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

**Millenials** (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