GENERATIONS AT A GLANCE

	BABY BOOMERS	GENERATION X	MILLENNIALS	GENERATION Z
BIRTH YEARS	1946-1964	1965-1980	1981-1996	1997-2012
A.K.A.	"Boomers"	"Baby Busters" "Gen-Xers"	"Echo Boomers" "Generation Y"	"iGen" "Screeners"
DEFINING MOMENTS	· JFK Assassination · Civil Rights · Vietnam · Sexual revolution · Moon landing · Watergate · Woodstock	· Challenger Disaster · MTV · "Latchkey kids" · Berlin Wall · Divorce · Space station · Operation Desert Storm	· 9/11 attacks · Y2K · School shootings · Reality TV · Technology · Social media	· COVID-19 · Great Recession · First African American president · Mass shootings · Racial and political tension · Technology · "Internet famous"
CHARACTERISTICS	· Hard working · Dedicated · Ambitious · Optimistic · Competitive · Sacrifice for success	· Independent · Skeptical · Balanced · Flexible · Mobile · Life, then work · Ask "why?"	· Tech-savvy · Multi-taskers · Well-educated · Collaborative · Creative · Passionate · Global · Civic-minded	· Diverse · Digital natives · Practical · Hard-working · Fiscally conservative · Equality minded · Socially conscious · Entrepreneurial
CONNECTION POINTS	· Respect their experiences · Recognize their contributions · Take time to build rapport · Say thank you · Utilize their knowledge	· Embrace their questions · Earn their trust · Be open, honest and transparent · Promote life-work balance	· Communicate expectations from the start · Offer feedback · Allow them to be creative · Provide mentoring, coaching, and teamwork	· Use technology · Offer hands-on learning · "Chunk" communications · Use more visuals, less words · Connect work and education · Be inclusive · Customize experiences · Optimize shared economy

JESSICA STOLLINGS-HOLDER

Copyright © 2018, 2020 Jessica Stollings-Holder | jessicastollingsholder.com | hello@jessicastollingsholder.com