

Meet The Matures

Born between: 1909 - 1945	When you think of this generation think: Duty before pleasure and sacrifice
Formative events: War Women stepping into workforce	Think of: Jimmy Carter Charlton Heston John Glenn George Bush Billy Graham

Matures: An Overview

The Matures fought in World War II or were children during the war. The eldest members of the Matures remember the Great Depression and their memories of those times have made an indelible mark on them. Many of their behaviors today can be traced back to their experiences during the Depression.

Both the company and the employee believed that loyalty to one another created even more loyalty. Most of the Matures worked for only one company in their lifetime and stayed with their employer until they retired and the company rewarded them with a gold watch. The post-war workplace they inhabited was primarily male dominated. The mothers stayed at home and kept up the house and raised the children.

Today the Matures are being acknowledged on every front for their efforts. They're being written about by Tom Brokaw ("The Greatest Generation"), featured in films ("Saving Private Ryan", "Band of Brothers") and are courted by politicians since they vote en masse.

Matures in the workplace ~ they:

- Are loyal to their employer and expect the same in return.
- Possess superb interpersonal skills.
- Believe promotions, raises, and recognition should come from job tenure.
- Measure a work ethic on timeliness, productivity, and not drawing attention.

Meet The Boomers

Born between: 1946 - 1964	When you think of this generation think: Team work, build the economy
Formative events: The Civil Rights Movement John F. Kennedy, Robert Kennedy, Martin Luther King assassinations Vietnam War Woodstock	Think of: The Beatles Oprah Winfrey Muhammad Ali

Boomers: An Overview

Today the Boomers are in control. They run our local, state, and national governments, they are the bosses, supervisors, managers, and CEOs of most companies, and they dominate the workforce because of their enormous numbers. The word “workaholic” was coined to describe the Boomers.

Through their enormous numbers (77 million), their intense work ethic, and their competitive nature, the Boomers got productivity in US to the forefront of the world community. Boomers today are still working as hard as they’ve ever worked but some are asking themselves if their intense work ethic has paid off the way they had hoped. The Boomers are evolving today and in the second halves of their lives will live with a different focus.

Boomers in the workplace ~ they:

- Believe in, champion, and evaluate themselves and others based on their work ethic.
- Work ethic for Boomers is measured in hours worked.
- Believe teamwork is critical to success.
- Believe relationship building is very important.
- Expect loyalty from those they work with.

Meet The Xers

Born between: 1965 --1979	When you think of this generation think: Skeptical, Reluctant, Self Sufficient
Formative events: Fall of the Berlin Wall The Gulf War The PC boom	Think of: Andre Agassi Kurt Cobain Michael Dell the cast of "Friends" Monica Lewinsky

Xers: An Overview

Xers came into the workforce defined as “slackers” and were characterized as unmotivated, lazy, sarcastic, and disrespectful. Their parents were the first generation taking the pill in order to not to have children. As a result of major institutions (government, the church, military, marriage, major corporations) making false promises, Xers have major trust issues.

Though they could easily be considered pessimistic about their world and their future, you’ll find that most have a positive attitude. Xers have willingly taken responsibility for their day-to-day well being. “We’ve seen that the company won’t provide it, nor will the government,” they think, “So it is up to me.” As a result, they look for opportunities to advance their skills, keep their options open and create balance in their lives.

Xers in the workplace ~ they:

- Desire mentorship.
- Want open communication regardless of position, title, or tenure.
- Respect production over tenure.
- Value control of their time.
- Look for a person to whom they can invest loyalty, not a company.

Meet The Millennials

Born between: 1980 -- 2000	When you think of this generation think: Overly coddled. Idealistic. Sheltered. Confident. Team Oriented. Pressured. Achieving.
Formative events: Oklahoma City Bombing 9/11 Terrorist Attack The Internet boom	Think of: Prince William and Prince Harry Serena and Venus Williams Macaulay Culkin Justin Timberlake

Millennials: An Overview

Born in a time where iphones, ipods, itouch are hip, Yers have a real interest in gaining the experiences and items specific for them. Along with ever-present technology, the Millennials have mostly known affluence in their lives. For the majority of their lives they've only seen a growing economy. The recent economic downturns are the first change in the nation's economic pace they've experienced.

As children of the Boomers and the oldest Xers, Millennials have been protected by their parents. Their parent's response to all danger has been to insulate and protect them, to carefully guide them through life, and to constantly build their self-esteem. Their lives thus far are epitomized by the "Baby On Board" signs in cars and everyone gets a trophy just for being on the team.

Today a population whose size will rival the Boomers, the Millennials come into the workplace looking for the opportunity to learn and move up. They want to be close with their peers and search for leadership from their bosses and supervisors. They're thirsty to gain meaningful experiences and have a real need to understand how the make a difference.

Millennials in the workplace ~ they:

- Search for the individual who will help them achieve their goals.
- Want open, constant communication and positive reinforcement from their boss.
- Find working with someone of the Mature generation easy to do.
- Search for a job that provides great, personal fulfillment.
- Are searching for ways to shed the stress in their lives.