

# Defining Generation Types (they're all in our choruses!)

	Traditionalists	Baby Boomers	Gen Xers	Gen Yers
<b>Approx. Birth Years</b>	1922-1943	1943-1960	1960-1980	1980-2000
<b>Defining Events and Trends</b>	Patriotism Families The Great Depression WW II New Deal Korean War Golden Age of Radio Silver Screen Rise of labor unions	Prosperity Children in the spotlight Television Suburbia Assassinations Vietnam Civil Rights movement Cold War Women's Liberation The Space Race	Watergate, Nixon resigns Latchkey kids Stagflation Single-parent homes MTV AIDS Computers Challenger disaster Fall of Berlin Wall Wall Street frenzy Persian Gulf Glasnost, Perestroika	Computers Schoolyard violence Oklahoma city bombing <i>It Takes a Village</i> TV talk shows Multiculturalism Girls' Movement McGwire and Sosa Internet, mobile phones, and instant messaging

**Note: We must stay away from generalizing and stereotyping and realize that these are just guidelines which may help shed some light on different people's perspectives.**

## The Way *They* See The World...

	Traditionalists	Boomers	Xers	Yers
Birth period:>>	1922-1942	1943-1960	1960-1980	1980-2000
<b>Outlook</b>	Practical	Optimistic	Skeptical	Hopeful
<b>Work Ethic</b>	Dedicated	Driven	Balanced	Determined
<b>View of Authority</b>	Respectful	Love/hate	Unimpressed	Polite
<b>Leadership by community</b>	Hierarchy	Consensus	Competence	Pulling together
<b>Relationships</b>	Personal sacrifice	Personal gratification	Reluctant to commit	Inclusive
<b>Turnoffs</b>	Vulgarity	Political incorrectness	Cliché, hype	Promiscuity

# WORK STYLES...

What about learning music, choreography....  
changing directors, parts, riser placement???

Traditionalist	Boomers	Gen Xers	Gen Ys
Ä Linear work style	Ä Structured work style	Ä Informal work style	Ä Fluid work style
Ä Change = Something's wrong	Ä Change = caution	Ä Change = potential opportunity	Ä Change = Improvement

**Each generation in the chorus comes with its own sets of experiences and expectations that can occasionally come in conflict with one another**

	<b>Traditionalist</b>	<b>Boomer</b>	<b>Gen X</b>	<b>Gen Yers</b>
<b>Training</b>	The hard way	Too much and I'll leave	Required to keep me	Continuous and expected
<b>Learning style</b>	Classroom	Facilitated	Independent	Collaborative & networked
<b>Communications style</b>	Top down	Guarded	Hub & Spoke	Collaborative
<b>Problem-solving</b>	Hierarchical	Horizontal	Independent	Collaborative
<b>Decision-making</b>	Seeks approval	Team informed	Team included	Team decided
<b>Leadership style</b>	Command & control	Get out of the way	Coach	Partner
<b>Feedback</b>	No news is good news	Once per year	Weekly/Daily	On demand
<b>Technology use</b>	Uncomfortable	Unsure	Unable to work without it	Unfathomable if not provided
<b>Job changing</b>	Sets me back	Sets me back	Necessary	Part of my daily routine

# Recognize and Reward Differently

Traditionalists	Reward: The satisfaction of a job well done Motivate: Honor their hard work with plaques and other symbolic records of achievement.
Boomers	Reward: Money, title, recognition, corner office Motivate: Assist them in gaining name recognition throughout the company.
Gen Xers	Reward: Freedom is the ultimate reward Motivate: Give them lots of projects. Let them take control of prioritizing and juggling
Gen Yers	Reward: Work that has meaning for me. Motivate: Open avenues for education and skill-building.

## ***Why does all this matter to Sweet Adelines?***

- 1. Leaders must be prepared to serve each generation.**
- 2. Our organization's success depends on innovation.**
- 3. Innovation is the creative side of collaboration.**
- 4. Collaboration is built on trust....**
- 5. Trust is built on relationships.**
- 6. Relationships cross generations.**

