

Generations: At A Glance

Silent Generation (1925 -1942)

FAMILY

- “Children should be seen and not heard”
- Children of War and Great Depression
- The youngest mothers & fathers in history

WORK

- Conformity is path to success
- Work is an obligation
- Communication is formal and in writing
- Would rather work individually
- Wants to be respected

Boomers (1943-1960)

FAMILY

- PostWWII-Community spirit
- Raised on post-war optimism
- Coming of age: Questioned authority, looked for personal meaning
- Crime rates and drug use UP |SAT scores down

WORK

- Work is an exciting adventure
- Team player (loves meetings)
- Communication is in person
- No work life balance – have to work to live
- Wants to be valued and needed
- No news is good news and I just want to be paid

Gen X (1961-1980)

FAMILY

- Grew up in an era where the welfare of the children was not a top social priority
- Distrust of family: Divorce rates, limited childcare options
- Dated cautiously & married late
- Reconstructing the families they didn't have

WORK

- Entrepreneurial minded
- Get it done pragmatism
- Work is a contract
- Communication is direct and immediate
- Wants to create their own rules
- Work/life balance matters

Millennial (1981-1996)

FAMILY

- “Babies on Board” – babies were special
- Lamaze, attachment-parenting, child safety
- Youth volunteering surged
- Teen drinking, smoking, and violent crime declined
- Building non-traditional families

WORK

- Work is an expression of who I am
- Wants to work with other inspiring, intelligent, creative people
- Not loyal to “the man”
- Hungry to grow and create with technology
- Communication is through most efficient means at the time (text, apps at work)
- Desire feedback regularly (at least once a week)
- There is no work life balance because no one owns us

Intrigued? Contact Lindsay

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