



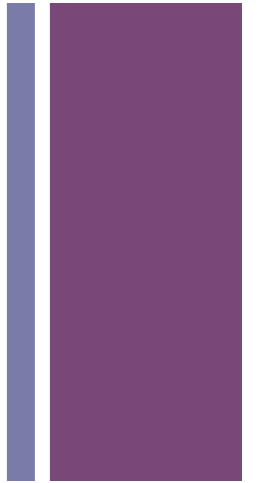
# Embracing Generational Diversity

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# + Agenda

- Caveats
- Why We Care
- The Generational Context
- Traditionalists, Boomers, Gen X, and Millennials
- The Path Forward

# + Caveats



- Generational differences are not the same as stages of life
- Chronological birth not as important as shared beliefs, experiences and the perception of where one belongs
- Only one aspect of difference but one we make judgments about and have collective views on reinforced through selective observation
- Most data on generations derived and appropriate to non- traditional societies

# + Why We Care

- The paradox of inspiring our young and admonishing theirs
- When one illuminates the differences we ultimately see how much we really have in common
- Appreciating the generational perspective will lead to greater inclusivity and less unintentional bias

# + Generational Groupings

Traditionalist

1922-1943

Boomers

1944-1964

Gen X

1965-1981

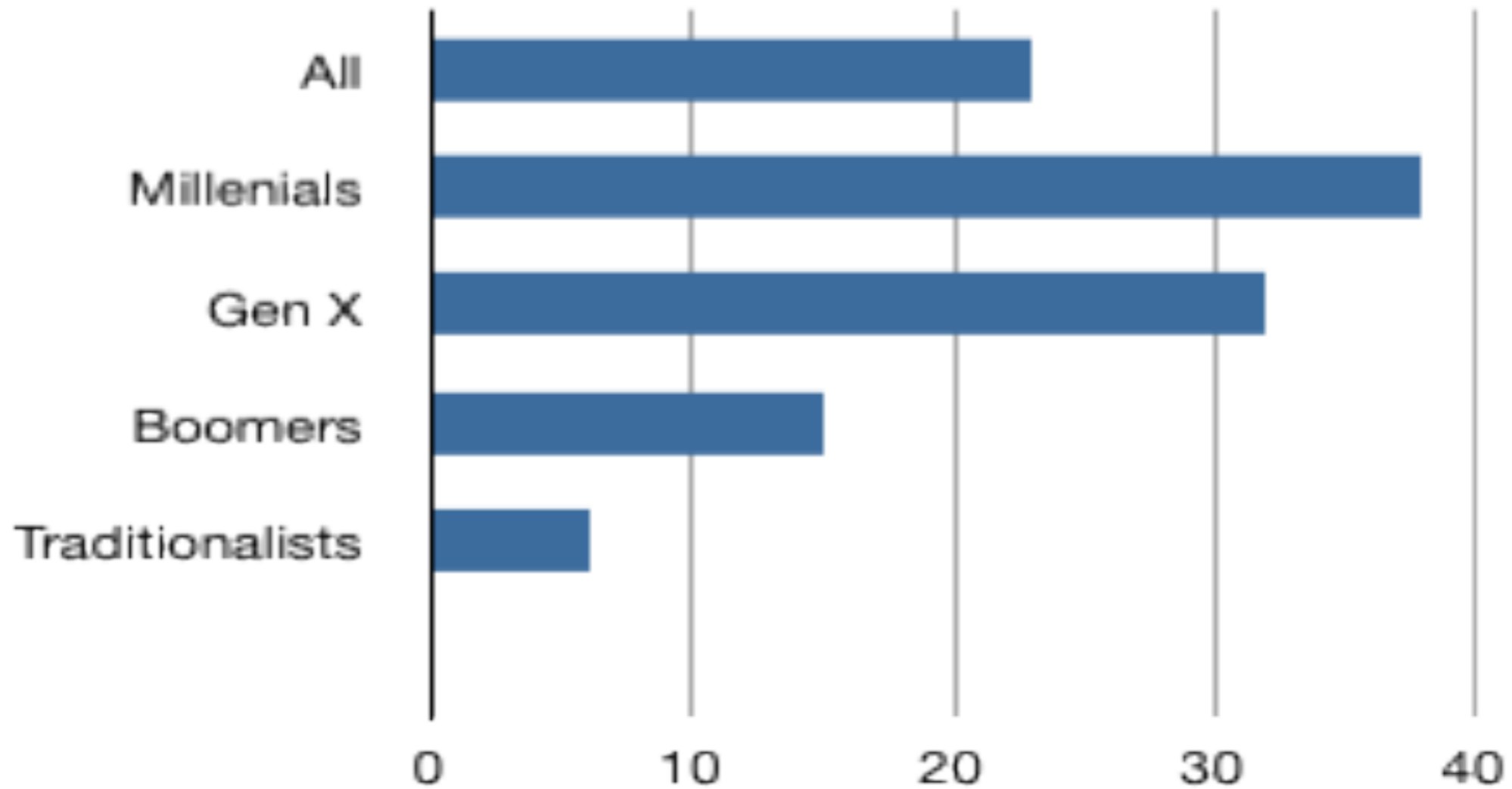
Millennials

1982-2002

# + Trends: Tattoos



Tattoos by Generation  
% who have a tattoo

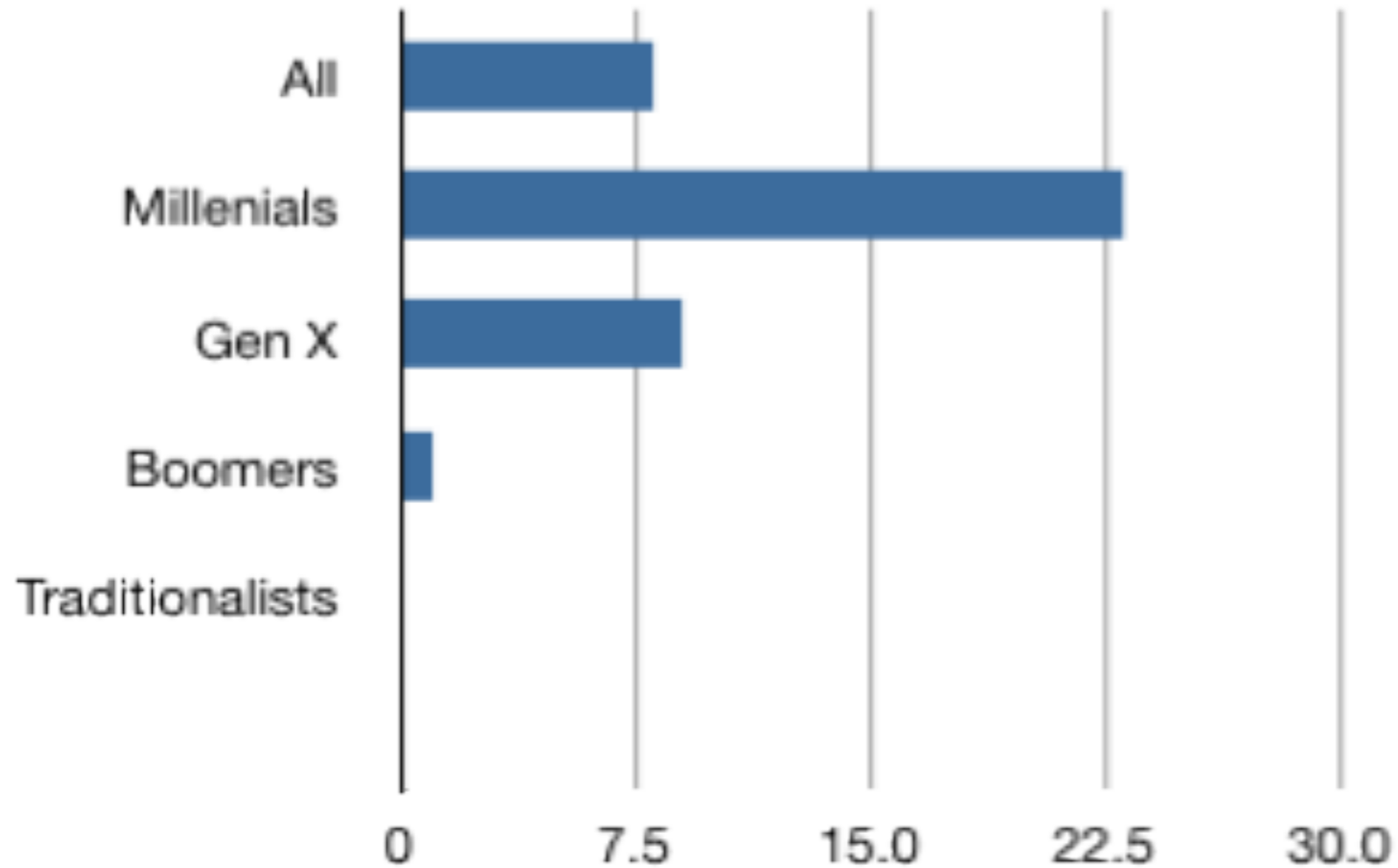


Source: Pew Research Center

# + Trends: Body Piercings



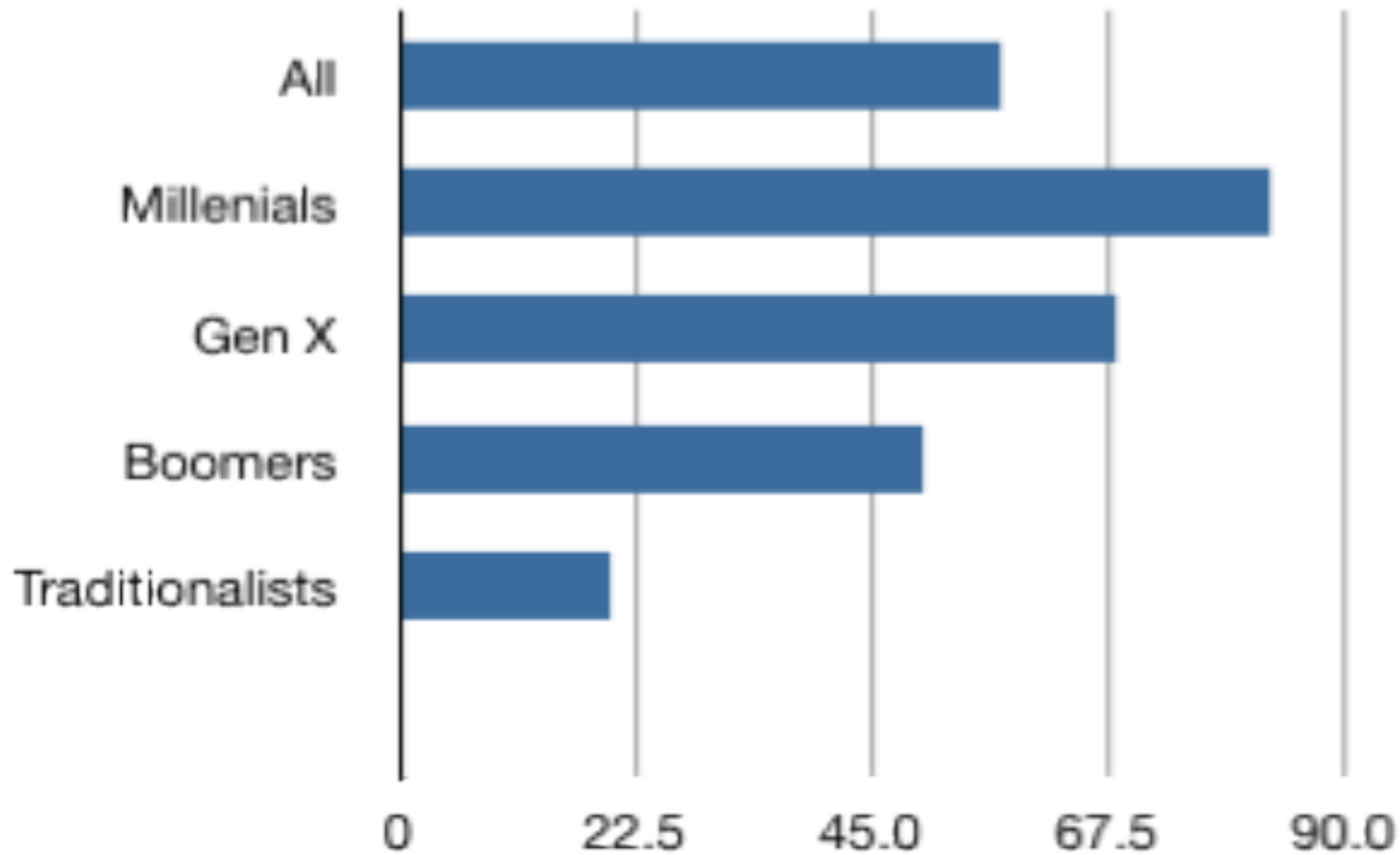
Body Piercings by Generation  
% with a piercing other than an earlobe



# + Trends: Sleeping with Cell Phones



Sleeping with Cell phones nearby  
% who have placed their cell phone  
on or next to their bed while sleeping

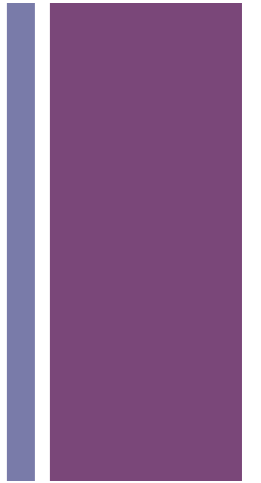




## + The Context

As a child of 6 to 8, when you began to notice the world around you, you started to develop a lens through which you interpreted events, situations and the motives of others. This was reinforced by what you heard in the house and possibly more importantly, by your peers. Each generational “cohort” group in large part, shares a common lens.

# + Traditionalists: 1922-1943



## Events

The Depression

World War Two

## What's Important

Respect

Hard work

Loyalty

Hierarchy

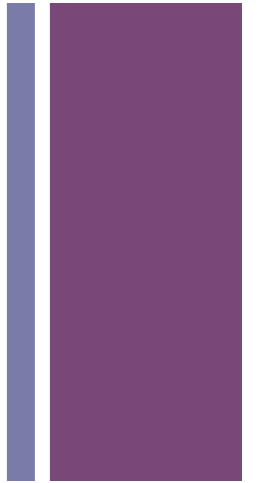
Sacrifice

Following the rules

Formality

Deferred Rewards

# + Boomers: 1944-1964



## Events

Post war boom

GI Bill

Wealth Effect

Civil rights

Women's rights

The Moon

Crowded Classrooms

## What's Important

Participation

Teaming

Optimism

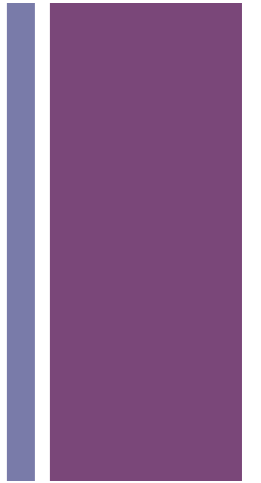
Competition

Conspicuous display

Working

Upward movement and mobility

# + Generation X: 1965-1981



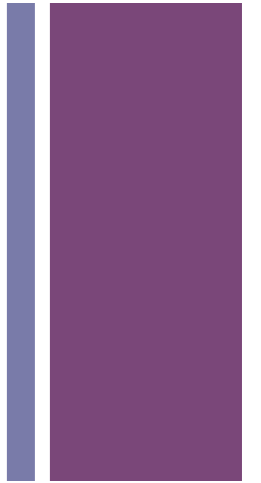
## Events

Vietnam  
Nixon  
Stagflation  
Downsizing  
Working Parents  
Latch key kids

## What's Important

Skepticism  
Self reliance  
Informality  
Personal security  
Work/Life balance  
Technology  
Fun now

# + Millennials: 1982-2002



## Events

The Berlin Wall

The Dot Com

Globalization

The Internet

## What's Important

Technology

Optimism

Diversity

Social Responsibility

Constant Contact

Transparency

The Environment



## The Path Forward

- Know who you are and what is important to you.
- Start a conversation that recognizes there may be different generational perspectives
- Accommodate and embrace differences as a source of strength
- This is about maximizing productivity not wielding power
- Know we have more in common than we have differences between us



## Three Things to Remember

- Know the the strengths and consequences of your unique bundle of gifts
- Be interesting by being interested
- Be generous and authentic in praising your colleagues



+ Thanks for Listening  
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