

EVENTS AND SOCIAL TRENDS AFFECTING TRADITIONALISTS

List 8-10 US and global events and social trends that affected the
Traditionalists (Born before 1946- ages 74+)

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

EVENTS AND SOCIAL TRENDS AFFECTING BABY BOOMERS

List 8-10 US and global events and social trends that affected the
Baby Boomers (Born between 1946- 1964, ages 55-73)

1.

2.

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EVENTS AND SOCIAL TRENDS AFFECTING GENXERS

List 8-10 US and global events and social trends that affected the
Generation Xers (Born between 1965- 1979, ages 40-54)

1.

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EVENTS AND SOCIAL TRENDS AFFECTING MILLENNIALS

List 8-10 US and global events and social trends that affected the
Millennials (Born between 1980 and 2000, ages 19-39)

1.

2.

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10.

EVENTS AND SOCIAL TRENDS AFFECTING iGEN

List 8-10 US and global events and social trends that affected
iGEN (Born between 2001 and 2021, ages 18 and under)

1.

2.

3.

4.

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6.

7.

8.

9.

10.

VALUES AND COMMUNICATION

How did those events affect:

What they value?

How they communicate?

How to best communicate with them?

BOSSSES, EMPLOYEES AND CUSTOMERS: TRADITIONALISTS

What kind of boss does a Traditionalist make?

What kind of employee does a Traditionalist make?

What kind of customer or client does a Traditionalist make?

BOSSES, EMPLOYEES AND CUSTOMERS: BABY BOOMERS

What kind of boss does a Baby Boomer make?

What kind of employee does a Baby Boomer make?

What kind of customer or client does a Baby Boomer make?

BOSSES, EMPLOYEES AND CUSTOMERS: GEN XERS

What kind of boss does a Gen Xer make?

What kind of employee does a Gen Xer make?

What kind of customer or client does a Gen Xer make?

BOSSES, EMPLOYEES AND CUSTOMERS: MILLENNIALS

What kind of boss does a Millennial make?

What kind of employee does a Millennial make?

What kind of customer or client does a Millennial make?