

Understanding the Trophy Generation: From Little League to living on their own

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Growing up in different eras causes people to see things differently.
Every generation thinks the next one doesn't do things the right way.

Meet the Generations:

Traditionalists (1922 – 1945)

Defining Events: Great depression, World War II

Values/Beliefs: Tend to be patriotic, loyal, have faith in institutions, and have a healthy respect for authority

Baby Boomers (1946 – 1964)

Defining Events: Civil rights movement, Vietnam War, assassination of JFK, Watergate

Values/Beliefs: Competitive, workaholic, optimistic

Generation X (1965 – 1980)

Defining Events: Fall of Berlin Wall, Cold War, Challenger, mothers in the workplace

Values/Beliefs: Independent, resourceful, very skeptical, adaptive

Millennials (1981 – 2000) Most students are in this group

Defining Events: 9/11 and War in Iraq, Columbine, the Internet, culture of instant gratification

Values/Beliefs: Teamwork, globally concerned, media and tech savvy

Generation Z (1997 – 2012) the next generation of students

Defining Events: War on Terror, Occupy Wall Street, bailouts, recession . . .

Values/Beliefs: diversity, technology . . .

What does this mean for you?

- Communication
- Technology
- Dealing with parents
- What drives Millennials?
- Teamwork

Millennial students want:

- To be treated fairly and with respect
- Meaningful work / activities / education
- A clear sense of purpose
- To be valued as tenants
- To understand why