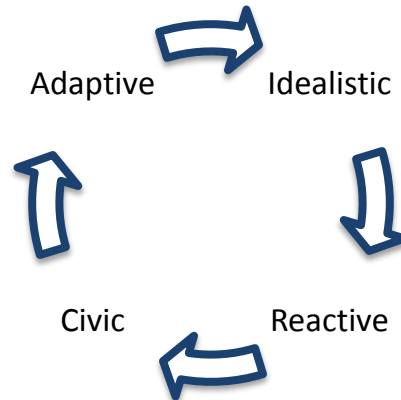


Generations of Opportunity

Main Points

The current generations are typically defined as follows:

- Great Generation
 - born before 1929 (ages 82+)
- Silent/Traditionalist
 - born 1929-1945 (ages 81-63)
- Baby Boomers
 - born 1946-1963 (ages 64-47)
- Generation X
 - born 1964-1980 (ages 46-30)
- Millennials
 - born 1981-2000(ages 29-10)



The Great Generation is a CIVIC generation:

- Don't change the system – work within it
- Strong moral values, conservative economically, patriotic, ethical, responsible
- Created most existing nonprofit groups
- Know and understand sacrifice

The Silent/Traditionalist Generation is an ADAPTIVE generation:

- Children of war and depression
- Dedication, hard work, law & order, patience, delayed reward, duty before pleasure, adherence to rules, honor
- Conformity = ticket to success
- Invented the “midlife crisis”
- Entering older life with unprecedented affluence

The Baby Boomer generation is an IDEALIST generation:

- Largest generation of the five
- Boomers are idealistic, socially-conscious, optimistic, involved
- Hard workers, created the 60-hour work week
- Sense of self tied to career
- Concerned about aging parents and educating their children

Generation X is a REACTIVE generation:

- Most diverse
- Pragmatic, skeptical, self-sufficient

- Mission in life = “clean up everyone else's mess”
- Expanded definition of family
- Dynamic entrepreneurs
- Seek a work/life balance (will leave at 5pm)
- Small in numbers

The Millennial generation is a CIVIC generation:

- The most collaborative generation ever
- Expect 24/7 access
- Technology
- “Fun” and “Impact” are important values
- Expect to be involved in big decisions, very confident in abilities
- Believe that those with more have a responsibility to help those with less
- Admire entertainers more than political leaders
- More comfortable with diversity
- Have been described as “Generation Me” and the “Look at me” generation
- Millennials' life goals tend to include fortune and fame

Messages that motivate different generations:

- Traditionalists – Your experience is respected.
- Boomers – You are valued. You are needed.
- Generation X – Do it your way. Forget the rules.
- Millennials – You will work with other bright, creative people.

How to manage generational differences:

- Include generations issues in planning
- Mentor and discuss among generations
- Situational leadership by generation
- Age down (recruit younger)
- Meet techspectations
- Ask, Ask, Ask, Ask

How to attract a younger generation:

- Watch your brand, and its trustworthiness
- What is your work/meeting environment like?
- Do you have opportunities for immediate involvement?
- Have a social media presence