

	<b>Traditionalists People in their Mid-70s, 80s, 90s</b>	<b>Baby Boomers People 55-59, 60s, early 70s</b>	<b>Gen X'ers People between 39 and 54</b>	<b>Millennials People in their 20s and 30s</b>
<b>Qualities of Childhood</b>	<p><b>Grew up in the 20s, 30s, early 40s</b></p> <p>Lived through the Great Depression The Labor Movement Women's Rights Progress The New Deal Served in several wars (WWII, Korean) Raised with traditional values Religion was central to family life Families remained largely intact</p>	<p><b>Grew up in the late 40s, 50s, 60s</b></p> <p>Lived in time of prosperity Camelot- hope of the Kennedys, Martin Luther King, Malcolm X and landing on the moon Cold War and Vietnam created sense of needing to live for today Civil Rights, Women's Movement, Anti-War Movement, Watergate- saw that could make a difference together through social action Sexual Revolution- Lessening of traditional values</p>	<p><b>Grew up in the 70s and 80s</b></p> <p>US Stock Market Crash and Recession- gas lines, conserve home energy Latch Key Children- divorce rate rose and more mothers in the workforce Quality time parent philosophy led to independence, resilience, adaptability AIDS epidemic Disasters- Exxon Valdez oil spill, Chernobyl, challenger space shuttle exploded Fall of Berlin Wall- end of Cold War Emergence of PC and Web</p>	<p><b>Grew up in the 90s, 2000s</b></p> <p>Raised in the most child centric time in history Parent Advocacy-special Scheduled, structured lives Self-confident, technically literate, multi-taskers Connected 24/7 Multiculturalism- leave no one behind, inclusive Have a good relationship with their parents and grandparents Achievement and service Terrorism- OK, Schools, 9/11 Heroism and Patriotism Globalism</p>
<b>Values of</b>	<p>Duty, Dedication, Sacrifice- pay your dues Trust- word is bond Formality Respect Authority and institutional leadership Social order/Law and order/Adherence to rules Hard Work Privacy Frugality/Save- depression had impact on how families operated, saving things and \$</p>	<p>Anti-rules: Challenge the system; Competition Individuality/personal growth; Hard Work- started the trend in workaholism, work to get ahead Success; Inclusion as long as person performs; Change- thrive for possibilities Anti-rules- challenge the system; Spend now</p>	<p>Entrepreneurial spirit- invest in own development rather than organization's- Self reliance- relationships with companies not reliable Independence and creativity- clear goals, prefer to manage own time, solve problems Value access to information Just Do It; Value Diversity More relaxed Pragmatic- work quicker and efficiently to have fun- life balance Cynicism</p>	<p>Life has limitless possibilities Mission above profit Diversity class, race, gender, sexual orientation The group; Consensus Positive reinforcement-praise; Autonomy- want input into how learn Optimism and positive attitudes; Money Technology- valued and used as a tool for multi-tasking Civic minded- groupwork, collaboration</p>

<b>How to Work Effectively with this Generation...</b>	<p>Believe their word</p> <p>Don't waste their time</p> <p>Be formal and respectful</p> <p>Prefer face to face interaction or written communication</p> <p>Use their experience as an asset</p>	<p>Watch nonverbal behavior</p> <p>Be open and direct but not controlling</p> <p>Answer questions thoroughly and expect to be pressed for details</p> <p>Present options and show flexibility in your thinking</p> <p>Give them a voice</p> <p>Recognize their accomplishments</p>	<p>Use e-mail as primary communication tool</p> <p>Talk in short sound bites to keep attention</p> <p>Ask for feedback and provide with regular feedback</p> <p>Share information to keep in loop</p> <p>Use informal communication style</p> <p>Let them do job their own way in own time</p>	<p>Use action words and challenge them at every opportunity</p> <p>Don't talk down, respect</p> <p>Friends at work</p> <p>Prefer e-mail, texting, IM, web communication</p> <p>Seek and give feedback</p> <p>Use humor and create a fun learning and work env.</p> <p>Encourage them to take risks</p> <p>Structure and flexibility</p>
<b>Communicate with this Generation by...</b>	<p>"Your experience is respected here"</p> <p>"It is your duty and responsibility"</p> <p>"You are making a difference for tomorrow's generation"</p>	<p>"You (as an individual) are important to our success"</p> <p>"We need you"</p> <p>"You are popular and in demand"</p>	<p>"Do it your way and decide where things go"</p> <p>"We are pretty flexible- there aren't many rules here"</p> <p>"Do it today- ACT today- see the impact today"</p>	<p>"You and your peers can help turn this organization around and build a new program"</p> <p>"Don't hesitate to share your ideas and opinions"</p> <p>"Think of the older people in the organization as your mentors"</p>
<b>Types of Communication that are effective</b>	<p>Face to face</p> <p>Direct mail (77% gave this way in last year)</p> <p>Professional advisors (e.g., financial)</p> <p>Formal events</p> <p>Recognition and tribute events</p>	<p>Face to face</p> <p>Phone</p> <p>Personalized direct mail</p> <p>Social and recognition events (aimed at the ego)</p> <p>Donating at retail store (52%)</p>	<p>Phone</p> <p>On-line solicitation</p> <p>Stunning direct mail (43%)</p> <p>Word of mouth social events- let's add fun</p> <p>Peer gatherings (house parties)</p> <p>Social networking</p>	<p>On-line solicitation</p> <p>Social networking/Tweeting</p> <p>Phone- voice mail</p> <p>Radio</p> <p>Grandparents</p> <p>Street teams- get out there and get dirty</p> <p>Volunteer groups</p> <p>Personalized and stunning</p>