

Generation X

1965-1981





The Challenger Explosion
January 28, 1986

Children of Divorce



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



COACHING & CONSULTING

Email or Text

Be conscious of the value they place on their time

Titles do not impress them

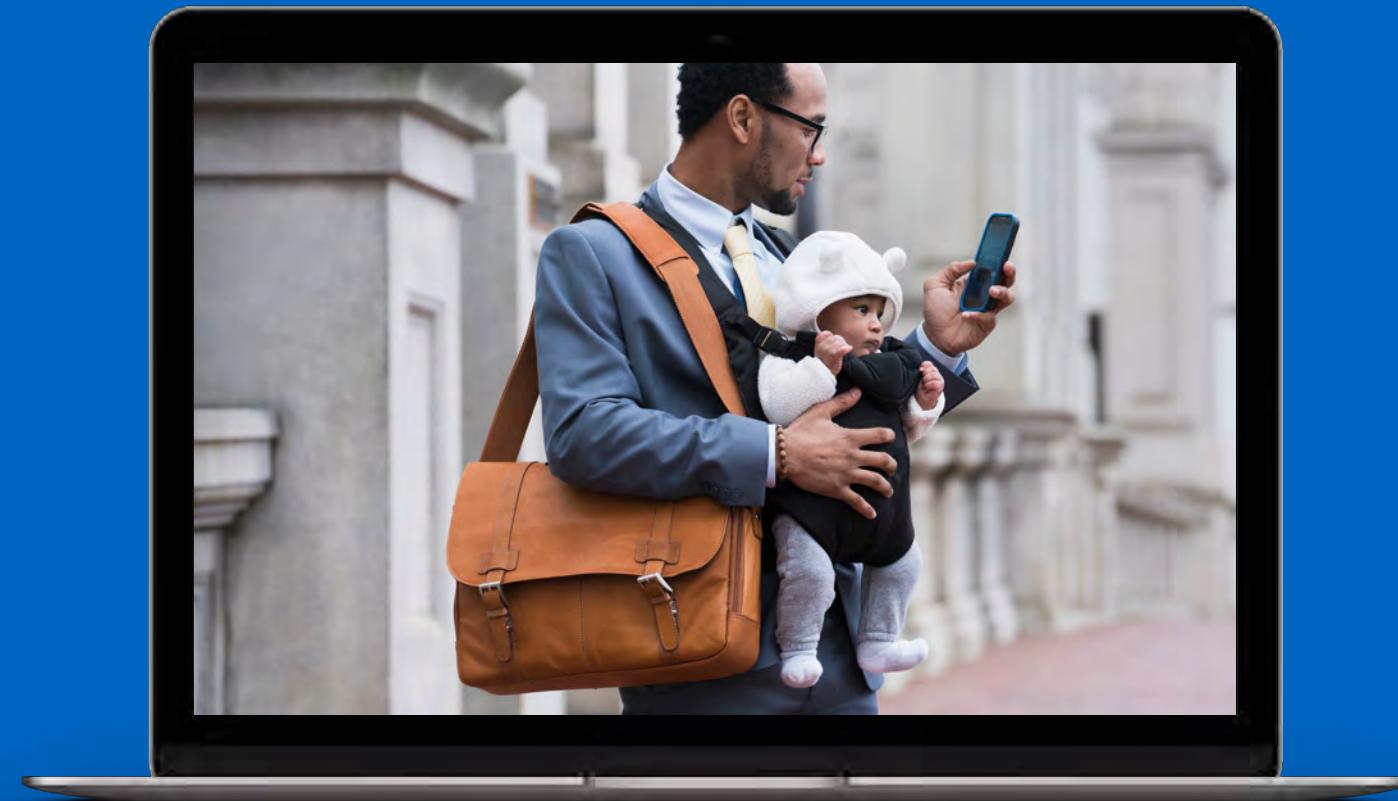
Never say, “Because I said so”

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

**Strategies in
The Workplace**

The Millennials

1982-1994





September 11, 2001

The Collaborative Generation



Delayed Adulthood



The Millennials



Core Values

Optimism

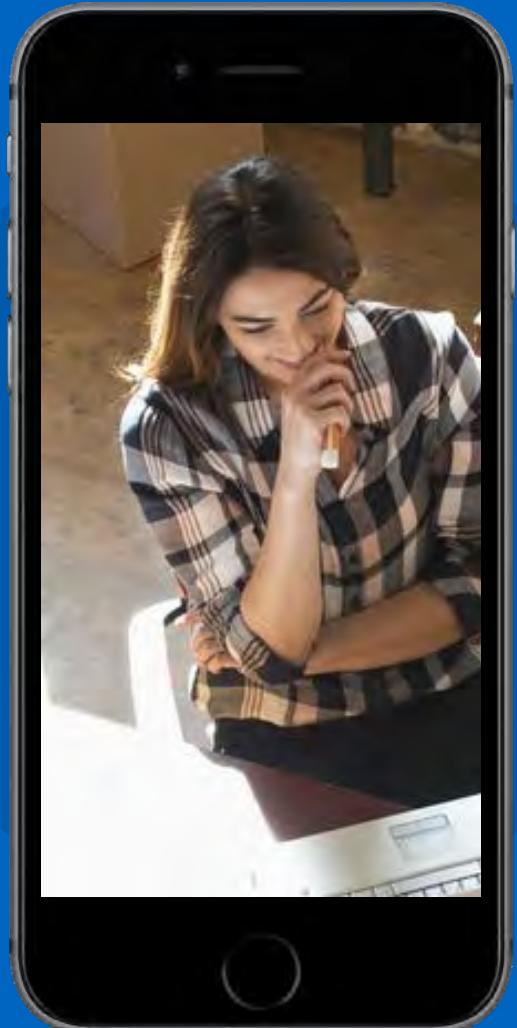
Civic duty

Confidence

Achievement

Sociability

The Millennials



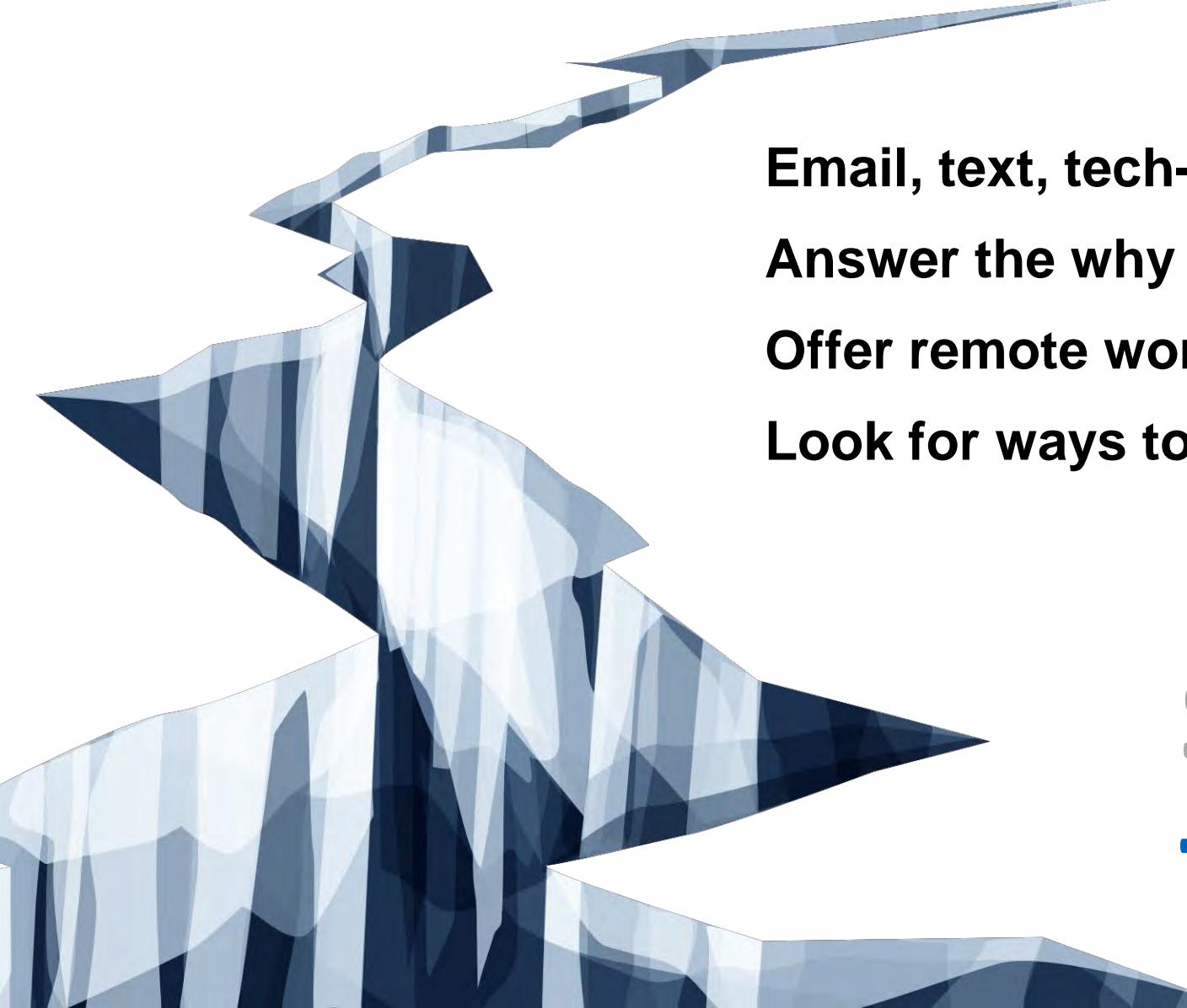
Work Ethic

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



CHING & CONSULTING

- 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**

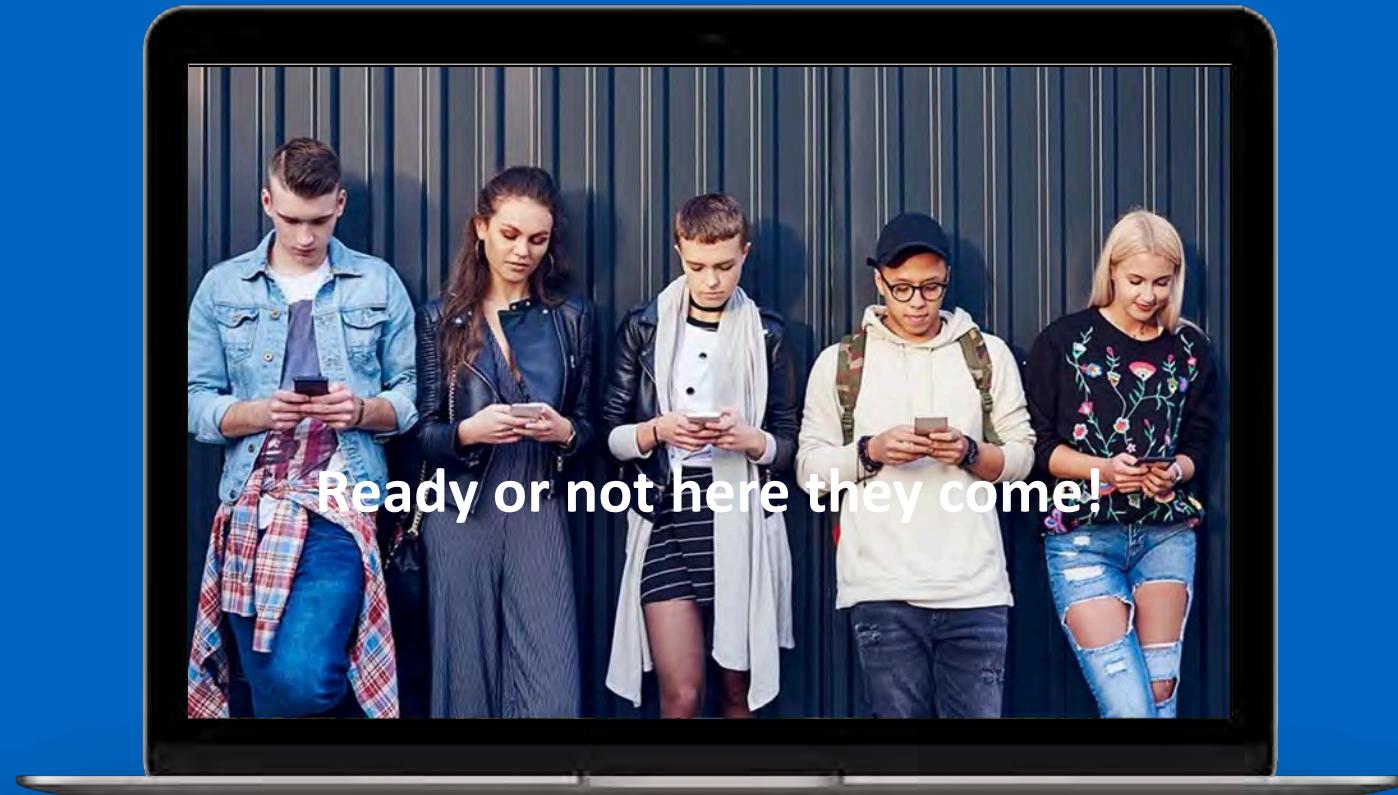
Generation Z/I Gen

1995-2012

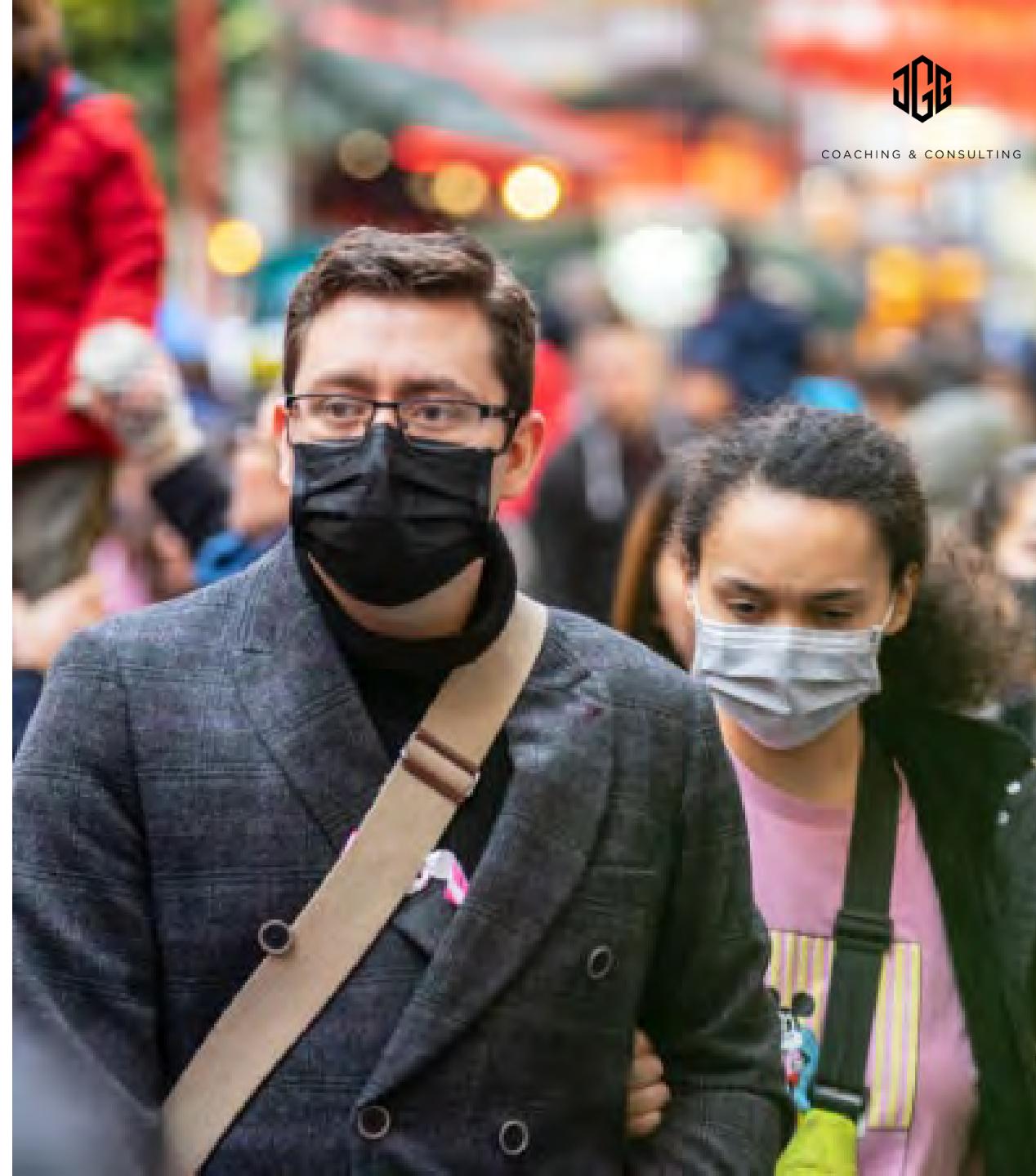
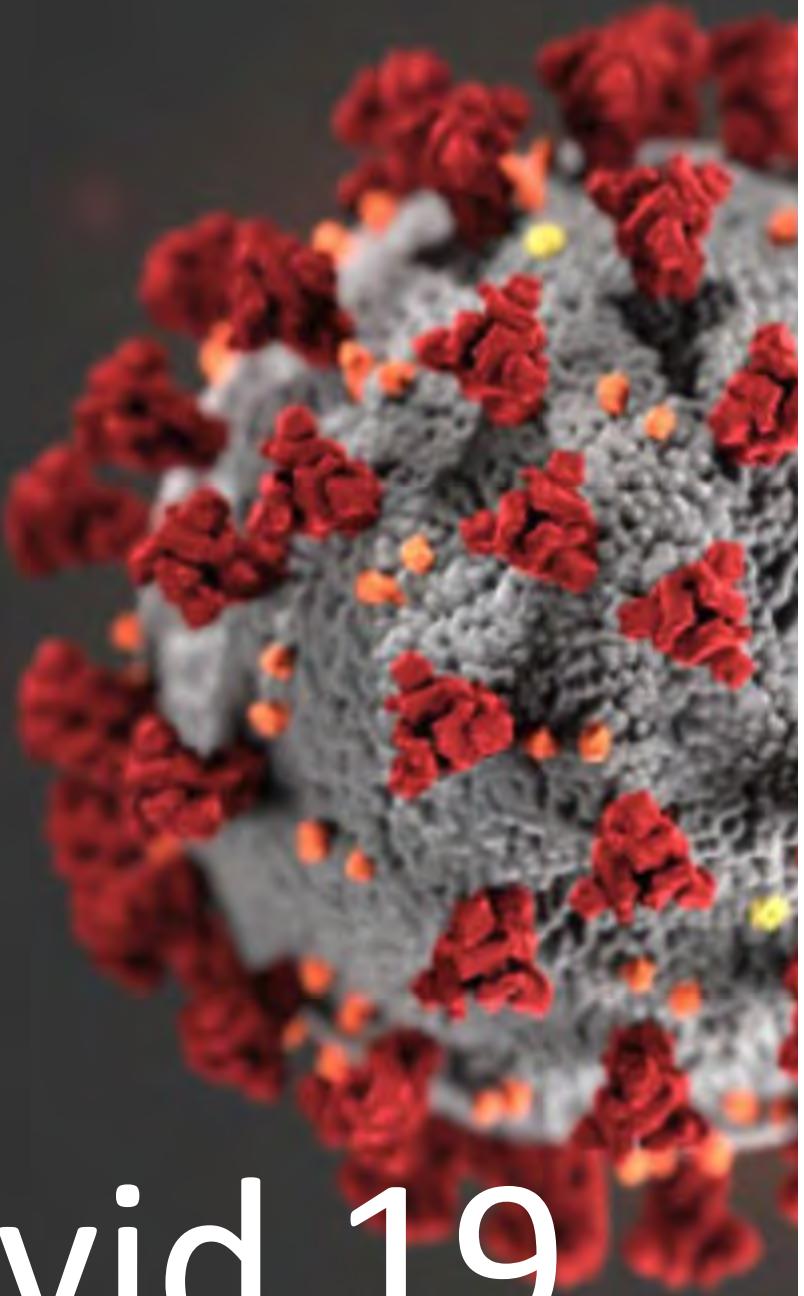
GENERATION Z
GENERATION 2020
I-GENERATION
ZOOMERS



COACHING & CONSULTING



Covid 19



COACHING & CONSULTING

Technology Everywhere



Growing Up Slowly

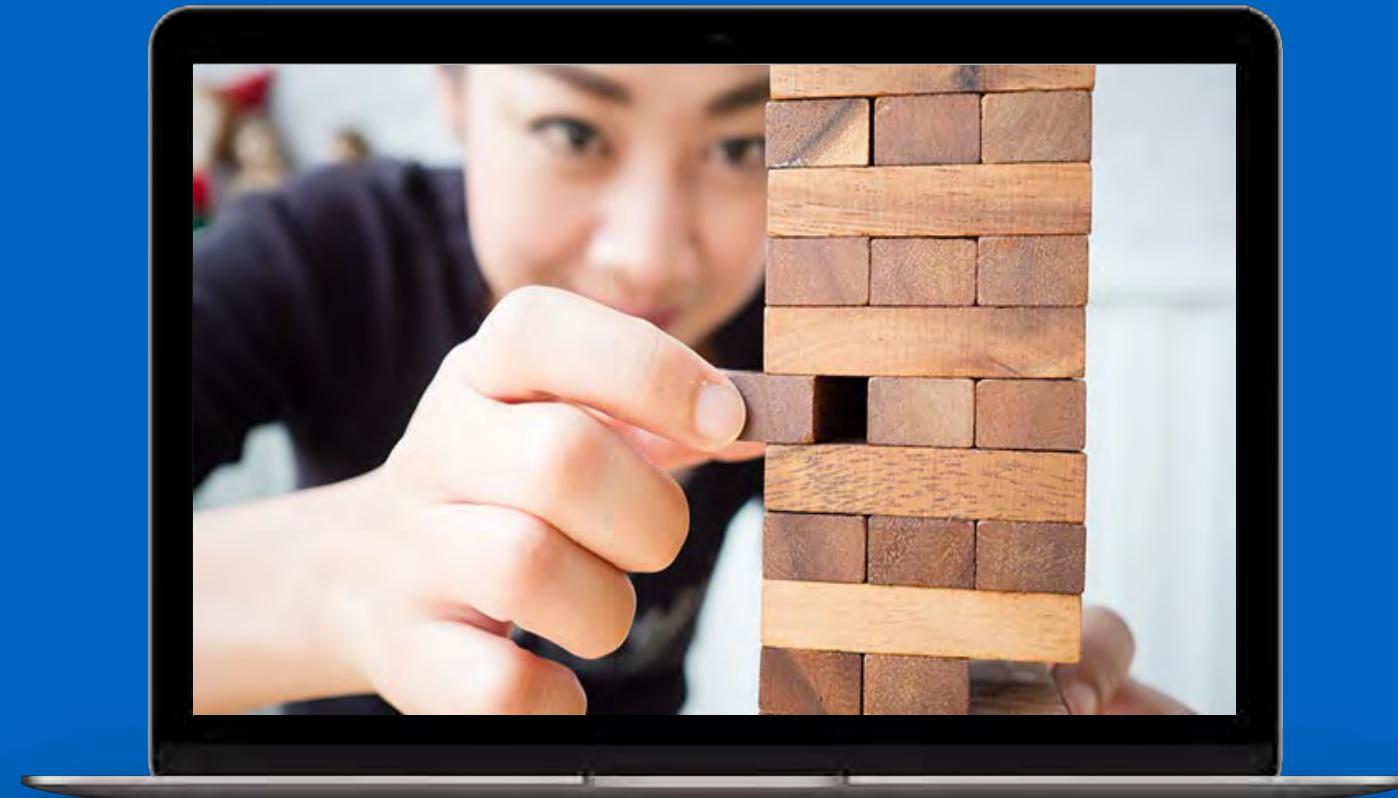


Growing Up Slowly



COACHING & CONSULTING

More cautious and averse to taking risks



*Adapted from Jene Twenge

Growing Up Slowly



COACHING & CONSULTING

Less likely to drink alcohol or take drugs in high school



*Adapted from Jene Twenge