

Four Generations

	Traditionalists	Baby Boomers	Gen Xers	Millennials
Time Span	1925 – 1945	1946 – 1964	1965 – 1979	1980 - 2000
Current U.S. Residents / Workforce	38.6 million Less than 5%	78.3 million 35%	62 million 22%	80 million 40% (for now)
Key Historical Events	Depression, Pearl Harbor, WWII, Korean War, Cold War era, Cuban missile crisis	Vietnam War, Kennedy and King assassinations, first man on the moon, Kent State, Woodstock, Civil Rights movement	AIDS epidemic, space shuttle Challenger catastrophe, fall of Berlin Wall, dot com bust of 90s, Enron Collapse, 80s recessions	Columbine shootings, 9/11, Hurricane Katrina, corporate scandals, Afghanistan and Iraq wars, technology explosion
Traits	Patriotic, civic-minded, solid work ethic, loyal, dependable, respectful of authority, conservative, “pay your dues”	Competitive, workaholics, materialistic, idealistic, personal fulfillment, “keeping up with the Jones”	Self-reliant, distrustful of authority, technology savvy, adaptable, cynical, entrepreneurial, “slackers”	Optimistic, entitled, work/life flexibility, close to parents, impatient, team-oriented, cybercitizens
Leadership Style	Chain of Command	Change of Command	Lead by Competence	TBD



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