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|  | Traditionalists | Baby Boomers | Gen X | Gen Y |
| Characteristics | Believe in conformity, authority and rules  Rigid thinking  Loyalty, discipline, logic, details  Don’t like conflict  Seek out technological advancements  Hierarchical structure | Strong, long work ethic  Long term career / loyalty to their employer  Enmeshed with work  Commitment to quality  Find solutions  Be in charge  Respect authority | Quality over quantity  Very productive  Multitask  Balance work and life  Free agents /marketable commodities  Comfortable w/ authority    Technically competent  Value diversity  Enjoy independence | Work to effect change and making a difference  Express themselves rather than defining themselves through work  Multitasking all the time  Actively involved  Flexible/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 time  Use testimonials  Do not rush or pressure  Offer time with others    Promote patriotism, teamwork and doing more with less  Provide detailed directions on how to do something. | Body language    Speak in an open, direct style but avoid controlling language  Answer questions thoroughly  Expect to be pressed for the details  Provide knowledge    Provide choices  Discuss technology  Talk about their well-being  Speak less about the past and more about the future  Use social media  Focus on achievements and goals | Use email primarily  Talk in short sentences  Ask for and provide feedback  Share information regularly  Use an informal communication style  Promote quality.  Share images and graphics    Involve their friends    Let them set the pace  Don’t use hard selling  Deliver what you promise  Ask or suggest vs. tell  Approach from a global perspective    Be direct    Let them get to know you and trust you  Provide options. | Use action words  Challenge them  Seek and provide feedback  Use 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 |