Embracing Generational Differences
Building Connections: Community Leadership Program

“As is the generation of leaves, so too of men: at one time the wind shakes the leaves to the ground but then the flourishing woods give birth and the season of spring comes into existence; so it is with the generations of men, which alternately come forth and pass away.”

Homer, Iliad, Sixth Book

“A generation can be defined as a group of people born roughly within a twenty year time period during the same era in history.”

Codrington and Marshall, 2004

Generational Identification

“To identify the persona of a generation, look for these attributes: perceived membership in a common generation; common beliefs and behaviors; and a common location in history.”

Howe and Strauss, 2000
“Cuspers”
Persons born within 3 to 5 years of a generational divide. They may have characteristics from both relative generations. They are the folks who cement the generations together. They function as mediators, translators and mentors.
Lancaster & Stillman, 2003

How We Learn About Others

- Learning style inventories
- Work profiles
- The Myers-Briggs evaluation
- Personality profiles
- Educational backgrounds
- Race and ethnicity
- Generational studies

Generational Timeline

1901-1942
- Traditionalists, Veterans, GI’s, Matures, Silent or Greatest Generation

1943-1960
- Baby Boomers or Boomers

1961-1981
- Generation X, Generation 13, or X’ers

1982-2005
- Millennials, Echo Boom, Generation Y, Baby Busters, Generation Next

“A generational identity is a state of mind shaped by many events and influences. Only you can define what generation you fit into.”
Lancaster and Stillman, 2003
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The Traditionals 1901-1942
Population: 75 million (41 year period)

Significant Events
- Industrial age
- WWI
- Prohibition
- Roaring Twenties
- Women’s right to vote
- Manufactured automobiles
- KKK
- Black Tuesday
- Great Depression
- The Dust Bowl
- New Deal
- Social Security Act of 1935

Places
- On the farm
- In the city
- Small town America
- Around the radio
- Europe
- Speak Easys
- Detroit
- California

Science and Inventions
- Newspapers
- Blood banks and transfusions
- Radio
- Electricity
- Automobiles
- Refrigeration

Heroes
- Teddy Roosevelt
- Booker T. Washington
- Henry Ford
- Jim Thorpe
- Yankees
- Babe Ruth
- Jesse Owens
- Babe Didrickson
- Joe Di Maggio
- Joe Louis
- Franklin D. Roosevelt
- Eleanor Roosevelt
- Dwight Eisenhower
- Glen Miller
- Bing Crosby
- Elia Fitzgerald
- Betty Crocker
- Edward R. Murrow
- John Wayne
- Bob Hope
- Betty Grable
- Irving Berlin
- Lena Horne
- Shirley Temple
- Jimmy Stewart

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Heroes continued...
- F. Scott Fitzgerald
- Hemingway
- Steinbeck
- Dr. Seuss
- Einstein
- Will Rogers
- Military Service Men
- Firemen
- Policemen
- Clergy
- Nurses
- Doctors

Traditional Attitudes
- Duty, honor country
- Sacrificial
- God-fearing
- Thrifty
- Patriotic
- Patient
- Loyal
- Respectful
- Partnered for greater strength

Concerns
- Intense military attitude
- Top-down leadership
- Chain of command

Baby Boomers 1943-1960
Population: 80 Million (Within 17 Years)

Significant Events
- Pearl Harbor
- Rationing
- D-Day
- V-E Day
- Cold War
- Baby Boom
- GI Bill
- Domestic airline service
- Korean Conflict
- America’s education system overhaul
- “Under God”
- Anti-Communism Era
- Birth control pill approved by FDA
Embracing Generational Differences

Places
- Normandy
- Iwo Jima
- Hiroshima/Nagasaki
- College
- In front of the TV
- Vietnam
- Space
- Suburbia

Science and Technology
- Television
- Penicillin
- Telephones
- Freezer storage
- Transistors
- Polio Vaccine
- Satellites
- Airline industry

Heroes & Influential People
- FDR
- Harry S. Truman
- Frank Sinatra
- Dinah Shore
- Nat King Cole
- Dizzy Gillespie
- Billie Holiday
- Ella Fitzgerald
- Elvis
- Buddy Holly
- Walt Disney
- Father Knows Best
- Ozzie and Harriet
- I Love Lucy
- Lassie
- American Bandstand
- Ed Sullivan
- Katharine Hepburn
- Cary Grant
- Clark Gable
- John Wayne

Heroes continued...
- Jackie Robinson
- Hank Aaron
- Mickey Mantle
- Rosa Parks
- Dr. Martin Luther King
- Dr. Jonas Salk
- Dr. Benjamin Spock
- Barbie
- Donald Duck
- Walter Cronkite
- John F. Kennedy
- Jackie Kennedy
Embracing Generational Differences

**Boomer Attitudes**
- Idealistic
- Optimistic
- Challenge the status quo
- Anti-Communism
- Fix what’s wrong with America
- Civil rights for all
- Work my way to the top

**Concerns**
- Highly competitive
- Privileged
- Work-a-holics
- Committed
- Challenge authority
- Change in command

**Generation X 1961-1981**
Population: 46 Million
(Within 20 years)

**Significant Events**
- Birth control pill
- Race for space
- Bay of Pigs
- JFK assassination
- Supreme Court rules on prayer in school
- Women’s Lib 1963
- Civil Rights Act of 1963
- Immigration Act of 1965
- Equality of Education Opportunity Report
- The draft
- Anti-war movement
- “Bad Child” Movies
- Hippie movement
- RFK & MLK assassinations
- Woodstock
- Walk on the moon
- Kent State
- School integration and busing
- Voting age lowered
- Roe vs. Wade

**events continued...**
- Global energy crisis
- U.S. record recession
- Death penalty voted Constitutional
- Love Canal
- Test tube babies
- Three-Mile Island
- AIDS global epidemic
- O’Conner appointed to Supreme Court
- Triple divorce rate
- Increased single-parent household
- The disappearance of children
Embracing Generational Differences

**Places**
- Cuba
- Vietnam
- Dallas
- Supreme Court
- Los Angeles
- Memphis
- Woodstock
- The Moon
- Kent State
- Watergate
- Gas lines
- Love Canal
- Three-Mile Island
- The World
- The Universe

**Science and Technology**
- Microwave
- AM/FM radio
- Modular synthesizers
- Computers
- Floppy disks
- Microprocessors
- Atari
- VCRs
- Jumbo jets
- Neutron bomb
- DNA discovered
- Test tube baby
- First heart transplant

**Heroes and Influential People**
- John and Jackie Kennedy
- Robert Kennedy
- Martin Luther King Jr.
- Lyndon Johnson
- Richard Nixon
- Gerald Ford
- Jimmy Carter
- Neil Armstrong
- The Sierra Club
- Gloria Steinem
- Maya Angelou
- Elvis
- The Beatles
- Neil Sedaka
- Gladys Knight and the Pips
- Supremes
- Temptations
- Peter, Paul, and Mary
- Beach Boys
- Aretha Franklin
- Janis Joplin

**influences continued...**
- Credence Clearwater Revival
- Grateful Dead
- The Eagles
- Audrey Hepburn
- Andy Griffith
- Sean Connery
- Katherine Ross
- Dustin Hoffman
- John Travolta
- Star Wars
- The Graduate
- The Godfather
- Rocky and His Friends
- Beverly Hillbillies
- Star Trek
- Saturday Night Live
- Disco
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**X’er Attitudes**
- Skeptical
- Independent
- Self reliant
- Resourceful
- Self starters
- Cautious

**Concerns**
- Independent
- Demanding
- Personal agendas
- Anti-institution
- Self commanding

**Millennials**
- 1982-2005
- Population: 76 Million (In 23 Years)

**Significant Events**
- Heart transplant
- “Sweet Baby” movies
- Challenger
- National debt-all time high
- Nuclear weapons treaty
- Hubble telescope
- Fall of Berlin wall
- Operation Desert Storm
- Merger/corporate & healthcare
- Internet
- 9/11
- Waco, Branch Davidsians
- Oklahoma City bombing
- Landing on Mars
- Dolly the cloned sheep
- Clinton and Lewinski
- Columbine
- Celebrity pregnancies

**Places**
- Berlin
- Kuwait
- Cyberspace
- Waco
- Oklahoma City
- Mars
- Littleton, CO
- New York
- Washington
- Pennsylvania
- Iraq
Science and Technology
- Heart transplants & bypasses
- Hubble telescope
- 24-hour journalism
- Fax machines
- Cell phones
- Nintendo
- Fertility drugs
- Satellite access
- Internet
- Digital cameras
- Cloning
- Palm Pilots
- Personal computers
- Wireless
- Text messaging

Noted Influences
- Ronald Reagan
- George Bush
- Bill Clinton
- Colin Powell
- Wonder Years
- Full House
- Saved by the Bell
- Family Matters
- Home Improvement
- Cheers
- Seinfeld
- Friends
- Hip Hop
- Milli Vanilli
- MC Hammer
- Madonna
- Boyz II Men
- Garth Brooks
- 'N Sync
- Oprah Winfrey
- Martha Stewart
- Prince William
- The Hilton Sisters

influences continued....
- Michael Jordan
- Sammy Sosa
- Tiger Woods
- The Williams Sisters
- Dale Earnhardt Jr.
- Bart Simpson
- The Olsen Twins
- Bill Cosby
- Pamela Anderson
- Leonardo DiCaprio
- Cameron Diaz
- Brad Pitt
- Jennifer Lopez
- Jessica Simpson
- Usher
- Steven Spielberg
- James Michener
- John Grisham
- Danielle Steele
- Tom Clancy
- Stephen King
- J. K. Rowling
- Computer language

Millennial Attitudes
- Safety first
- Expectant
- Optimistic
- Idealistic
- Empowered
- Confident
- Cautious
- Appreciate diversity
- Realistic
- Team players
- Respect authority
- Rule followers
- “It’s Cool to be Smart”
**Concerns**

- Decisive
- Steadfast
- Collaborative

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**So What?**

What’s the Big Deal?
Who Cares?
What’s in it for me?

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“The next time you bump into someone from another generation to whom you don’t relate, *stop and remember* that no one is right or wrong, we’re just different.”

When Generations Collide, 2003

Only then will you be able to embrace generational differences.

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“There is a mysterious cycle in human events. To some generations much is given. Of other generations much is expected. This generation has a rendezvous with destiny.”

-Franklin D. Roosevelt, 1936

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*Embracing Generational Differences*