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|  | Traditionalists | Baby Boomers | Gen X | Gen Y |
| Characteristics | Believe in conformity, authority and rulesRigid thinkingLoyalty, discipline, logic, detailsDon’t like conflictSeek out technological advancementsHierarchical structure | Strong, long work ethicLong term career / loyalty to their employerEnmeshed with work Commitment to quality Find solutions Be in charge Respect authority | Quality over quantityVery productive Multitask Balance work and life Free agents /marketable commoditiesComfortable w/ authority  Technically competentValue diversity Enjoy independence | Work to effect change and making a differenceExpress themselves rather than defining themselves through work Multitasking all the timeActively involvedFlexible/relaxed Teamwork Balanced work / life |
| Values | Privacy Hard Work Trust Formality Authority Institutional leadership Social Order Things  | Competition Change Hard Work Success Body Language Teamwork Anti- Rules/Regs Inclusion Will Fight For A Cause |  Entrepreneurial Spirit Loyalty  Creativity Independence Information Feedback Flexible.Work-life Balance | Positive Reinforcement Autonomy Positive Attitudes Diversity Money Technology  |
| Communication | The "silent generation” Keep their word In person or written communication  Don't waste their timeUse testimonials Do not rush or pressure Offer time with others Promote patriotism, teamwork and doing more with lessProvide detailed directions on how to do something. |  Body language  Speak in an open, direct style but avoid controlling languageAnswer questions thoroughlyExpect to be pressed for the detailsProvide knowledge Provide choices Discuss technology Talk about their well-beingSpeak less about the past and more about the futureUse social mediaFocus on achievements and goals | Use email primarilyTalk in short sentencesAsk for and provide feedbackShare information regularly Use an informal communication stylePromote quality.Share images and graphics  Involve their friends Let them set the paceDon’t use hard selling Deliver what you promiseAsk or suggest vs. tellApproach from a global perspective Be direct Let them get to know you and trust youProvide options. | Use action wordsChallenge themSeek and provide feedbackUse humor Create a fun learning environment. Encourage risk taking Consider using electronics Get them involved. Share ethical solution to Be transparent. Invite friends  |
| Motivators |  Inherent satisfaction that the job was done well |  $,title, recognition | Feedback is the best reward | Meaningful work |