Understanding the Trophy Generation:
From little league to living on their own

Presented by
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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**

### EVENTS
- Vietnam War
- First human in space by USSR
- Assassination of JFK
- Civil Rights Movement
- Anti-war protests
- Watergate

### VALUES/BELIEFS
- Competitive
- Find solutions to problems
- Optimistic
- Workaholics
- Committed to quality

## Generation X  
**BORN 1965 – 1980**

### EVENTS
- Fall of Berlin Wall
- Cold War
- Mothers in the workplace
- Challenger Explosion
- Title 9
- Divorce

### VALUES/BELIEFS
- Resourceful
- Self-Reliant/Independent
- Skeptical of Institutions
- Highly Adaptive
- Set goals and achieve them
- Productive
### Millennials
**BORN 1981 – 2000**

**Events**
- 9/11 and War in Iraq
- Y2K Scare
- Columbine shooting
- Fast Food Nation
- Google
- Violence, drugs, gangs

**Values/Beliefs**
- 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**
- Post-9/11 era
- War on Terror
- Occupy Wall Street
- Corporate bailouts
- Severe global recession
- First African American President

**Values/Beliefs**
- Value diversity
- Digital natives
- ?
- ?
- ?
- ?
Generations in America

- Millennial (76 million) 27%
- Traditionalist (75 million) 27%
- Gen X (46 million) 17%
- Baby Boomers (80 million) 29%

What does this mean for you?

Lancaster & Stillman, 2007
Communication

Feedback

<table>
<thead>
<tr>
<th>Group</th>
<th>Feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditionalists</td>
<td>No news is good news.</td>
</tr>
<tr>
<td>Baby Boomers</td>
<td>Feedback once a year, with lots of documentation.</td>
</tr>
<tr>
<td>Gen X</td>
<td>Sorry to interrupt, but how am I doing?</td>
</tr>
<tr>
<td>Millennials</td>
<td>Feedback whenever I want by a push of a button.</td>
</tr>
</tbody>
</table>
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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