



Dissonant Generations: Grooving to the Rhythms of Baby Boomers and "XYZ"

Presented by

Lori M. Groover, MS, ATC, LAT, OTC

Amanda S. Eymard, MSN, RN

Brandi D. Crawford, MSN, RN

Boomers: Who are they?



- Also known as:
 - “Hippies”
 - “The Beatle Generation”
 - “The ME decade”
- Age 44 – 62



Baby Boomers



[http://www.youtube.com/watch?v=BL
OUKnndjFc](http://www.youtube.com/watch?v=BL
OUKnndjFc)

Defining Moments



Defining events

- Vietnam
- MLK, JFK assassination
- Cold War
- McCarthy hearings
- The Pill
- Civil Rights movement
- Television

Baby Boomers



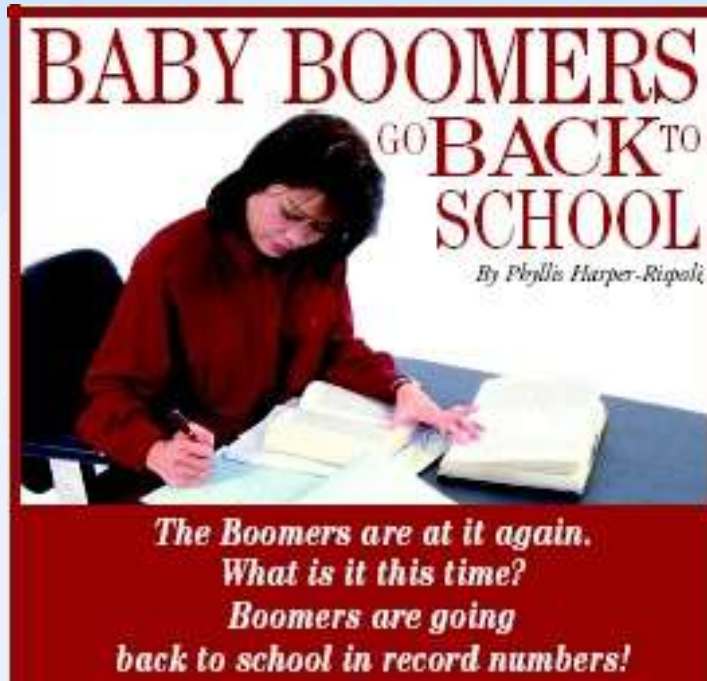
- Optimistic
- Enjoy Team Work
- Promotion and recognition
- Involvement
- Service oriented
- Competitive-value peer competition
- “Live to work” - workaholic
- Give 110%



	Baby Boomers
Slogans	“Thank God its Monday”
Technology	Willing to learn
Feeling toward supervisors	Non-authoritarian
Provide	Personal challenge

Adopted from Chris Collie, Making the Right Moves

Boomers in the Classroom



- 78 million Americans born between 1946-1964
- Approximately 80,000 currently taking classes

Preferred learning environment



- **Interactive:**
 - Icebreakers
 - Team activities
 - Discussions
- **Traditional classroom:**
 - Interaction
 - Networking
 - Teamwork



Advising



- Understand diversity-
as in difference
- Speak openly, direct
but avoid controlling
language
- Prefer to communicate
by phone or office visit



Advising...



- Answer questions thoroughly; they will press for details
- Present options when possible; ask what they prefer
- Be solution oriented
- Expect evidence of quality and expertise



In closing



- They still think they are cool (don't tell them any different)
- They are the world, they are the children
- They will NEVER, NEVER, grow up, old or die.....

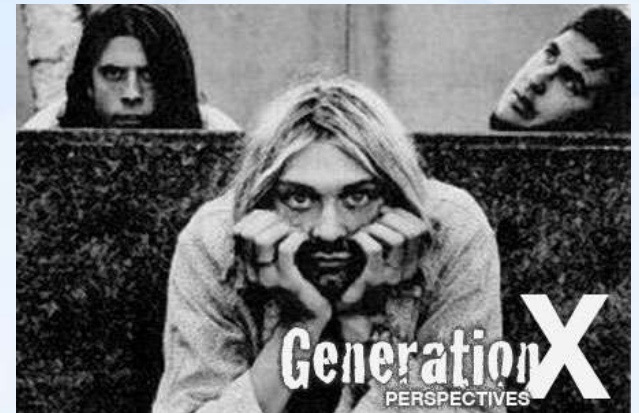


Generation X: Who are they?



- “Baby Busters”
- “Latch Key Kids”
- “Postponed Generation”
- “Lost Generation”
- “The 13th Generation”

- 1965- 1980



Generation X



<http://www.youtube.com/watch?v=COjyR0rbIX8&feature=related>

Gen-X Origins & Demographics



- “X” referred to the namelessness of the generation who was coming into existence in the shadow of the “Boomers”
- Thinnest generation in numbers (about 16% of the population)
- Today, they are about 29-44 years old.
- One of the most diverse generations in America’s history
 - 1990 Census findings: almost 35% of those in the 10-29 age group were non-white or Hispanic.

Gen-X Defining Events



- Persian Gulf War (1990-1991)
- Technology: t.v., remote control, Atari, PCs, cell phones (early 80s)
- Information explosion (www.)
- Rising divorce rates
- Dual career parents
- Roe vs. Wade (1973)
- Hostage crises (1970s)
- Nuclear disasters
- Recession (1970-1980)
- Corporate downsizing (80s)
- HIV/AIDS (1981)
- Fall of Berlin Wall (1989)
- End of Cold War (1991)
- Challenger Disaster (1986)
- Grunge music (early 90s)



****These events contributed to a world view shaped by uncertainty and insecurity about:**

- family
- economic security
- future

Who are Gen-Xers?



Characteristics

- Distrustful of institutions
- Skeptical of authority
- Pragmatic and self-reliant
- Strongly independent, ambitious
- Entrepreneurial
- Hard-working (within work hrs)
- Loyal (only if reciprocated)
- Fun loving & informal
- Commitment wariness
- “work smarter, not harder”
- “survivor mentality”

Values

- Work/life balance
- Diversity & tolerance
- Techno-literacy
- Entertainment
- Flexibility & adaptability
- Immediacy-want it NOW!!
- Being mentored

Heroes

- Bill Gates, Donald Trump, Oprah

Gen-Xers are not



- Slackers
- Unmotivated
- Apathetic or “void of emotion”
- Unconditionally loyal
- “workaholics”
- Political at work
- Traditional



Tips when teaching/advising Gen-Xers



- Value **friendliness and warmth** over toughness
- Earn their respect as being **authorities and knowledgeable**
- Use an **informal** communication style
- Realize Gen-X is more outspoken and direct than prior generations
- Want to receive information in an **entertaining** way.
- Colored, concise, **visually appealing** handouts are well received.
- Share information with them regularly, **fast feedback**.
- Keep them in the loop!
- **Just the facts** please!
- Want **personal attention**.
- Want **choices**.
- Value a **straightforward** approach.
- Use **technology** as much as possible! Email please!!

Generation Y: Who are they?



- 1980-1999 (1978-2000 as used in market research)
- 8-10 to 28-30 years old
- Largest demographic grouping since baby boom: 76 million



Generation Y



http://www.youtube.com/watch?v=e1OCcw_hfmAA

“The Spark of the Future to Come”



- “The Net Generation”
- “Reagan Babies”
- “iGeneration”
- “Second Baby Boom”
- “Google Generation”
- “MySpace Generation”
- “My Pod Generation”

Defining Moments



- The Challenger Explosion
- Fall of Soviet Union
- Widespread use of Personal Computers and the Internet
- Columbine High School
- Indian Ocean Tsunami



The Defining Moment



- September 11, 2001



Who are the Y Generation?



Characteristics

- Information Generation
- “Interconnected”
- Idealistic and cause-oriented
- “1/3 from minority group”
- Public service-oriented
- Staying “tethered”

Values

- Independence
- Work-Life Balance
- Change, Change, Change
- Self-Fulfillment
- High Income

Gen Y's are not



- Structured
- Traditional Learners
- Willing to Tolerate Boredom
- Overly Optimistic



Tips when Advising/Teaching Gen Y's



- Technology
- Clear Communication
- Flexibility
- Alternative Training
- Heavy Orientation training
- Immediate Inclusion (Mentoring Programs)
- Team Interaction

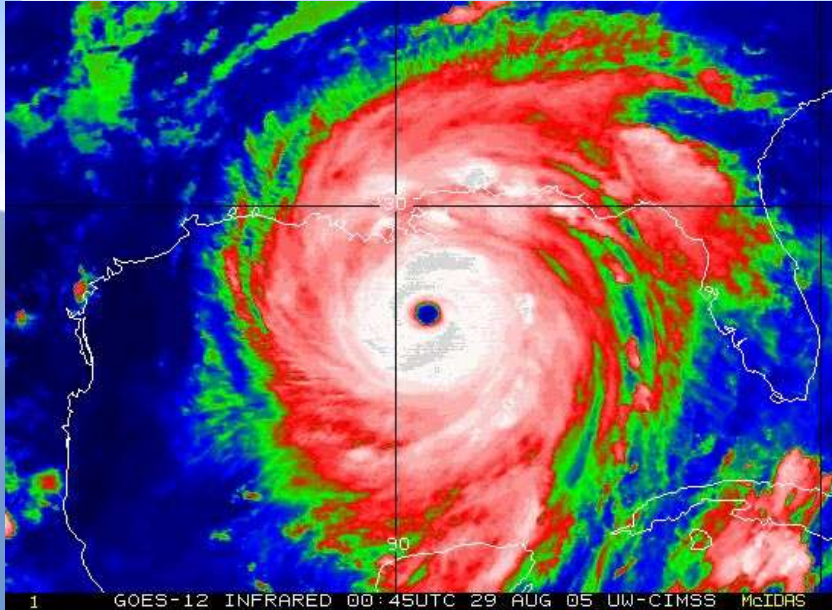
What's To Come?



Z Generation
Late 1990s-2000s

“The New Silent Generation”

Defining Moments



Who are the Z Generation?



Characteristics

- Raised tethered and close to home
- Good behavior, civic deeds, and academics will be expected
- Will look back and see parents as smothering and feel overcorrected

Values

- Innocence
- Respect authority and unquestioning compliance

What Gen Z's Need for Teaching/Advising



- Formal setting and experience
- Hands-on assistance
- Reluctant to try new things and take risk

In Closing



- No fine lines.
- May not fit one.
- Don't cater to just one generation.

