

What is a **generation**?

an “identifiable group that **shares** birth years, age location, and significant **life events** at critical developmental stages”

1. The entire body of individuals born and living at about the same time.
2. Term of years (30 among human beings) accepted as the average period between birth of the parents and birth of their offspring.
3. A group of individuals, most of whom are the same age, having similar ideas, problems, attitudes, etc.
4. A single step in natural descent.

Variables that appear to be significantly different across generations:

- motivators
- professional growth
- attitudes toward rules
- authority & hierarchy
- attitudes toward learning, training and development, work environment

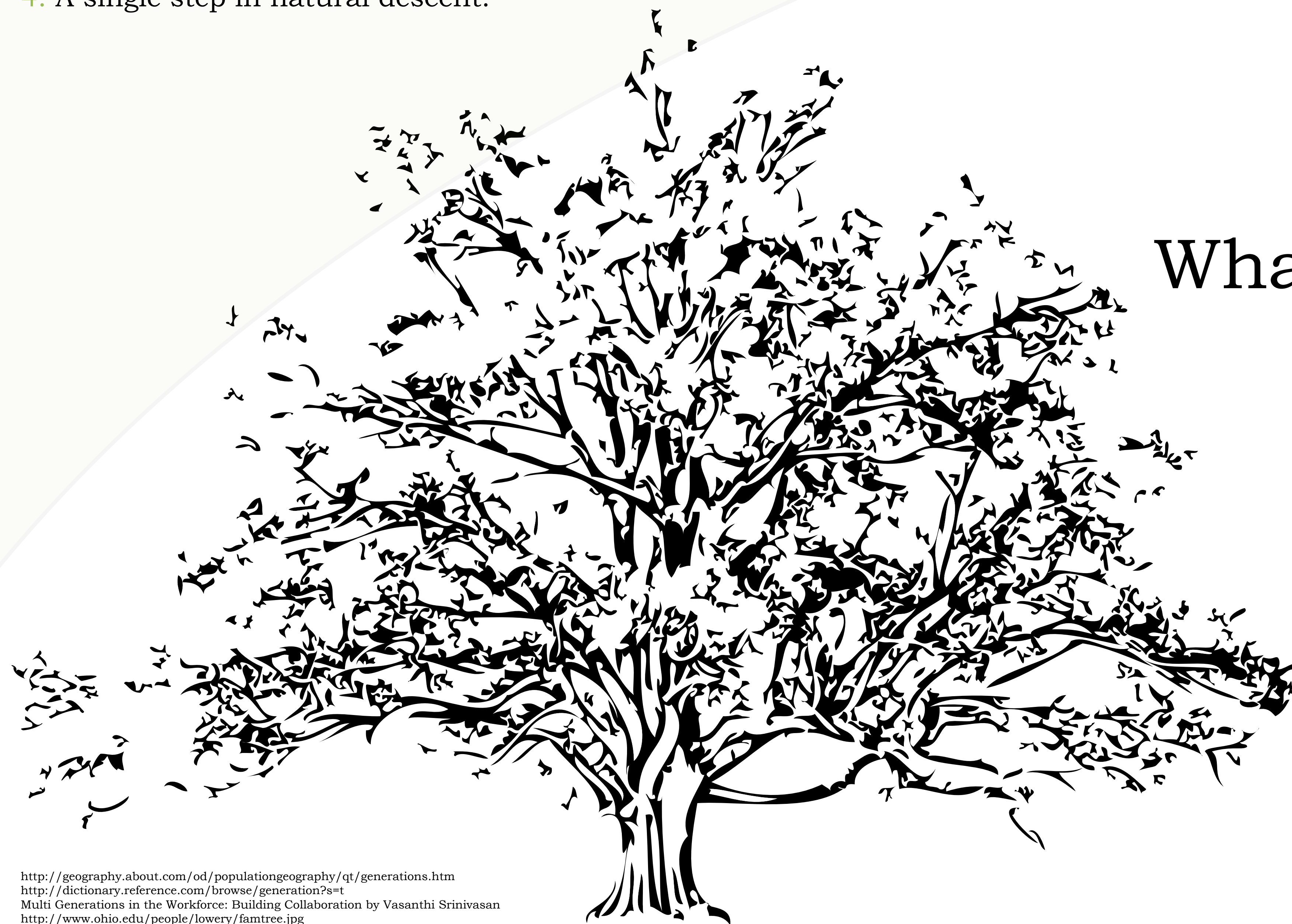
Major influences impact the development of:

- personality
- values
- beliefs
- expectations

What **separates/unites** generations?

Differences happen because of **major influences** in the environment within which early human socialization occurs.

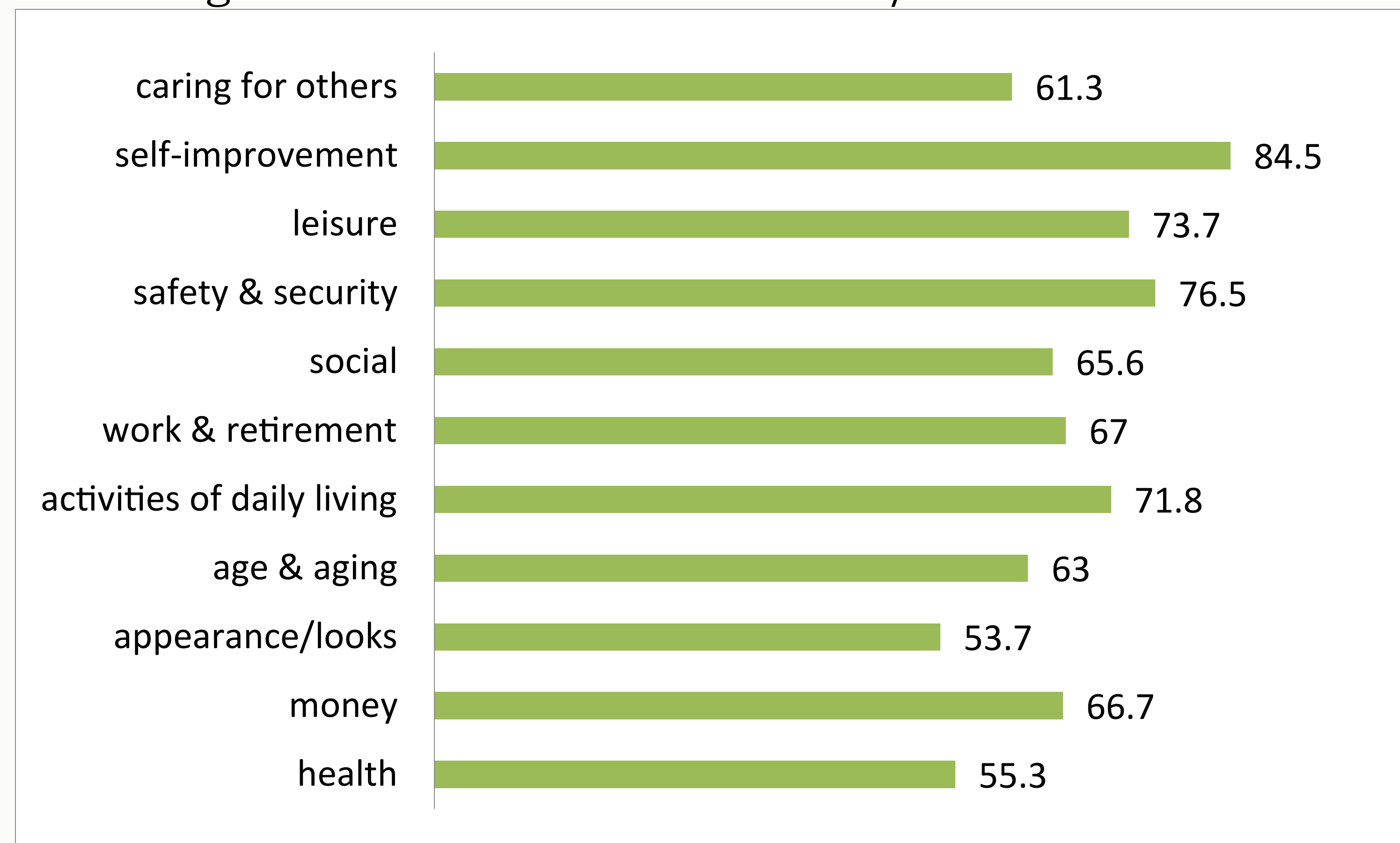
- 1983-2001 **New Boomers**
- 1965-1982 **Generation X**
- 1946-1964 **Baby Boomers**
- 1929-1945 **Lucky Few**
- 1909-1928 **Good Warriors**
- 1890-1908 **Hard Timers**
- 1871-1889 **New Worlders**



Who are the **baby boomers**?

People born between 1946 and 1964 – 78.2 million in the U.S. as of 2005
Health, personal **safety**, and **finances** are among their greatest concerns.

Percentage of Boomers concerned a lot/somewhat with:



Also known as:

- Forgotten Generation
- Woodstock Generation
- Sandwich Generation
- Vietnam Generation

They experienced:

- post-war stress & prosperity
- radical social changes – Civil Rights, Vietnam, Women’s Movement
- JFK assassination
- rapid technology change

Elements that are important to retirees:

1. Recognizable landmarks
 - visual identity
 - feeling of frustration when nothing looks familiar
2. Places to socialize
 - “Resolana” – a place where people of all ages can gather to spend free time
 - These can be restaurants, churches, etc.
3. Age-specific services
 - driving long distances for everyday necessities is often not feasible
 - this can weaken independence

Characteristics:

- grew up in 2-parent households
- idealistic
- optimistic
- look for opportunities & progress

- self-absorbed
- no respect for loyalty, authority, social institutions
- prefers self-gratification
- motivators: money, corner office, self-realization

