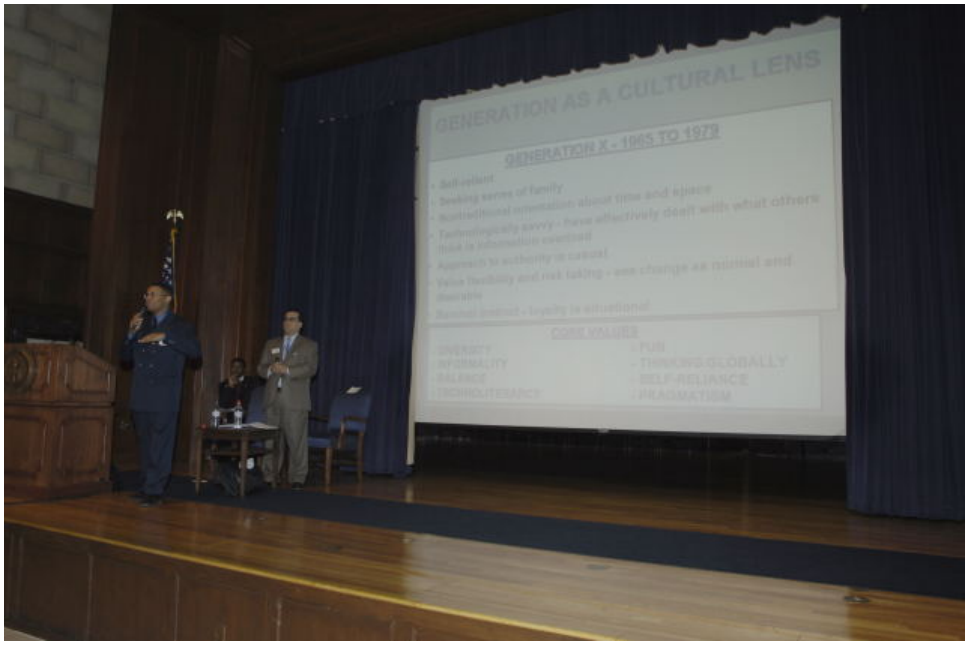
WHAT ARE WE TALKING ABOUT
Generation as a Cultural Lens
Veterans/Traditionalists
Baby Boomers
Generation X
Echo Boomers (Generation Y/Nexters)

GENERATION AS A CULTURAL LENS
THE BABY BOOMERS - 1945 TO 1964
personal gratification
CORE VALUES
- TEAM ORIENTATION
- HEALTH AND WELLNESS
- YOUTH
- INVOLVEMENT


GENERATION AS A CULTURAL LENS
GENERATION X - 1965 TO 1979
CORE VALUES
- FUN
- THINKING GLOBALLY
- SELF-RELIANCE
- PRAGMATISM

actions you can take to motivate your tea
actions or programs you can put into plac
you can promote that will encourage othe
our team

GENERATIONAL CORE VALUE CLASHES
VETERANS
DUTY BEFORE PLEASURE
DEDICATION/SACRIFICE
PATIENCE
HARD WORK
CONFORMITY
LAW AND ORDER
RESPECT FOR AUTHORITY
HONOR
BABY BOOMERS
PERSONAL GRATIFICATION
TEAM ORIENTATION
OPTIMISM
WORK
PERSONAL GROWTH
CHALLENGE AUTHORITY
HEALTH AND WELLNESS/YOUTH
INVOLVEMENT
GENERATION X
DIVERSITY
FUN
INFORMALITY
THINKING GLOBALLY
BALANCE
SELF-RELIANCE
TECHNOLITERACY
PRAGMATISM
NEXTERS/MILLENIALS/GEN Y
DIVERSITY
CIVIC DUTY
OPTIMISM
SOCIABILITY
MORALITY
CONFIDENCE
STREET SMARTS
ACHIEVEMENT

Measure your success