

## BridgeWorks Presents... *What a Difference a Generation Makes!*

THE GENERATIONS. . . INFLUENCES AND TRAITS	INSTITUTIONS CLASHPOINTS® /SOLUTIONS
<b>Traditionalists</b> ( <i>Born pre-1946</i> )	
<p><b>Significant influences:</b> the Great Depression, the New Deal, World War II, Korean War, the G.I. Bill</p> <p><b>Characteristics:</b> patriotic, loyal, fiscally conservative, faith in institutions</p>	<p><b>ClashPoint-Institutions:</b> They deserve loyalty.</p> <p><b>Solutions:</b></p> <ul style="list-style-type: none"> <li>• Respect Traditionalists' legacies.</li> <li>• Focus on evolution, not revolution.</li> <li>• Tap into their abilities to mentor, teach, role model, and guide.</li> </ul>
<b>Baby Boomers</b> ( <i>Born 1946-1964</i> )	
<p><b>Significant influences:</b> economic prosperity and recession, expansion of suburbia, television, Vietnam, Watergate, protests and human rights movements, sex, drugs, and rock 'n' roll</p> <p><b>Characteristics:</b> idealistic, competitive, question authority, desire to put their own stamp on things, sandwiched, challenge institutions</p>	<p><b>ClashPoint-Institutions:</b> They deserve to change.</p> <p><b>Solutions:</b></p> <ul style="list-style-type: none"> <li>• Acknowledge Boomers' desire to make a difference.</li> <li>• Recognize their need for balance.</li> <li>• Support Boomers' professional creativity.</li> </ul>
<b>Generation X</b> ( <i>Born 1965-1981</i> )	
<p><b>Significant influences:</b> <i>Sesame Street</i>, MTV, the Game Boy, the personal computer, divorce, AIDS, crack cocaine, missing children on milk cartons... and missing parents at home</p> <p><b>Characteristics:</b> eclectic, resourceful, self-reliant, distrust institutions, highly adaptive to both change and technology</p>	<p><b>ClashPoint-Institutions:</b> They are suspect.</p> <p><b>Solutions:</b></p> <ul style="list-style-type: none"> <li>• Realize Xers are skeptical for good reasons.</li> <li>• Understand their need for flexibility.</li> <li>• Pick up the pace of communication.</li> </ul>
<b>Millennials</b> ( <i>Born 1982-2000</i> )	
<p><b>Significant influences:</b> the fall of the Berlin Wall, expansion of technology and the media, a mixed economy, natural disasters, violence, drugs and gangs</p> <p><b>Characteristics:</b> globally concerned, integrated, realistic, pragmatic, cyber literate, media savvy, and environmentally conscious</p>	<p><b>ClashPoint-Institutions:</b> They should be judged on their own merit.</p> <p><b>Solutions:</b></p> <ul style="list-style-type: none"> <li>• Start getting to know this unique generation now.</li> <li>• Recognize their need to see how they are contributing to the bigger picture.</li> <li>• Help them get to know you through resources like the Web, student outreach, interviews, and internships.</li> </ul>

	<b>Traditionalists</b>	<b>Boomers</b>	<b>Gen Xers</b>	<b>Millennials</b>
<b>Also known as...</b>	Veterans GIs Mature WW II Generation Silent Generation Greatest Generation Seniors	Baby Boomers The "Me" Generation	Xers Twenty-somethings Baby Busters Thirteener Post-Boomers	Nexters Generation Y Generation 2001 Nintendo Generation Generation Net Internet Generation
<b>Birth Years</b>	pre-1946 1922-1943	1946-1964 1943-1960	1965-1981 1960-1980	1982-2000 1980-2000
<b>Population Size</b>	75 million	80 million	46 million	76 million
<b>Defining Events and Trends</b>	Patriotism Families Great Depression World War II New Deal Korean War Golden Age of Radio Silver Screen Rise of Labor Unions	Prosperity Children in spotlight Television Suburbia Assassinations Vietnam Civil Rights Cold War Women's Liberation Space Race	Watergate Stagflation Single-parent homes MTV AIDS Computers Challenger disaster Fall of Berlin Wall Persian Gulf Glasnost/Perestroika	Computers School violence Oklahoma City bombing TV talk shows Columbine shootings Multiculturalism Girls' Movement McGwire & Sosa War in Iraq
<b>Visible Members</b>	Harry Belafonte George Bush Jimmy Carter Geraldine Ferraro Phil Donahue Sidney Poitier Lee Iacocca Gloria Steinem John Glenn	Bill Clinton Hillary Clinton David Letterman Oprah Winfrey Jane Pauley Bill Gates Rush Limbaugh P. J. O'Rourke Mick Jagger	Kurt Cobain George Stephanopoulos Jewel Brad Pitt Michael Jordan Matt Groening Neil Stephenson Michael Dell Adam Werback Meredith Bagby	Kerri Strug Macauley Culkin Chelsea Clinton Tara Lipinski LeAnnRimes
<b>Music of their Early Years</b>	Swing Big Band Glenn Miller Duke Ellington Benny Goodman Tommy Dorsey Bing Crosby Kate Smith Ella Fitzgerald Frank Sinatra	Rock 'n Roll Acid Rock Elvis The Beatles Rolling Stones Grateful Dead Beach Boys Jimi Hendrix Janis Joplin Bob Dylan Supremes Temptations	Disco Rap Reggae Bruce Springstein Tina Turner Bon Jovi Michael Jackson Guns 'n Roses U2 Prince	Alternative Rap SKA Remix Jewel Puff Daddy Alanis Morissette Toni Braxton Will Smith Savage Garden Spice Girls Garth Brooks Backstreet Boys

From: *Generations at Work: managing the clash of veterans, boomers, Xers, and nexters in your workplace.* Ron Zemke, Claire Raines, Bob Filipczak. American Management Association, c2000.