

## The Four Generations

Generation	Common Characteristics <sup>1</sup>	Possible Statements <sup>2</sup>
<b>Builders</b> Born 1910 – 1945	<ul style="list-style-type: none"> <li>• Diligent</li> <li>• Committed to resolving issues</li> <li>• Strong work ethic</li> <li>• Not excited about change</li> <li>• See technology as a nuisance</li> </ul>	<p>“Your experience is respected.”</p> <p>“It is valuable to hear what has worked in the past.”</p> <p>“You bring a lot to the table.”</p> <p>“How would you handle this?”</p> <p>“I wish I had 100 employees as dependable as you are!”</p> <p>“Things would be a lot better if everyone followed the rules like you do.”</p> <p>“You are so great at teamwork!”</p> <p>“I appreciate the way you can keep confidentiality.”</p>
<b>Boomers</b> Born 1946 – 1964	<ul style="list-style-type: none"> <li>• “Can do” attitude</li> <li>• Strive to overcome obstacles</li> <li>• Value learning</li> <li>• “Me” generation</li> <li>• Emphasize own wealth and emotional contentment</li> <li>• Favor change that furthers personal goals</li> <li>• Rebellious; challenge authority</li> </ul>	<p>“You are valuable and worthy.”</p> <p>“Your contribution is unique and important to our success.”</p> <p>“I appreciate the way you get things done.”</p> <p>“Here’s what’s in it for you....”</p> <p>“I appreciate your patience and tenacity.”</p> <p>“I wish I had as much tact as you!”</p>
<b>Busters</b> (Gen X) Born 1965 – 1984	<ul style="list-style-type: none"> <li>• Concerned for relationships</li> <li>• Protect natural environment</li> <li>• Treat people with respect</li> <li>• Individual goals more important than corporate goals</li> <li>• Suspicious of leaders with large visions</li> </ul>	<p>“Let’s explore some options outside of the box.”</p> <p>“Your technical expertise is a big asset.”</p> <p>“I appreciate the way you get along with everyone!”</p> <p>“I appreciate that you want to get things done quickly.”</p>
<b>Bridgers</b> (Millenials) Born 1984 - 2002	<ul style="list-style-type: none"> <li>• Confident</li> <li>• Ambitious</li> <li>• Community oriented</li> <li>• Digital natives</li> <li>• Adept at technology</li> <li>• Entrepreneurial and resourceful</li> <li>• Little room for thinking or planning</li> <li>• Easily bored</li> </ul>	<p>“You will be collaborating with other bright, creative people.”</p> <p>“You have really rescued the situation with your commitment.”</p> <p>“I appreciate the way technology comes so naturally for you.”</p> <p>“I wish I could balance work and home as well as you do.”</p> <p>“I appreciate the way you question the way things have always been done and challenge us to find new and better ways.”</p> <p>“I am amazed at how well you multi-task.”</p>

<sup>1</sup> From *Capitalizing on Generational Differences*

<sup>2</sup> From *Generational Differences*