

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.*

What is a generation?

“In addition to coincidence of birth, a generation is also defined by common tastes, attitudes, and experience . . . Those times encompass a myriad of circumstances – economic, social, sociological, and, of course, demographic.”

Generations At Work – Kemke, Raines, Filipczak



Traditionalists

BORN 1922 – 1945

EVENTS

- Survived the Great Depression of the 1930s
- Pearl Harbor
- Fought in WWII
- A-bomb
- Instrumental in shaping the US as an economic and military power
- Developed today's space program

VALUES/BELIEFS

- Patriotic
- Loyal
- Faith in Institutions
- Authority
- Rules
- Discipline
- Logic
- Detail-oriented



Baby Boomers BORN 1946 – 1964

<p>EVENTS</p> <ul style="list-style-type: none"> ▪ Vietnam War ▪ First human in space by USSR ▪ Assassination of JFK ▪ Civil Rights Movement ▪ Anti-war protests ▪ Watergate 	<p>VALUES/BELIEFS</p> <ul style="list-style-type: none"> ▪ Competitive ▪ Find solutions to problems ▪ Optimistic ▪ Workaholics ▪ Committed to quality
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Generation X BORN 1965 – 1980

<p>EVENTS</p> <ul style="list-style-type: none"> ▪ Fall of Berlin Wall ▪ Cold War ▪ Mothers in the workplace ▪ Challenger Explosion ▪ Title 9 ▪ Divorce 	<p>VALUES/BELIEFS</p> <ul style="list-style-type: none"> ▪ Resourceful ▪ Self-Reliant/Independent ▪ Skeptical of Institutions ▪ Highly Adaptive ▪ Set goals and achieve them ▪ Productive
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Millennials BORN 1981 – 2000

EVENTS	VALUES/BELIEFS
<ul style="list-style-type: none"> ▪ 9/11 and War in Iraq ▪ Y2K Scare ▪ Columbine shooting ▪ Fast Food Nation ▪ Google ▪ Violence, drugs, gangs 	<ul style="list-style-type: none"> ▪ Teamwork ▪ Socially responsible ▪ Well educated ▪ Tech Savvy ▪ Multi-tasking ▪ Effecting change and making an impact ▪ Realistic

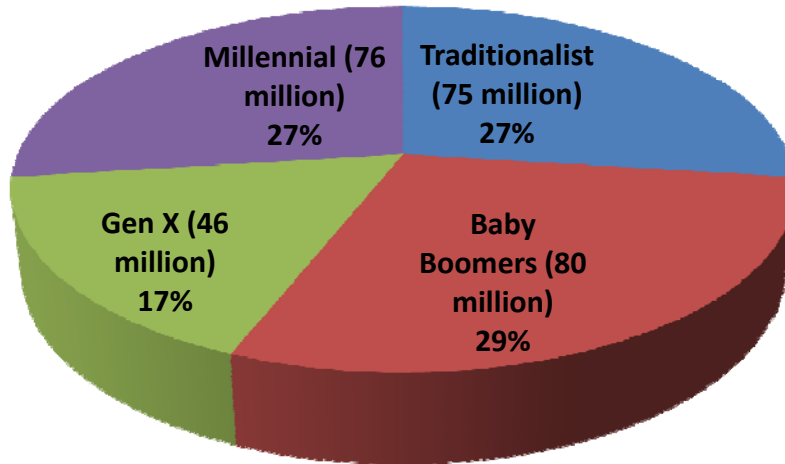


Generation Z BORN 1997-2012

(aka iGeneration, Nexters, Net Generation, Internet Generation, Pluralist Generation)

EVENTS	VALUES/BELIEFS
<ul style="list-style-type: none"> ▪ Post-9/11 era ▪ War on Terror ▪ Occupy Wall Street ▪ Corporate bailouts ▪ Severe global recession ▪ First African American President 	<ul style="list-style-type: none"> ▪ Value diversity ▪ Digital natives ▪ ? ▪ ? ▪ ? ▪ ?

Generations in America



Lancaster & Stillman, 2007

What
does this
mean for
you?





Feedback



A photograph of a woman with long dark hair, wearing a green top, shouting into a white and red megaphone. She is looking to the right. The background is plain white.

Traditionalists	No news is good news.
Baby Boomers	Feedback once a year, with lots of documentation.
Gen X	Sorry to interrupt, but how am I doing?
Millennials	Feedback whenever I want by a push of a button.

Forms of Communication

- Traditionalists
 - Communicate one-on-one.
- Boomers
 - Choose face-to-face conversations, meetings, or over the phone.
- Generation X
 - Use e-mail. Take advantage of technology and only have face-to-face meetings when required.
- Millennials
 - Texts, IM, Facebook, be cautious about email



Technology



Why Pay Attention?

- What is the average age of a social networker?
- Facebook has 900 million users.
- There are over 54 million blogs on Wordpress alone.
- 500 million Android devices.

Bridging the Generation Gap

- All generations want:
 - To be treated fairly and with respect
 - Meaningful work
 - A clear sense of purpose
 - To be valued by employers, co-workers, and customers



**Peace comes from understanding
perspectives and seeking to
communicate**



Questions?

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