

CAM MARSTON - GENERATIONS SUMMARY SHEET

	MATURES	BOOMERS	XER'S	MILLENIALS
Born between:	1909-1945 (Age 68+)	1946-1964 (Age 49-67)	1965-1973 (Age 34- 48)	1979 - 1988 (Age 33 & under)
When you think of this generation think:	Duty, Sacrifice	Individuality, "Me" Generation	Skeptical, Reluctant, Self Sufficient, the most loyal consumer, the most loyal employees	Coddled, Idealistic
Formative events:	The Great Depression, Pearl Harbor, WW II, Hiroshima	The Civil Rights Movement, John F. Kennedy, Robert Kennedy, Martin Luther King assassinations, Vietnam War, Woodstock, The Cold War, Roe vs. Wade	Watergate, Fall of the Berlin Wall, Challenger explosion, The Gulf War, The PC boom, The Reagan Presidency	Oklahoma City Bombing, 9/11 Terrorist Attack, The Internet boom,
In the workplace:	Are loyal to their employer and expect the same in return.	Believe in, champion, and evaluate themselves and others based on their	Eschew the hard-core, super-motivated, do or die Boomer work ethic.	Search for the individual who will help them achieve their goals.
	Possess superb interpersonal skills.	Work ethic for Boomers is measured in hours worked. Measuring productivity	Want open communication regardless of position, title, or tenure.	Want open, constant communication and positive reinforcement from their
	Are enjoying flextime arrangements today so they can work on their own schedule.	Believe teamwork is critical to success.	Respect production over tenure.	Find working with someone of the Mature generation easy to do.
	Believe promotions, raises, and recognition should come from job tenure.	Believe relationship building is very important.	Value control of their time.	Search for a job that provides great, personal fulfillment.
	Measure a work ethic on timeliness, productivity, and not drawing attention.	Expect loyalty from those they work with.	Look for a person to whom they can invest loyalty, not a company.	Are searching for ways to shed the stress in their lives.
In the marketplace, they:	Have great faith in the nation's institutions: people (i.e., Charlton Heston), companies, and the government.	Are interested in products and services that will allow them to regain control of their time.	Can spot a phony a mile away.	Want to be like their peers but with a unique twist.
	Demand quality. It is more important than speed or efficiency.	Believe technology brings with it as many problems as it provides solutions.	Rely on peer-to-peer referrals more than any other generation.	Don't want to be hurried.
	Are loyal customers but aren't afraid to shop around.	Want products and services that have been customized for them, the individual.	Want options; plans B, C, and D.	Will consider a company's products if the company is known for their altruistic attitude.
	Think the standard options are just fine. There is no need to get fancy or customize.	Want products and services that will indicate to their peers that they're successful.	Want to be in control of the sale.	Are loyal consumers. Search for the unique and hard to find items.