BABY BOOMERS
(Born 1946-1964)

What to remember about Baby Boomers:

• Boomers live to work
• A general sense of optimism regardless of what happens
• The size of their generation has allowed them unprecedented influence on government policies and consumer products
• They have always been willing to go into debt, betting on future income
• They tend to be team and process oriented, sometimes to the detriment of results
• Boomers strive for convenience and personal gratification
• Boomers are very nostalgic about their youth and seek to preserve it

When working with Boomers:
Show respect
Choose face-to-face conversations
Give them your full attention
Play the game
Learn the school history

GENERATION X
(Born between 1965-1980)

What to Remember about Generation X

• Xers work to live rather than live to work
• Jobs are viewed as a contract
• Clear and consistent expectations are essential
• Providing the opportunity to grow will lengthen tenure
• A sense of contribution while having fun will keep an Xer productive
• Earning money is only one part of a larger equation
To them, versatility of skills & experiences ensure employability

When working with Xer’s:
Get to the point
Use email
Give them space – don’t micromanage
Get over the notion of dues paying
Lighten up
Avoid judging - look for things in common
Find balance between work and life

The Millennials
(Born 1981-1999)

What to Remember about Millennials
• They have been conditioned to live in the moment
• They are used to the immediacy of technology and expect it
• Clear and consistent expectations are essential to ensure productivity
• They earn money for the purpose of immediate consumption
• They will demonstrate respect only after they have been treated with respect
• They have grown up learning to question everything
• As a generation, they are astoundingly diverse demographically

When working with Millennials:
Challenge them
Ask them their opinion
Find them a mentor
Provide timely feedback
Be flexible