

MENTORING DIVERSE GENERATIONS ⁸

For the first time in history, the American workforce is comprised of four very diverse generations: the Veterans, Baby Boomers, Generation X'ers, and Generation Y.

AMERICAN WORKFORCE GENERATIONS

| VETERANS: TRADITIONALISTS | BABY BOOMERS: "ME" GENERATION |
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| <ul style="list-style-type: none"> • <i>Born between 1922–1945</i> • <i>Number: 75 Million</i> • <i>Key Word Descriptors:</i> <ul style="list-style-type: none"> ▸ Loyal and Dedicated • <i>Key Historical Events:</i> <ul style="list-style-type: none"> ▸ Great Depression ▸ Social Security Established ▸ Pearl Harbor and WWII ▸ Women to Work ▸ Victory | <ul style="list-style-type: none"> • <i>Born between 1946–1964</i> • <i>Number: 80 Million</i> • <i>Key Word Descriptors:</i> <ul style="list-style-type: none"> ▸ Optimistic and Ambitious • <i>Key Historical Events:</i> <ul style="list-style-type: none"> ▸ Civil Rights ▸ Women's Movement ▸ Vietnam War ▸ Berlin Wall Erected ▸ Cuban Missile Crisis ▸ Lunar Landing |
| GENERATION X'ERS: BABY BUSTERS OR LATCHKEY GENERATION | GENERATION Y: MILLENNIUM GENERATION OR DOTCOM GENERATION |
| <ul style="list-style-type: none"> • <i>Born between 1965–1980</i> • <i>Number: 46 Million</i> • <i>Key Word Descriptors:</i> <ul style="list-style-type: none"> ▸ Survivor and Skeptic • <i>Key Historical Events:</i> <ul style="list-style-type: none"> ▸ Watergate Scandal ▸ Oil Embargo ▸ Nixon Resigns ▸ Iran Hostages ▸ AIDS ▸ Three-Mile Island ▸ Fall of Berlin Wall | <ul style="list-style-type: none"> • <i>Born between 1980–2000</i> • <i>Number: 76 Million</i> • <i>Key Word Descriptors:</i> <ul style="list-style-type: none"> ▸ Positive and Flexible • <i>Key Historical Events:</i> <ul style="list-style-type: none"> ▸ Challenger Explosion ▸ Rodney King ▸ Oklahoma City ▸ Dotcom Explosion ▸ Clinton and Lewinsky ▸ Bull Market ▸ Columbine Massacre |