Generational Guru
Author • Speaker • Coach

Transforming generational differences into a competitive advantage

MEET THE GENERATIONS

Traditionalists: Born 1922 - 1944

- Value privacy, trust, hard work
- Believe in paying their dues
- Respect authority & social order
- Conformists, historically orientated, loyal
- Needs details, uncomfortable with ambiguity

Baby Boomers: Born 1945 - 1964

- 76 million strong
- Majority of today's workers
- Love to be challenged
- First generation of TV addicts
- Speak clearly and directly
- Like face-to-face meetings with follow up emails
- Career ladder development

Generation X: Born 1965 - 1979

- Value portable careers
- Looking for a chance to go global
- Don't climb ladders
- Looking for a leader or mentor, not necessarily a boss
- The most misunderstood generation

Millennials: Born 1980 - 1996

- Generation "Why"
- Children of Boomers, nearly 76 million strong
- Sociable & optimistic
- Talented and a hot commodity in the job market
- Higher expectations & little experience
- Multitaskers, confident and loyal
- Create "lattice framework" of experience

Generation Z: Born 1997 and later

- Multi-task at warp speed
- Prefer digital conversations
- Require connectivity between home, school & life
- Realistic not idealistic
- Want to start their own business
- Very private about personal life & don't over share
- Passionate about learning
- Hyper aware of branding & marketing that isn't authentic
- Financially diligent about preparing for the future

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