| GENERATIONAL COMPARISON CHART | Traditionalists/Veterans  
Born before 1945  
75 Million | Baby Boomers  
Born 1946-1964  
80 Million | Generation X  
Born 1965-1980  
46 Million | Generation Y/Millenials  
Born 1980-2002  
76 Million |
|-------------------------------|------------------|-----------------|------------------|------------------|
| **SLOGANS**                  | Go to the show (movie)  
Go for a spin (drive)  
Dead as a doornail  
Swell | Bread (money)  
Pad (home)  
horn (telephone)  
Cool it | Disco sucks  
Can you dig it?  
Mellow out dude  
To The Max | The Bomb  
Sweet  
Cha-Ching  
Chill out  
Good to go |
| **VALUES**                   | Hard Working  
Respect for authority  
Serious work ethic  
Conformers  
Discipline  
Logic | Works hard  
Risk Taker  
Optimism  
Involvement  
Participation  
Equity | Loves a Challenge  
Fun  
Informality  
Work-life balance | Confidence  
Social  
Diversity  
Morals |
| **COMMUNICATION/ MEDIA**     | Formal  
Rotary phones  
Reads newspapers  
One-on-one conversations  
Writting and posting letters | In-Person  
Touch-tone phones  
Watches CNN  
Call me anytime | Immediate  
Watches videos at home  
Cell phones  
Call me at work | Gets news from MTV or TMZ  
Internet/E-mail  
Social Media  
Electronic devices |
| **TRAINING**                 | Takes time to understand | Skill Development | Visual Stimulation | Mentorship Programs |
| **CHARACTERISTICS**          | Loyal  
Devoted to the Family  
Few hobbies  
Attends church regularly | Optimist/Competitive  
Creative Thinker  
Divorced and/or child of Divorce  
Non-religious | Skeptical  
Loves possibilities  
Lives with partner  
Physical hobbies  
Doesn’t think about religion | Realistic  
Hard working on their time  
Participates in a variety of sports  
Believe in personal moral compass |
| **CAREER GOALS**             | Build a Legacy | Build a Career | Build a Portable Career | Build Parallel Careers |
| **CHANGE**                   | Dislike  
Job Changes carry stigmas | Dislike  
Job Changes are a waste of time | Accept  
Job Change is necessary | Experienced  
Job Change is normal |
| **FEEDBACK**                 | No news is good news | Feedback once a year will suffice | I’d love to hear your feedback when, it’s convenient for you | immediate/real time |
| **TECHNOLOGY**              | Learned computers as an adult | Daily computer activity | Uses computers and tools all the time | Masters  
Techno-Geeks  
Technology savvy  
Part of routine |
| **REWARDS**                 | The satisfaction of a job well done  
Putting in a hard day's work | Money  
Title  
Recognition  
Office with a view | Freedom  
A balanced work-life | Work that has meaning  
Flexible hours |