

“We don’t see things as they are, we see things as we are.”

- Anais Nin



The Paradox: They Are and They Aren’t

We inspire our young and find theirs annoying



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Embracing Generational Diversity

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Generational Caveats

- 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, falling prey to the “salience effect”
- Most data on generations derived from and appropriate to non-traditional societies
- Generational differences not the same as stages of life



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Life's Hurdles and the Emerging Adult

- Completing school
- Becoming financially independent
- Leaving home
- Marrying
- Having a child

Scott Hess, Tru Insights Consulting



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Life's Hurdles and the Emerging Adult

- Completing school
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1960
77% of women
65% of men

Scott Hess, Tru Insights Consulting



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Life's Hurdles and the Emerging Adult

- Completing school
- Becoming financially independent
- Leaving home
- Marrying
- Having a child

	1960	2010
	77% of women	13% of women
	65% of men	10% of men

Scott Hess, Tru Insights Consulting



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Generational Groupings and Cusp Babies

Boomers	Gen X	Millennials
1944-1964	1965-1981	1982-2002

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“Each generation foretells the downfall of civilization as seen in the rise of the next generation. They are a constant source of disappointment, until they are not.”

- Anonymous



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"Clique Maintenance" and the Unique Expressions of Generational Angst

Boomers
Hippies

Gen X
Slackers

Millennials
Entitled



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Boomers

Home
Tell-Do

School
Instructor Led

Work
Tell-Do

Gen-X

Home
Suggest-Do

School
Facilitation

Work
Tell-Do

Millennials

Home
Engage-Discuss

School
Collaborative

Work
Tell-Do

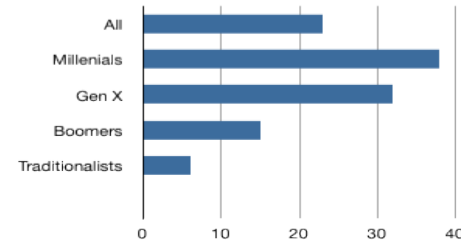


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Trends: Tattoos

Tattoos by Generation

% who have a tattoo



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Source: Pew Research Center

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 **“cohort”** group, in large part, shares common **beliefs** and **values**.



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Generational Groupings

Boomers

1944-1964



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Boomers: 1944-1964

Events

Post-war boom
 GI Bill
 Wealth Effect
 Permissive parenting
 The Cold War
 Women's Rights
 Civil Rights
 Crowded classrooms
 Camelot
 Disco

What's Important

Joining
 Optimism
 Competition
 Loyalty: Sacrifice and deference
 The long, good work day ethic
 Being present
 Climbing the ladder
 Faith in the covenant
 The mythic hero
 A “gut” feeling



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Generational Groupings

Gen X


1965-1981



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Gen X: 1965-1981

Events	What's Important
Stagflation	Free ranging
Downsizing	Self reliance
Working parents	The habit of privacy
Latch-key kids	The unvarnished truth
Natural growth parenting	Personal security
Vietnam	Independence
Nixon	Work/life accommodation
Milk cartons	The really long, busy, and private work day
The first technologists	Transactional relationships and schmooze free
The computer in isolation	Realist: Inspiration free zone (at work)
The erosion of trust	


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Generational Groupings


Millennials (Pre- and Post-30)

1982-2002


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Millennials: 1982-2002

Events	What's Important
The Berlin Wall	The bubble of love
The Dot Com	Dialogue
Globalization	The habit of engagement/distraction
The Internet: The connected computer	Optimism
Digital Diffusion	Diversity and social responsibility
Tethering	Collaboration and competition
Trophies	Constant contact and sharing
The culture of immediacy	Interdependent
The family vacation	Being scheduled
Homework: An act of love	The Discerning Consumer
Play dates and vetting	Time and place agnostic
Concerted Cultivation Parenting	Poise and the dinner table


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Before I wrap up,
 Is there anything I can clarify?


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The Path Forward

- Know who you are and what is important to you and those around you
- Start a conversation that recognizes there may be different perspectives
- Know we have more in common than we have differences between us



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THROUGH
LEARNING

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Thanks for Listening and Join me on LinkedIn

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