



Generation Groups

Baby Boomers (Born 1946-1964)

Values

Individual choice
Community involvement
Prosperity
Ownership
Health and wellness

Attributes

Adaptive
Goal-oriented
Focus on individual
Adaptive to diverse workplace
Positive Attitude

Work Style

Confidence in tasks
Emphasize team-building
Seek collaborative, group decision making

Generation X (Born 1965-1980)

Values

Contribution
Feedback and recognition
Autonomy
Time with manager

Attributes

Adaptability
Independence

Work Style

High-quality end results
Productivity
Balance between work and life, flexible work hours or job sharing
Free agents
Internal promotion

Generation Y (Born 1980-1994)

Values

Self-expression more important than self-control
Marketing and branding self is important
Violence is an acceptable means of communication
Fear living poorly
Respect must be earned

Attributes

Adapt rapidly
Crave change and challenge
Exceptionally resilient
Committed and loyal when dedicated an idea, cause or product
Accept others of diverse backgrounds
Global in perspective

Work Style

Want to know how they fit in the big picture
View their work as expression of themselves; not as definition of themselves
Exceptional multi-taskers—need more than on activity at a time
Seek flexibility in work hours and dress code
Expect corporate responsibility and will not work for, purchase products from, organizations that are not socially responsible