

INCLUSION & DIVERSITY



THE BASICS

20-25 year
span

Unique set
of values

Reacts to
the
generation
before them

Looks
skeptically
at the next
generation

U.S. COHORTS



G.I.s

1900-1926



Traditionalists

1927-1945



Boomers

1946-1963



Gen X

1964-1979



Millennials

1980-1999



Centennials

2000 + beyond

**IT'S NOT
PERSONAL
IT'S GENERATIONAL**



ANNA LIOTTA

The infographic consists of four overlapping diagonal bars representing different generations. From top to bottom: a green bar for Millennials (1978-1999), an orange bar for Gen X (1965-1977), a blue bar for Baby Boomers (1946-1964), and a red bar for Traditionalists (1928-1945). To the right of these bars are icons and descriptions for each generation: a smartphone for Millennials (technical/tech-savvy), an 'X' for Gen X (skeptical/independent), a clock for Baby Boomers (optimistic/competitive), and a house for Traditionalists (hard working/disciplined).

MILLENNIALS
1978 - 1999

GEN X
1965 - 1977

BABY BOOMERS
1946 - 1964

TRADITIONALISTS
1928 - 1945

MILLENNIALS
technical/tech-savvy

GENERATION X
skeptical/independent

BABY BOOMERS
optimistic/competitive

TRADITIONALISTS
hard working/disciplined

**UNLOCKING
GENERATIONAL CODES**

**C
O
D
E
S**

Communication Style

Orientation

Discipline

Environment

Success



TRADITIONALISTS

1927-1945

INFLUENCERS

- Wars: WWII, Korean War
- Economy: Great Depression, New Deal
- Rise of corporations
- Space Age began

CORE VALUES

- Hard work
- Conformity
- Safety, security
- Duty
- Loyalty
- The system over individual enterprise

ATTRIBUTES

- Traditional morals
- Dedicated
- Disciplined
- Fiscally prudent
- Patriotic
- Respectful of authority

TRADITIONALISTS

1927-1945



WORKPLACE

- Authority based on seniority and tenure
- Conservative work environment
- Clear chain of command
- Clearly defined rules, policies
- Respect their experience
- Formal communication style



MARKETING

- Fiscally conservative
- Words like “dedication” and “sacrifice” = positive response
- Personalized touch
- Tradition sells
- Brand loyalty



BABY BOOMERS

1946-1963

INFLUENCERS

- Civil Rights Movement
- Vietnam War
- Sexual Revolution
- Cold War
- Promised American Dream

CORE VALUES

- Anti-war
- Equality
- Family-oriented
- Personal gratification

ATTRIBUTES

- Ambitious
- Positive
- Challenge authority
- Strong work ethic
- Live to work
- Idealistic

BABY BOOMERS

1946-1963



WORKPLACE

- Workaholics
- Democratic workplace
- Dislike conflict
- Don't like change
- Team Player
- In person communication - meetings



MARKETING

- Appeal to how young they feel
- Competitive nature makes them want to show off their wealth
- Want to be educated
- Will pay for convenience



GENERATION X

1964-1979

INFLUENCERS

- Dual income families; single parents; parents had highest divorce rate
- First generation of Latchkey kids
- End of Cold War
- Watergate
- Energy Crisis
- Computers

CORE VALUES

- Entrepreneurial
- Independent
- Skeptical
- Advocates of diversity
- Work/life balance

ATTRIBUTES

- Adaptable
- Resourceful
- Don't trust easily
- Manage independently
- Self-directed learners
- Comfortable with technology
- Results-driven
- Work to live

GENERATION X

1964-1979



WORKPLACE

- Work/Life balance
- Flexible schedules
- Challenge authority
- Don't like strict supervision
- Direct communication



MARKETING

- Want transparency and honesty
- Want information
- Personalize the message
- Show value for the money



MILLENNIALS

1980-1999

INFLUENCERS

- Digital media
- Child-focused world
- School shootings, terrorist attacks
- Overindulged by Boomer parents
- Kids with schedules

CORE VALUES

- Achievement
- Civic duty
- Competitive
- Tolerant
- Spiritual
- Group work, teams
- Mentorship

ATTRIBUTES

- Optimistic, positive
- Social
- Technologically savvy
- “Always On” connectivity
- Racially/ethnically diverse
- Global world view
- Patriotic
- Resilient

MILLENNIALS

1980-1999



WORKPLACE

- Ambitious
- Want a voice and respect
- Multitasking
- Want to be evaluated by results
- Want to be challenged
- Need rationale and feedback



MARKETING

- Don't market at them, start a conversation (e.g., social media)
- Want to be listened to
- Constant communication with friends and family
- Support companies that "do good"



CENTENNIALS - GEN Z

2000 and Beyond

INFLUENCERS

- Slow-growth economy
- Increasing income disparity
- Polarized Politics
- Global Terror

CORE VALUES

- Independence
- Prioritize financial security over personal fulfillment.
- Openness
- Realism
- Diversity
- Growth mindset
- Mobile-first experiences

ATTRIBUTES

- Inherently optimistic
- Responsible
- Resilient
- Informed
- Pragmatic
- Willing and able to spend
- Mobile natives

MCENTENNIALS – GEN Z 2000 and beyond



WORKPLACE

- Prefer to work in industries that intersect with their lives.
- Desire diverse and entrepreneurial opportunities.
- Safe and stable environment.
- Prefer individual tasks over team-based.
- Want independence but not isolation.



MARKETING

- They want products/services based from their ethics, practices and social impact.
- Very attached to social media.
- Typically view diversity as generational differences.
- Market to them and not those of other generations.



CENTENNIALS - GEN Z

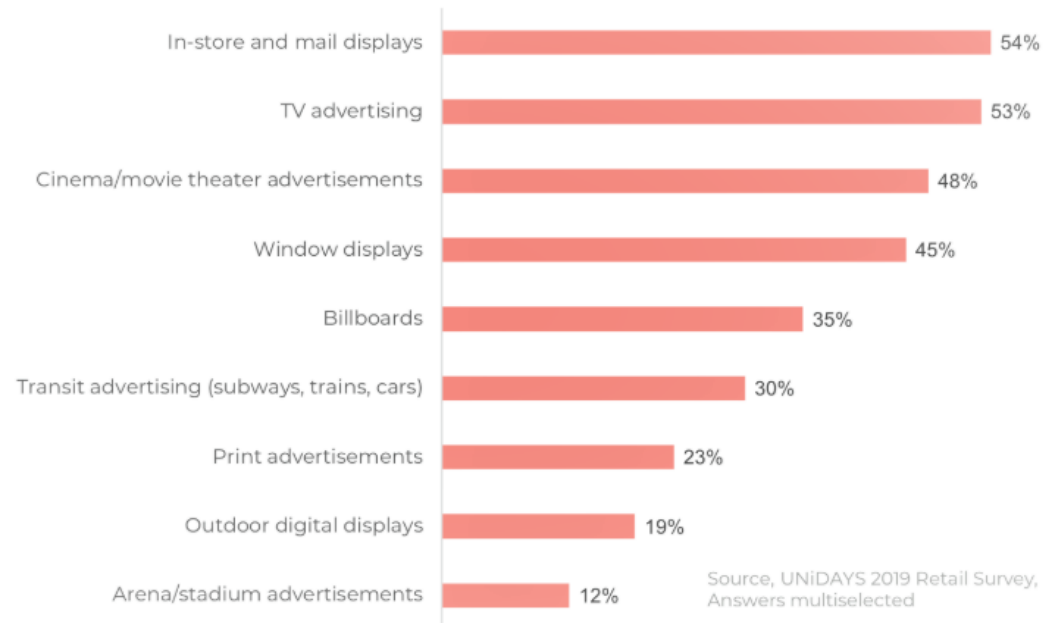
What Gen Z Wants From Their Experiences

96% Will pay more for a brand that provides them with a positive experience.

77% Would rather spend their money on something they can experience rather than a material possession.

77% Believe that price/cost is secondary to a memorable experience.

Gen Z students' favorite types of non-digital ads



POINTS OF FRICTION

| | Traditionalists | Boomers | Generation | Millennials | Centennials/Gen Z |
|--------------------------|------------------|----------------|-------------|-------------------------|-------------------|
| Work Culture | Conservative | Warm, Friendly | Informal | Collaborative, Positive | Independent |
| Work Ethic | Dedicated | Driven | Balance | Ambitious | Practical |
| Organizational Hierarchy | Top Down | Flat | Flat | Holacracy | Flat |
| Technology | Adapted | Acquired | Assimilated | Integral | Foundational |
| Managing Change | Don't adapt well | Don't enjoy | Adapt well | Enjoy | Welcomed |
| Respect | Given | Earned | Earned | Expected | Earned |