



Embracing Generational Diversity

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+ Generational Groupings and Cusp Babies



Boomers

1944-1964

Gen X

1965-1981

Millennials

1982-2002

+ Boomers: 1944-1964

Events

Post war boom

GI Bill

Wealth Effect

The Cold War

Women's Rights

Civil Rights

Crowded Classrooms

Camelot

What's Important

Intuitive judgments

Joining

Optimism

Competition

Loyalty: sacrifice and deference

The long good day work ethic

Being present

Climbing the ladder

Faith in the covenant

The mythic hero

Permissive parenting

+ Generation X: 1965-1981

Events

Vietnam
Nixon
Stagflation
Downsizing
Working Parents
Latch key kids
Milk cartons
The first technologists
The erosion of trust

What's Important

Free ranging
Self reliance
The habit of privacy
The unvarnished truth
Personal security
Independence
Work/Life accommodation
The really long, busy, and private work day
Transactional relationships and schmooze free
Realist, skeptic, or cynic?
Natural Growth Parenting

+ Millennials: 1982-2002

Events

The Berlin Wall

The Dot Com

Globalization

The Internet

Digital Diffusion

Tethering

Trophies

The culture of immediacy

The family vacation

From work to family centric society

What's Important

The bubble of love

Dialog

Being Digital Natives

Slashers

Friends as aspects

Diversity and social responsibility

Collaboration and competition

Constant contact and sharing

Interdependent

Transparency

Poise and a place at the table

Being scheduled

The Discerning Consumer

Time and place agnostic

Concerted Cultivation Parenting

+ Thanks for Listening
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