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# Generation X

## 1965-1981





The Challenger Explosion  
January 28, 1986



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# Children of Divorce





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# Latchkey Kids





# Generation X

## Core Values

**Resilience**

**Less corporate, more casual**

**Independent**

**Creative**

**Willingness to buck the  
system**



# Generation X



## Work Ethic

**Fewer jobs until they land in a career**

**Moving toward stability**

**Often struggle with work/life balance**

**Want freedom regarding how  
work is completed**

# Generation X



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**Email or Text**

**Be conscious of the value they place on their time**

**Titles do not impress them**

**Never say, “Because I said so”**

**Appeal to senses of freedom and individuality with “Do it your way”**

**Strategies in  
The Workplace**

# The Millennials

## 1982-1994





The image is a complex digital composition. On the left, a large American flag with 50 stars is shown waving. In the center, there are two vertical, semi-transparent panels. The left panel shows a reflection of the World Trade Center towers, and the right panel shows a reflection of the American flag's stripes. The background on the right is a city skyline with various skyscrapers under a blue sky with light clouds. The date 'September 11, 2001' is written in large white text across the middle.

September 11, 2001

# The Collaborative Generation







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# Delayed Adulthood



# The Millennials



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Core Values

Optimism

Civic duty

Confidence

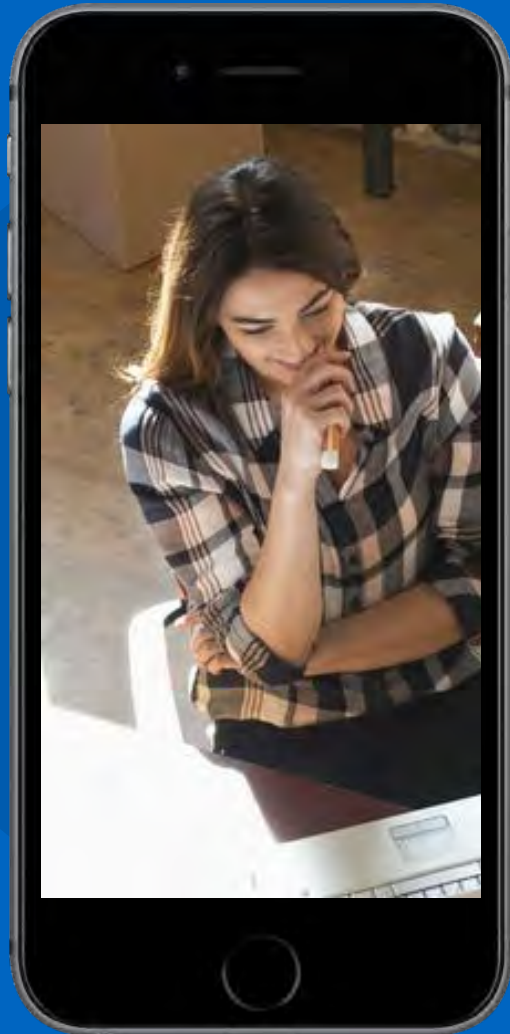
Achievement

Sociability

# The Millennials



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## Work Ethic

**13 plus jobs until they find their career**

**Experience driven, looking for purpose and meaning not just a paycheck**

**Want clarity of their jobs and expectations**



# The Millennials



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**Email, text, tech-friendly workplace**

**Answer the why of your organization**

**Offer remote work when appropriate and earned**

**Look for ways to build collaboration**

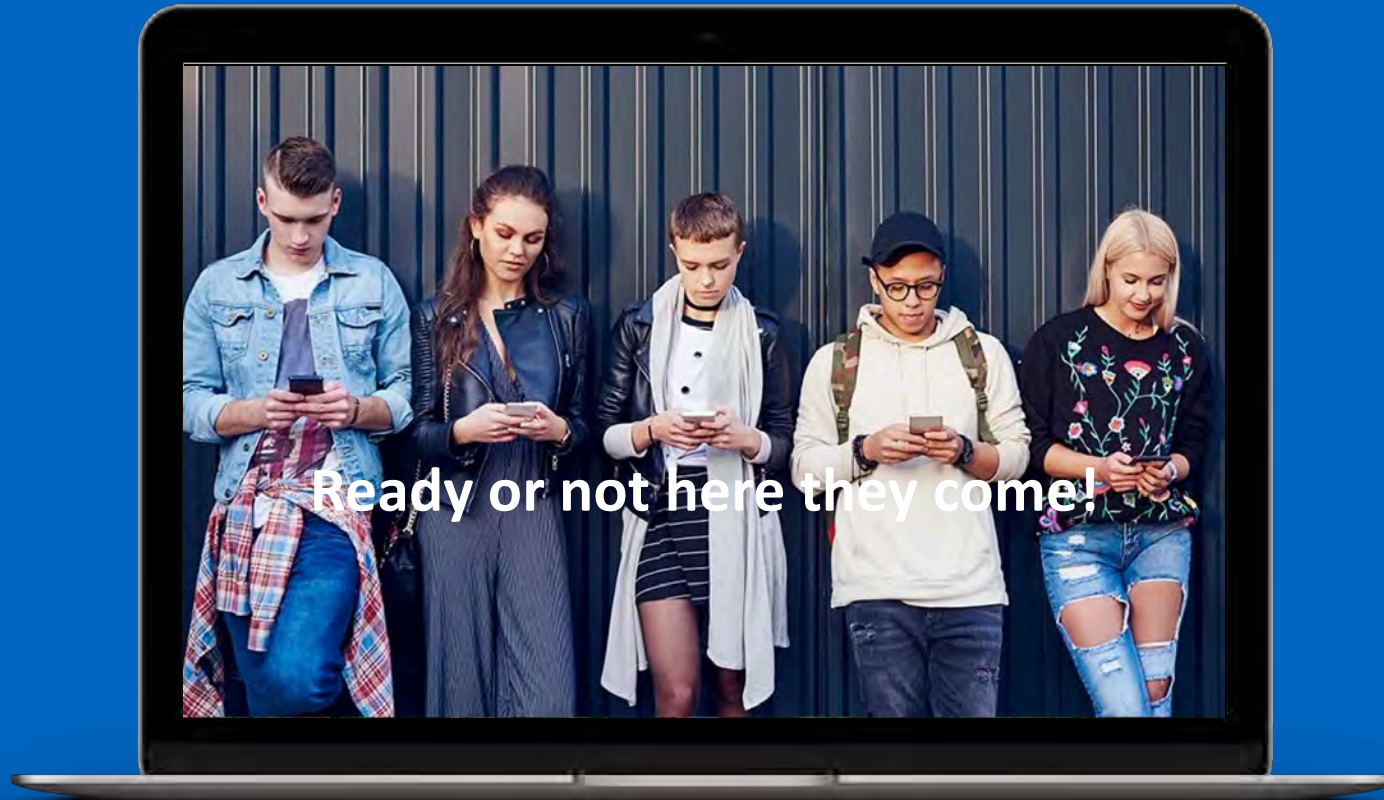
**Strategies In  
The Workplace**

# Generation Z/I Gen 1995-2012

GENERATION Z  
GENERATION 2020  
I-GENERATION  
ZOOMERS



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# Covid 19



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# Technology Everywhere





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# Growing Up Slowly



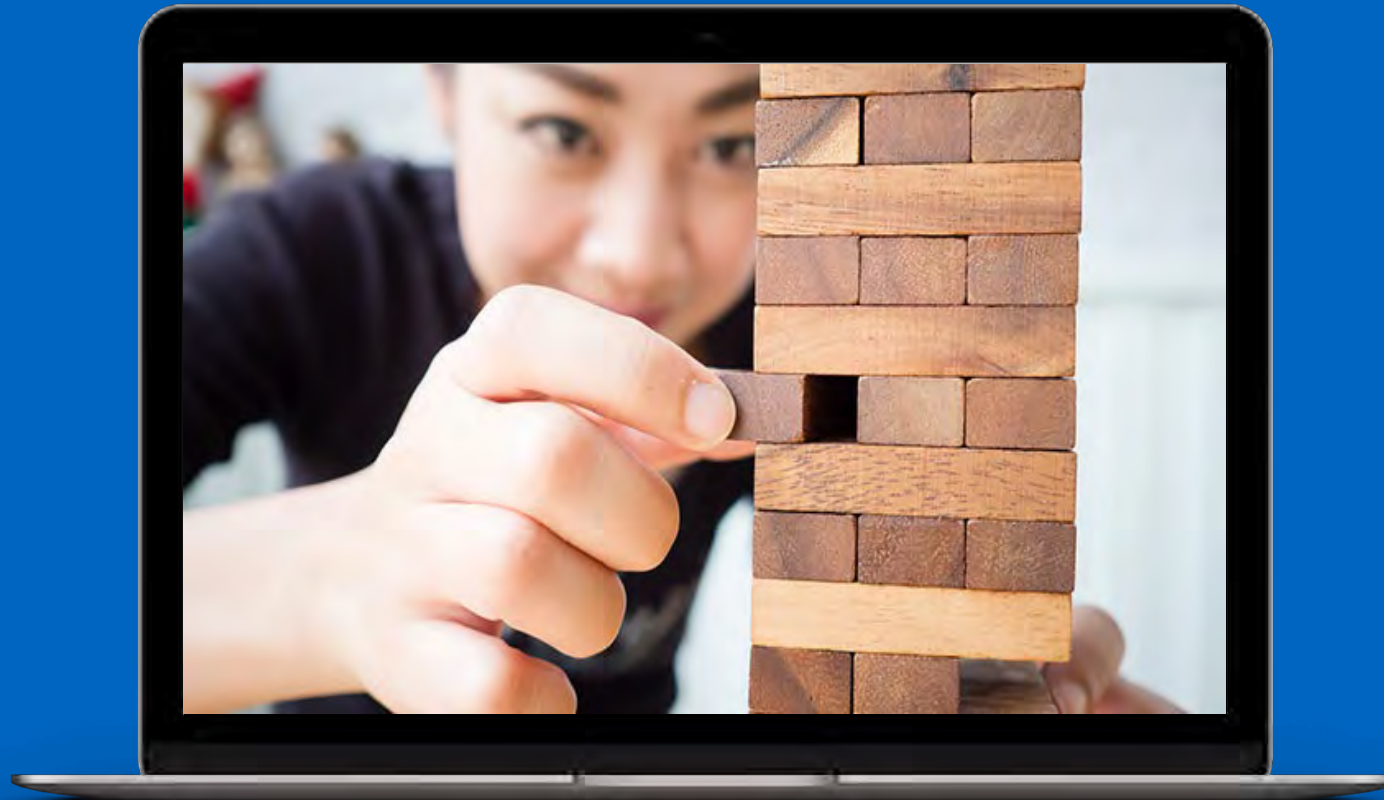


# Growing Up Slowly



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**More cautious and averse to taking risks**



\*Adapted from Jene Twenge

# Growing Up Slowly



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Less likely to drink alcohol or take drugs in high school

