



GENERATIONS



What is generation?

How many generations are there?

Demographers started defining
particular generations back from late
1800s

What generations do you know?

Also known as Generation of WWI (born between 1883 and 1900)



THE LOST GENERATION

Greatest Generation (born between 1900-1924)



Interbellum Generation (optional)



Silent Generation (born between 1925-1942)



TRADITIONALISTS

(born 1922-1943)

RESPECT
FOR
RULES

HARD
WORKERS

CONFORMITY

DEDICATION

LOYAL

FRUGAL



BOOMERS

(born 1944-1960)

PERSONAL
GRATIFICATION

SILENT
GENERATION

MORE
CONVENTIONAL

OPTIMISM

COMPETITORS

WORKAHOLICS



Baby Boomers (Born 1946 - 1964)



Hear Us Roar!

Some things that shaped the life of Baby Boomers

- End of World War 2
 - Cold War
- Abundance of jobs and career choices
 - Civil rights movements
 - Feministic movement
- The peak of economy development
 - Highest quality of life
 - High level of medical service

Baby Boomers

- the wealthiest, most active, and most physically fit generation up to that time
- grew up genuinely expecting the world to improve with time (politically active)
- think of themselves as a special generation, very different from those that had come before

Generation X (1965-80-85)
(Generation Me-me-me)



Some things that shaped the life of X-generation

- End of Cold War
 - Drastically increased divorce rate
- Contraceptives available and advertised
- Demographic Transition (no surplus)
 - Internet appears
 - Rapid cultural-economic change
- Failure of education system (as a result)
 - Political indifference and inertness

Generation X

In UK they were called the generation of people that get in bed before marriage,

- don't believe in god,
- don't care about Queen,
- don't respect parents

and don't change their family name in marriage.

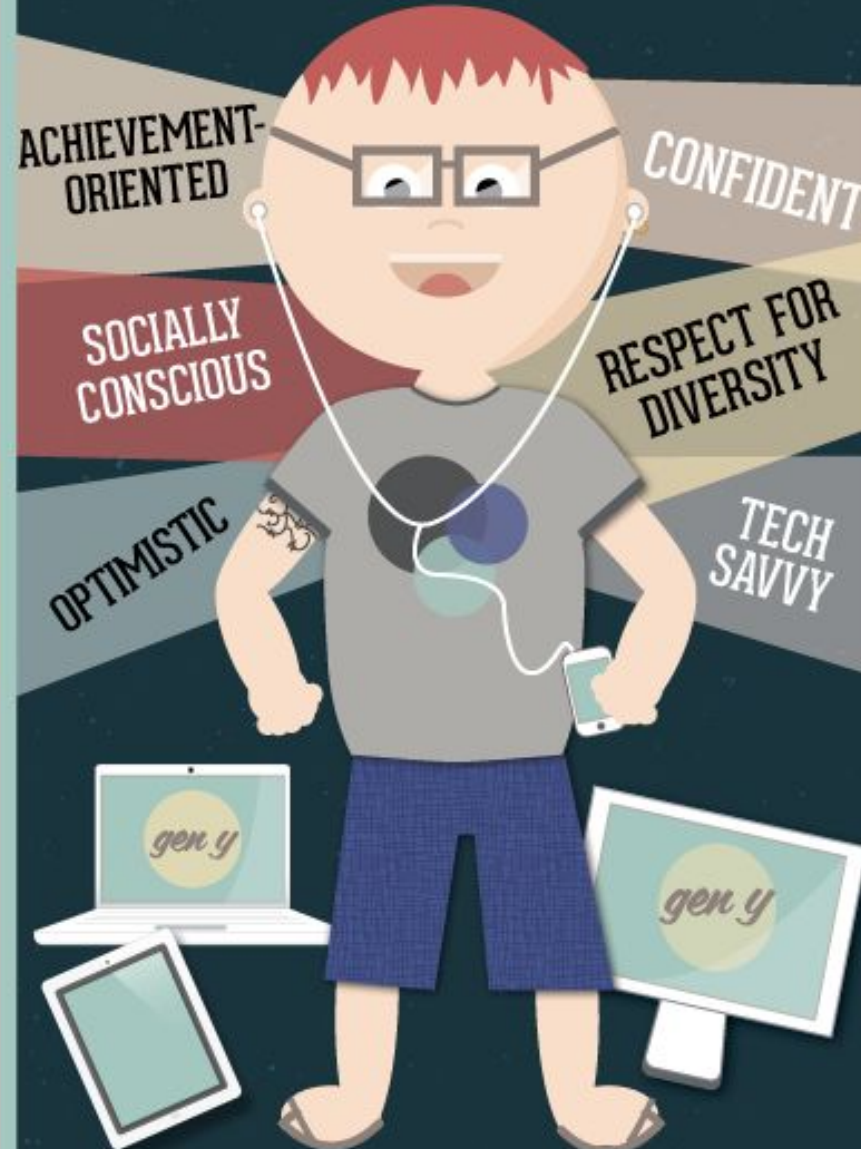
GENERATION X

(born 1961-1980)



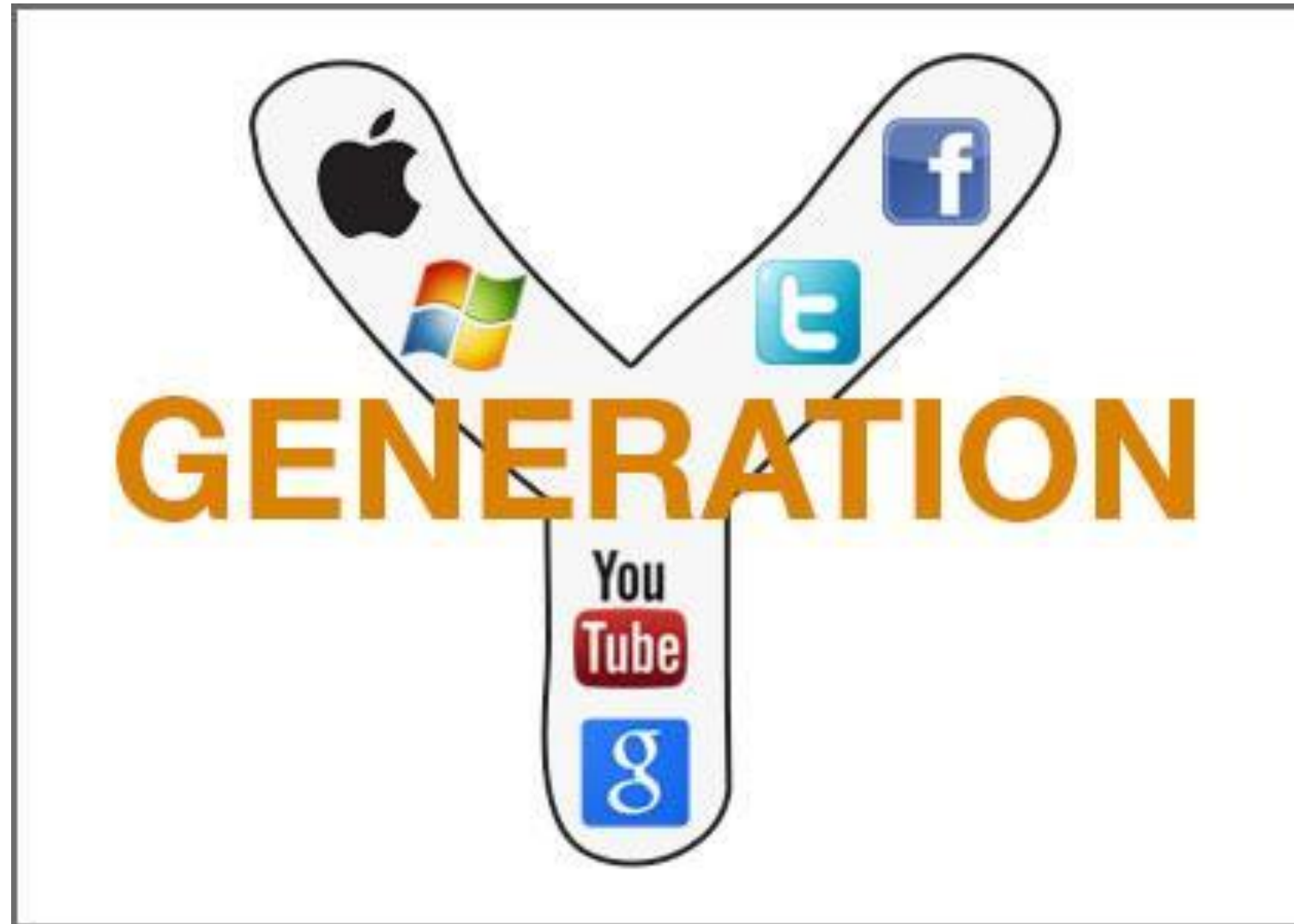
GENERATION Y

(born 1981-2000)



Millennials /Generation Y (1985-2000)

Generation We



Some things that shaped the life of Y-generation

- 9-11 and culture collision
 - Faith crisis
 - World economic crisis
- Very high job requirements
- Most educated generation ever
- Social networks (dependency)
- Information availability (media)

Generation Y

Called peter Pan generation, Millenials:

- tend to enter adult life much later
 - Live with parents
 - Love to play games
- Form a family at a relatively late age
- Choose job at a relatively late age
- Trophy Kids – loving competitions

(born between 1995-2015)

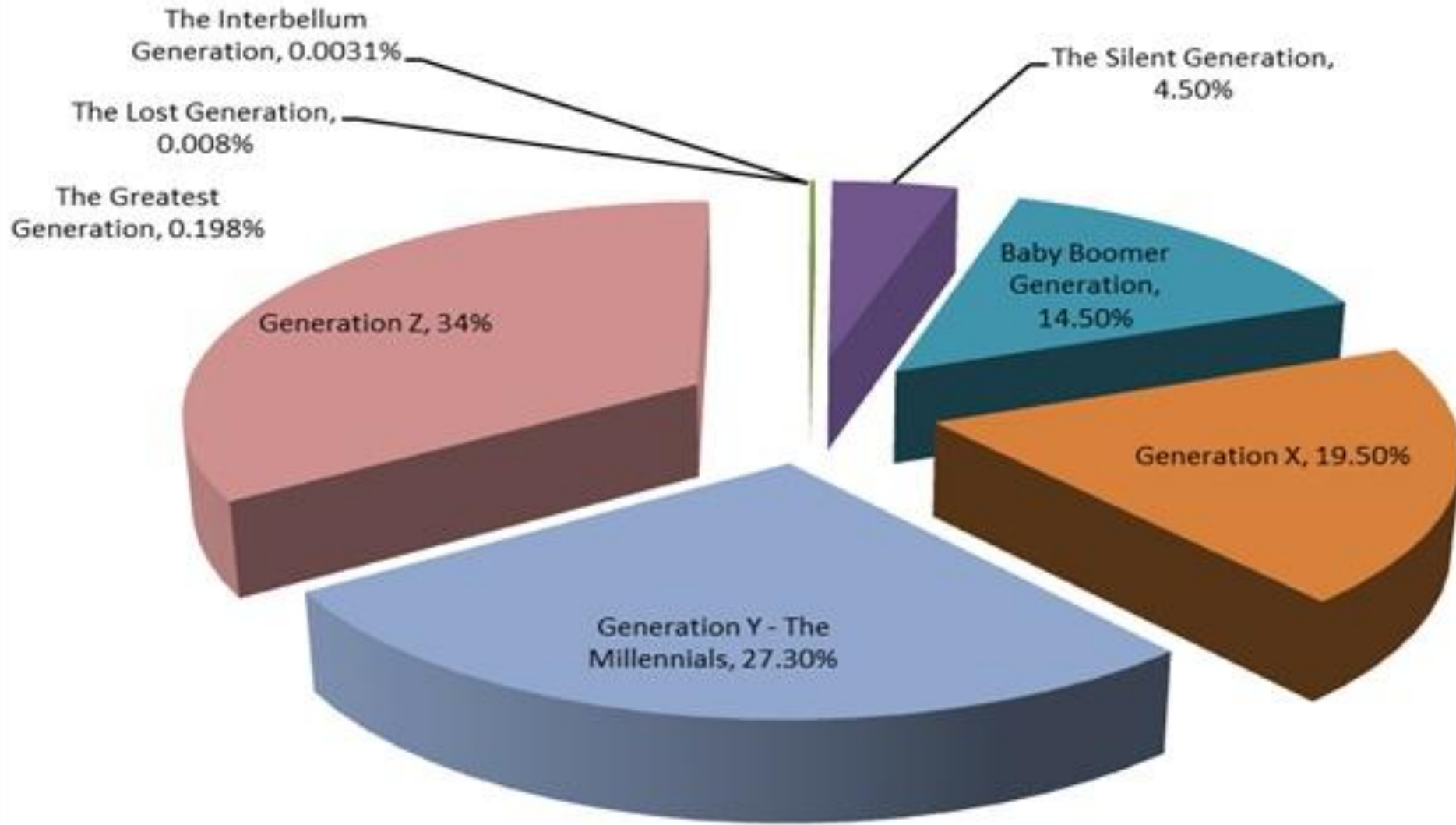
**GENERATION Z:
CONNECTED FROM BIRTH.**



What generation do you belong to?

Are a typical representative of your generation?

World's Population Segregation Generation Wise



Why do people need to research generations?

What important information can you learn from studying generation behavior?

It's no surprise most researches target two spheres of life of people – their work and their purchasing priorities.

What is the icon item of your generation? What is/was considered a necessary luxury among your age mates?

For Silent Generation and earlier it was a car



For Baby-boomers it was a TV



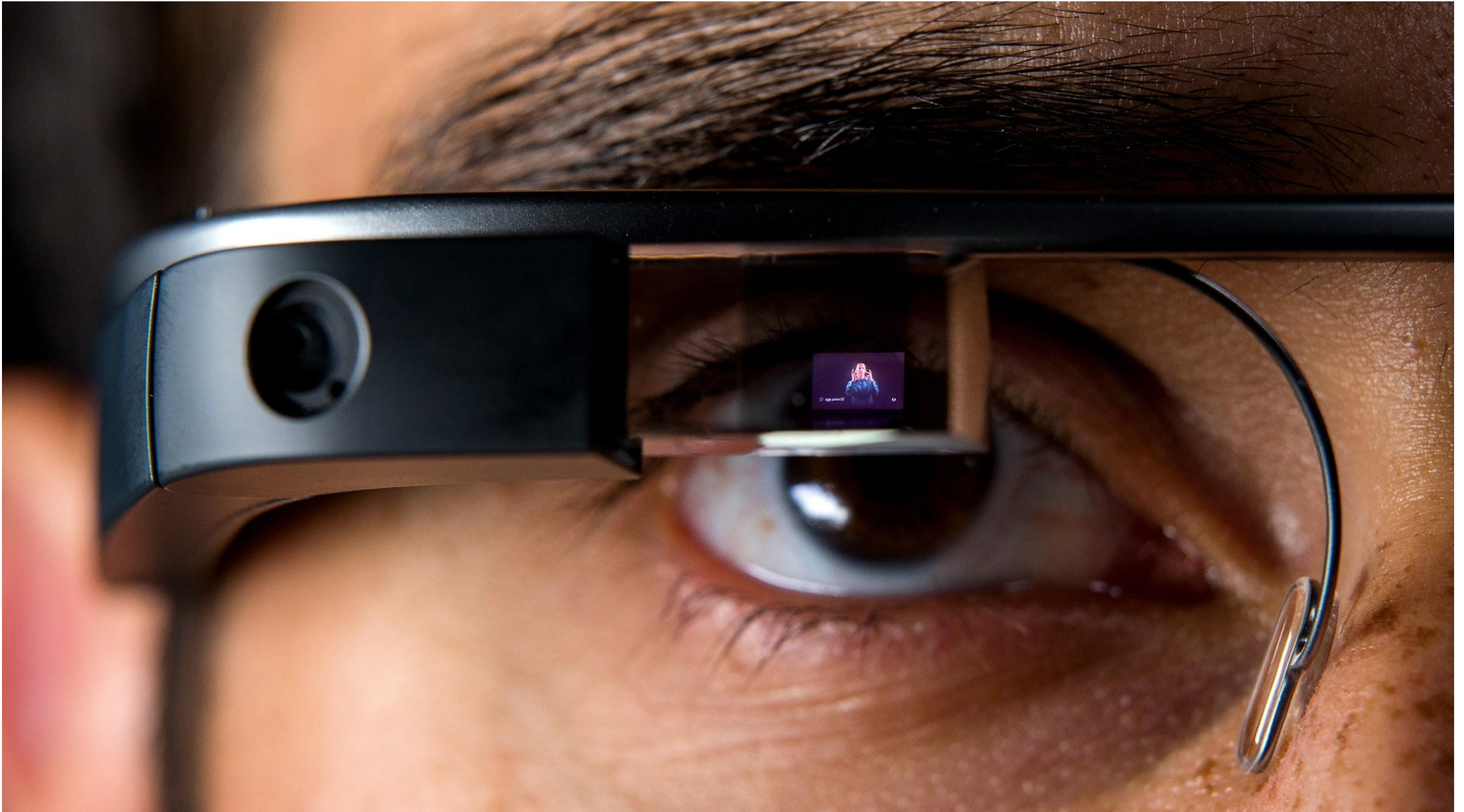
For Gen-X (born 1965-85) it was a computer



For Gen-Y (85-2000) it was a tablet



For Gen-Z it will be a personal digital interface



How do you usually communicate and keep in touch with your friends?

What media is the easiest for you to use?

How do you communicate with your friends and relatives when you don't see each other? Do you call them, text them, write letters or use VK/OK for that?

For pre-Boomer generations it was letters



Boomers (1945-1965) prefer a phone



For X-ers (1965-1985) it became e-mail



For Millennials (1985-2000) it became social media



For Z-generation



Our four generation workforce provides challenges



Seniors

b. 1920-1945

Baby Boomers

b. 1946-1965

Gen Xers

b. 1966-1979

Gen Yers

b. 1980-2000

- What is your vision for the most suitable kind of job for you?
- Would you wish to change your work place often or try other careers?
- Would you like to work for one and the same organization or even freelance?

Silent Generation generally preferred jobs for life

**A JOB ISN'T
JUST A JOB.**

**IT'S WHO
YOU ARE.**

Baby boomers preferred organizational career – working for the same organization, going from the bottom to the very top.



Gen-X (1965-85) preferred Portfolio careers -
Having specialization but drifting between
companies for best conditions

















Gen-Y (Millennials) prefer working for different companies as hired specialists, mostly digitally.



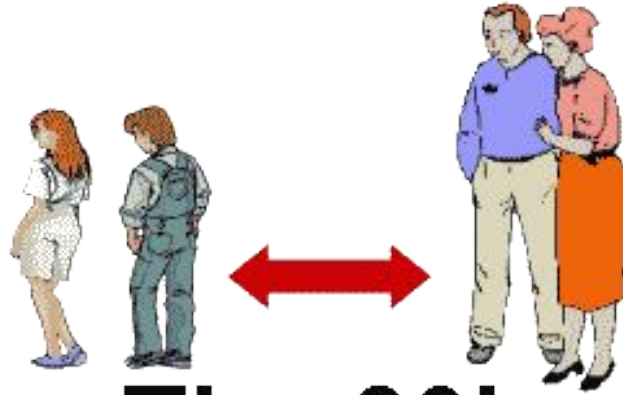
Gen-Z will master the art of freelance, almost all the time being available online, working and resting 'inside' the digital media



Talking a different language

Formative experiences	Maturists (pre-1945) Wartime rationing Rock'n'roll Nuclear families Defined gender roles - particularly for women 	Baby boomers (1945-1960) Cold War 'Swinging Sixties' Moon landings Youth culture Woodstock Family-orientated 	Generation X (1961-1980) Fall of Berlin Wall Reagan/Gorbachev/ Thatcherism Live Aid Early mobile technology Divorce rate rises 	Generation Y (1981-1995) 9/11 terrorists attacks Social media Invasion of Iraq Reality TV Google Earth 	Generation Z (Born after 1995) Economic downturn Global warming Mobile devices Cloud computing Wiki-leaks 
Attitude toward career	Jobs for life 	Organisational - careers are defined by employees	"Portfolio" careers - loyal to profession, not to employer	Digital entrepreneurs - work "with" organisations	Multitaskers - will move seamlessly between organisations and "pop-up" businesses
Signature product	Automobile 	Television 	Personal computer 	Tablet/smartphone 	Google glass, 3-D printing
Communication media	Formal letter 	Telephone 	E-mail and text message 	Text or social media 	Hand-held communication devices
Preference when making financial decisions	Face-to-face meetings	Face-to-face ideally but increasingly will go online	Online - would prefer face-to-face if time permitting	Face-to-face	Solutions will be digitally crowd-sourced

Generation Gap



The 60's



The 80's



The 00's



What is a generation Gap?

What usually causes a generation gap?

What are some key signs that a generation gap is present?



Do you ever disagree with your children/parents/grandparents about topics such as music, style and values?

Some people think it is OK to date or marry someone of a different generation to yourself, either older or younger, what do you think?

What shapes the opinion of the generation on such moral things as age difference between couples, marriage, attitude to children?

Can you talk to your parents/children about everything?

Do you think that your life is easier/harder than
your parents?

Is it possible for parents and children to be
friends?

Or for people of different generations to be
friends?

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When is an age gap good, and when is it not?



Do you think older people are boring?

GENERATION | GAP

Baby Boomers

Gen X

Gen Y



What role does technology change play in creating a generation gap?

How can you overcome a generation gap?