

## Generation Motivations

### **Baby Boomers**

- Born between 1946-1963.
- Boomers were forced to share as a result of sheer size and they developed a strong sense of teamwork.
- This is the first generation of “wanted” babies; children were no longer considered an economic necessity.
- Marketing changed as a result of their sheer size; i.e., adding “junior” styles and a focus on teenage buying habits.
- Boomers value teamwork and duty, process-oriented work, group discussions, paying one’s dues, and commitment and loyalty (Company and Personal).
- Boomers are often considered to be on a “quest” for new responsibilities and for meaning in their lives.
- They seek opportunities that may be more emotionally satisfying than financially rewarding.
- Boomers love to mentor or try different work and seek personal growth.
- What motivates Boomers are perks with status, being asked for their input, consensus, public recognition
- They like reward for their work ethic and willingness to sacrifice for success of “the project” and/or company.

### **Generation Y**

- Born between 1981-2000
- Also known as “Echo Boomers” or E-Generation.
- This generation exceeds the population of the Boomers.
- Gen-Yers come from “child-centered” families, where their parents have been involved in every aspect of their lives.
- This group is highly social, constantly connected and seeks team-centered work.
- Technologically savvy, their environments must provide all of the tools necessary to do their jobs and to stay connected.
- They gain motivation through an environment that is dynamic and egalitarian (fairness and equitable for all), fosters and rewards creativity, and flexible.
- Gen-Yers want immediate feedback that is nurturing in nature, short-term goals and rewards that are instant.
- At a minimum they are looking for equitable base pay, benefits and bonuses and work-life balance.
- Gen-Yers value mentors, on-going technical training, and management quality.
- Gen-Yers must believe that they have growth potential.

### **Generation X**

- Born between 1964-1981.
- Brought up during the anti-children era when over-population was a concern.
- Gen-Xers are the first “latch-key” kids, often coming from one-child families.
- Gen-Xers are self-reliant and do things by themselves. They are good multi-taskers.
- Today, they have strong family focus and tend to be religious
- They adapt quickly to changing environments and technology.
- Gen-Xers love technology; as a result 71% of most IT groups are made up of this generation.
- They are mobile, computer savvy, learn by doing, casual, focus on results, and want work to be fun.
- Gen-Xers desire immediate feedback, honesty, autonomy and quality management.
- They are attracted to companies that provide flexible health care plans, mentoring, technical training, and flexible schedules.
- Gen-Xers thrive on diversity and high levels of responsibility, entrepreneurial style, and outlets for creative input.

### **Generation Z**

- Born after 2000
- Also known as iGeneration, Gen Tech, Gen Wii, Net Gen, Gen Next, Post Gen
- This is a generation living in a society where everything is possible and the main communication channel is the internet
- A volatile environment of terror threats, possible nuclear or biological attacks
- Family stability and moral values put aside, heightened sense of self
- Education is now focusing on developing practical skills and enriching creativity
- Parents and authority figures have sheltered this generation from harm
- Have been encouraged to follow the rules in school and throughout development
- Exude optimism and expect to hear good news
- Members are more connected than the previous generation. Students like to congregate, whether in person, on cell phones, or on the internet