

# Understanding the Millennial Generation Through the Lens of your Own Generation

Presented by Tracy Knofla High Impact Training  
320-259-8222 www.hit4you.net

*“Each Generation brings it’s own set of values, beliefs, life experiences and attitudes to the workplace.”*

When Generations Collide Lancaster and Stillman 2002

## **Traditionalists (Born 1900-1945) 45 years**

Approximately 75 million people

Important or Popular Figures: Joe DiMaggio, Joe Louis, Joe McCarthy, Dr. Spock, FDR, JFK, John Wayne, Bob Hope, Elizabeth Taylor

Important Places: The world opened up for this generation – radio broadcasts, war news from around the globe, radio entertainment, the kitchen table, front porch, and church

Important Things: scarce resources, food, supplies, especially during the great depression and war eras. Waste not, want not was a way of life. Words that best describe this generation – Loyal, Patriotic, and Frugal. Music trends: classical, orchestral, crooners

In history: Fought and won two world wars, lived through the depression, alive for the creation of social service initiatives, Medicare etc...

Cutting Edge Technology – indoor plumbing, party line telephones, phonograph (78rpm) radio, television

Why did they go to College? - Usually just one person in the family went to college – professional school. The family would pool their resources so the talented one (usually male) could receive an education. It was a privilege to go to college.

## **Baby Boomers (Born 1946-1964) 18 years**

80 million people

Important or popular Figures: Martin Luther King Jr., JFK, Rosa Parks, Kingston Trio, Barbra Streisand, Janis Joplin, Captain Kangaroo, The Beatles, Richard Nixon

Important Places: Vietnam, Watergate Hotel, Chappaquiddik, Kent State University, Sit-ins, love-ins, Woodstock

Important things – Television, television, television! The world in your living room. Consumerism, acquiring more of everything, the drug culture, doing better than your parents  
Words that best describe this generation: Optimistic, Competitive, The “Me” Generation, Change Agents. Music Trends: Elvis, folk music, protest music, Bob Dylan, Motown, Rock n’ Roll

In history: Vietnam War, Watergate, “the 50’s” prosperity, birth of rock and roll, creation of the suburbs and suburban living, moon landing

Cutting Edge Technology – 8 track tapes/cassette tapes, call waiting, push button phones, pong, pinball and arcade games,

Why Go to College? MRS. Degree, avoid the draft, to do better than your parents, encouraged by parents to go.

## **Generation X (Born 1965-1980) 15 years**

46 million people

Important or Popular Figures: Brat Pack actors, Beavis and Butthead, Quentin Tarantino, Newt Gingrich, O. J. Simpson, Dennis Rodman, Supermodels, Madonna, Michael Jordan

Important Places: The world and beyond – rise in science fiction, animation, and all parts of the earth

Important things –Computers, electronic equipment, digital everything. Words that best describe this generation: Independent, skeptical, self-reliant, latchkey generation. Music Trends: Grunge, “hair bands” hard rock, and alternative rock

In history: satellite technology, space travel has always existed, pervasive violence, AIDS, significant increase in both parents working and in divorce rate, gulf war.

Cutting-Edge Technology – video games, personal computers in the home, microwave ovens, CD’s, dvd’s, ATM machines, cordless phones

Why go to College? – get technical training, parents expected it, to party, friends were going.

## **Millennial Generation (Born 1981-1999) 18 years**

76 million people

Important or Popular Figures: Bill Clinton, Prince William, Ricky Martin, Leonardo DiCaprio, Mark McGwire, NYFD/NYPD, The Williams sisters, Venus and Serena.

Important Places: The world and virtual worlds created by themselves or others. Day care and team activities after school. Volunteering around the community.

Important things – 9/11, school shootings, Princess Diana's death, scandals of Pres. Clinton and O.J. Simpson, 2000 elections with questionable results, the Internet and instant information, community, teams, community service. Lots of divorce and new examples of family. Words that best describe this generation: Realistic, loyal, embracing of diversity. Music Trends: hip hop, rap, urban music, and world music.

In history: blurring of lines between fantasy and reality, world peace, continued high divorce rate, lots of famous people getting in trouble with the law.

Cutting Edge Technology – I-pods, cell phones with cameras, digital cameras, computers control everything, computer purchases I/M ing, giga pets, play station X box

Why go to College? You just do it. To get ahead, friends are, feel like you have to, nothing better to do.