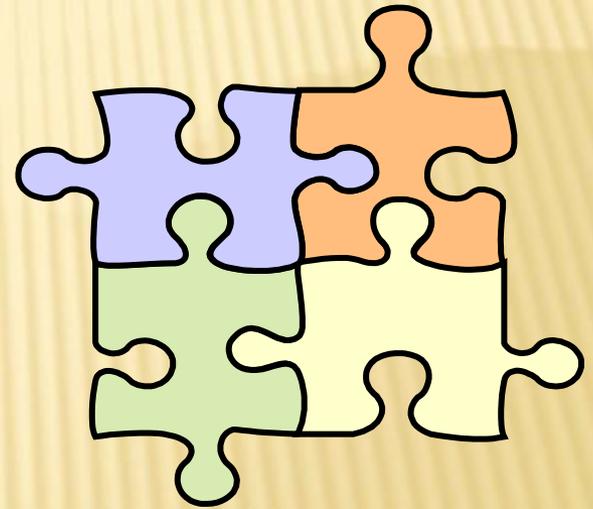
- ★ Latch-key Kids
- ★ Self-sufficient / Self-reliant
- ★ Skeptical of long-term commitments
- ★ Seek work/life “balance”
- ★ Results-oriented
- ★ High self-esteem
- ★ Equal relationships with bosses
- ★ First generation of “techies”



THE MILLENNIALS

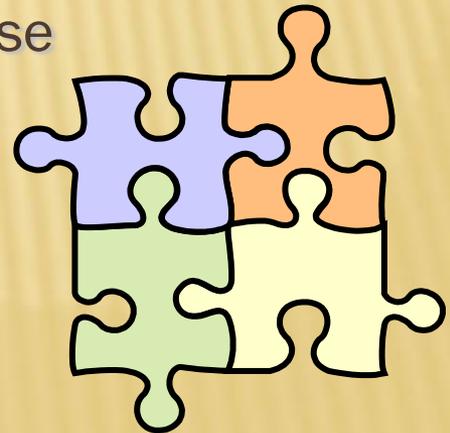
1985-2000

- ★ High self-esteem
- ★ Confident
- ★ Optimistic
- ★ Achievement oriented
- ★ Likes structure
- ★ Technologically proficient
- ★ Participates in family decisions
- ★ Benefactors of social and economic equalization
- ★ Diversity is a “natural state”



WHO WE ARE ~ WHERE WE WERE

- ★ Based on Morris Massey's The People Puzzle
 - ★ Significant emotional events set up gut level programming which impacts our values and biases.
 - ★ From 1-7 years of age ~ Imprint phase
 - ★ From 8-12 years of age ~ Hero phase
 - ★ From 12-20 years of age ~ Socialization phase
 - ★ Values are locked in at 20 years of age
 - ★ SEEs change our values and or behavior



ANALYSIS EXERCISE

Value Phase ~ Years	Where we were	Why it matters
Age 1-7	Write what was happening in the world during these years	Imprint phase
Age 8-12		Hero phase
Age 13-20		Socialization phase
Age 20 +		

OBJECTIVES

- ★ Compare and contrast generational trends and traits.
- ★ Identify and analyze generational attitudes, values, and preferences.
- ★ Explore personal attitudes, values and preferences based on life experiences.

QUESTIONS?

Pam Lindenmeyer

plindenmeyer@mpscrc.com

304-550-9635