

# Defining Moments

A photograph of four Edison-style light bulbs hanging from black cords against a clear blue sky. Three bulbs are in the foreground, fully illuminated, showing their internal filaments. A fourth bulb is partially visible on the right, also lit. The cords are thin and black, extending upwards out of the frame.A photograph of a person's hands using a black stylus on a digital tablet. The person is wearing a gold ring on their finger. In the background, there is a silver camera, a black cup, a white mug, and a potted cactus. The scene is set on a wooden desk.

# Generational Characteristics

# The Traditionalist

## 1929-1945



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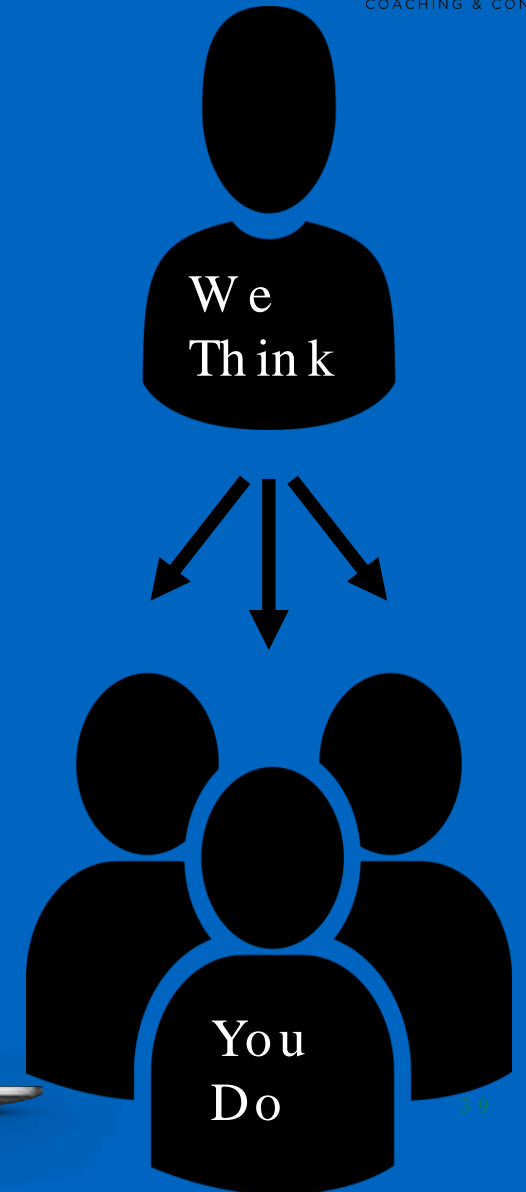






# The Great Depression

# Hierarchical Leadership





# The Traditionalist



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**Core Values:**  
**Respect for rules**  
**Dedication**  
**Frugal**  
**Loyal**

# The Traditionalist



## **Work Ethic:**

**Job was livelihood**

**Work hard**


**Show up early**

**Never miss a meeting**

# The Traditionalist



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A stylized illustration of an iceberg, rendered in various shades of blue and white. The iceberg is shown from a low angle, with its sharp, jagged peaks and ridges clearly visible. The top surface of the iceberg is flat and white, while the sides and base are composed of many triangular and polygonal facets, giving it a crystalline appearance. The iceberg is positioned on the left side of the slide, with its top surface extending towards the center where the text is located.

**Face to face**  
**Don't use "Tech Speak"**  
**Don't badmouth leadership**  
**Show respect for their experience**  
**Take an interest in past experiences**  
**Look for ways to learn from them**  
**Give them a voice in the organization**

**Strategies In**  
**The Workplace**

# Baby Boomers

1946-1964



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A full-page photograph of Neil Armstrong walking on the Moon. He is wearing a white spacesuit with a large life-support backpack and is walking towards the right. In the background, the American flag is planted in the lunar soil. The surface is covered in footprints and shadows. The text "Neil Armstrong walks on the Moon July 20, 1969" is overlaid in white on the lower-left portion of the image.

**Neil Armstrong  
walks on the Moon  
July 20, 1969**

# Boom of Babies

