

# **Age, Values, Perception and Behavior**

Michael L. Fischler

# IMPORTANT EVENTS FOR AGE COHORTS

Veterans 1922-1943	Boomers 1944-1960	Gen Xers 1961-1979	Millennials/Generation Y 1980-
<p>1927 – Lindbergh completes first transatlantic flight</p> <p>1929 – Stock market crashes</p> <p>1930 – U.S. Depression deepens</p> <p>1931 – <i>Star Spangled Banner</i> becomes national anthem</p> <p>1932 – Lindbergh baby kidnapped</p> <p>1932 – FDR elected</p> <p>1933 – The Dust Bowl</p> <p>1933 – The New Deal</p> <p>1934 – Social Security system established</p> <p>1937 – Hindenburg tragedy</p> <p>1937 – Hitler invades Austria</p> <p>1940 – United States prepares for war</p> <p>1941 – Pearl Harbor; United States enter World War II</p> <p>1944 – D-Day in Normandy</p> <p>1945 – FDR dies</p> <p>1945 – Victory in Europe and Japan</p> <p>1950 – Korean War</p> <ul style="list-style-type: none"> <li>• Golden Days of Radio</li> <li>• Silver Screen</li> <li>• Labor Unions</li> </ul>	<p>1954 – McCarthy HCUAA hearings begin</p> <p>1955 – Salk Vaccine tested on the public</p> <p>1955 – Rosa Parks refuses to move to the back of the bus in Montgomery, Alabama</p> <p>1957 – First nuclear power plant</p> <p>1957 – Congress passes the Civil Rights Act</p> <p>1960 – Birth control pills introduced</p> <p>1960 – Kennedy elected</p> <p>1961 – Kennedy establishes Peace Corps</p> <p>1962 – Cuban Missile Crisis</p> <p>1962 – John Glen circles the earth</p> <p>1963 – Martin Luther King leads march on Washington, D.C.</p> <p>1963 – President John Kennedy assassinated</p> <p>1965 – United States sends ground combat troops to Vietnam</p> <p>1966 – National Organization for Women founded</p> <p>1966 – Cultural Revolution in China</p> <p>1967 – American Indian Movement founded</p> <p>1968 – Martin Luther King and Robert F. Kennedy assassinated</p> <p>1969 – First lunar landing</p> <p>1969 – Woodstock</p> <p>1970 – Kent State University shootings</p> <ul style="list-style-type: none"> <li>• TV</li> <li>• Suburbia</li> </ul>	<p>1970 – Women’s Liberation protests and demonstrations</p> <p>1972 – Arab terrorists at Munich Olympics</p> <p>1973 – Watergate scandal</p> <p>1973 – Energy crisis begins</p> <p>1976 – Tandy and Apple market PC’s</p> <p>1978 – Mass suicide in Jonestown</p> <p>1979 – Three Mile Island nuclear reactor nears meltdown</p> <p>1979 – U.S. corporations begin massive layoffs</p> <p>1979 – Iran holds sixty-six Americans hostage</p> <p>1980 – John Lennon shot and killed</p> <p>1980 – Ronald Regan inaugurated</p> <p>1986 – Challenger disaster</p> <p>1987 – Stock market plummets</p> <p>1988 – Terrorist bomb blows up Pan Am flight 103 over Lockerbie</p> <p>1989 – Exxon Valdez oil tanker spill</p> <p>1989 – Fall of Berlin Wall</p> <p>1991 – Operation Desert Storm</p> <p>1992 – Rodney King beating videotaped, Los Angeles riots</p> <ul style="list-style-type: none"> <li>• MTV</li> <li>• AIDS</li> <li>• Single Parent Homes</li> <li>• Tiananmen Square</li> </ul>	<ul style="list-style-type: none"> <li>• Violence: Oklahoma City bombing, schoolyard shootings</li> <li>• Technology Expansion</li> <li>• Busy, over-planned lives</li> <li>• Stress</li> <li>• Clinton/Lewinsky</li> <li>• Columbine High School massacre</li> <li>• Computers (3 of 4 teens online)</li> <li>• TV Talk Shows</li> <li>• Multiculturalism</li> <li>• 9-11</li> <li>• Enron, World.Com, Etc.</li> <li>• Wars in Iraq/Afghanistan</li> <li>• Nuclear Threat from North Korea</li> <li>• Emerging nations – China, India</li> <li>• “Guantanamo” prison</li> <li>• Stock Market crash</li> <li>• Wall Street scandals</li> <li>• First African American President</li> </ul>

## CORE VALUES OF EACH AGE COHORT

Veterans	Boomers	Gen Xers	Millennials/Generation Y
<ul style="list-style-type: none"> <li>• Adherence to rules</li> <li>• Civic Pride</li> <li>• Conformity</li> <li>• Conservative</li> <li>• Consistency and uniformity</li> <li>• Dedication/sacrifice</li> <li>• Delayed reward</li> <li>• Dependability</li> <li>• Disciplined</li> <li>• Duty before pleasure</li> <li>• Hard work</li> <li>• Honor</li> <li>• Law and order</li> <li>• Like things on a grand scale</li> <li>• Logical</li> <li>• Loyalty</li> <li>• Obedience</li> <li>• Past oriented/history absorbed</li> <li>• Patience</li> <li>• Persistence</li> <li>• Respect for authority</li> <li>• Save and Pay Cash</li> </ul>	<ul style="list-style-type: none"> <li>• Affiliation/Relationships</li> <li>• Bringing heart &amp; humanity to the workplace</li> <li>• Cool</li> <li>• Fairness; Civil Rights</li> <li>• Health and wellness</li> <li>• Individualism</li> <li>• Instant Gratification</li> <li>• Involvement</li> <li>• Optimistic</li> <li>• Participation/Inclusion</li> <li>• Personal freedom</li> <li>• Personal gratification</li> <li>• Personal growth</li> <li>• Social Justice</li> <li>• Stars of the show</li> <li>• Teamwork oriented</li> <li>• Youth</li> </ul>	<ul style="list-style-type: none"> <li>• Adventurous</li> <li>• Balance</li> <li>• Casual toward authority</li> <li>• Diversity</li> <li>• Fun</li> <li>• Informality</li> <li>• Nontraditional orientation about time and space</li> <li>• Pragmatism</li> <li>• Self reliance</li> <li>• Sense of family through friends</li> <li>• Thinking globally</li> <li>• Skeptical</li> <li>• Techno-literacy</li> </ul>	<ul style="list-style-type: none"> <li>• Achievement</li> <li>• Civic duty</li> <li>• Confidence</li> <li>• Diversity</li> <li>• Manners</li> <li>• Morality</li> <li>• Optimism</li> <li>• Sociability</li> <li>• Stopping violence</li> <li>• Street smarts</li> <li>• Tolerance</li> <li>• Techno-savvy</li> <li>• Connected</li> <li>• Self-confident</li> <li>• Comfortably self-reliant</li> <li>• Goal oriented</li> <li>• Success driven</li> <li>• Inclusive</li> <li>• Global and community minded</li> <li>• Entrepreneurial</li> <li>• Respect authority</li> </ul>

## MOTIVATING EACH AGE COHORT

<b>Veterans</b>	<ul style="list-style-type: none"> <li>• Acknowledge their experience. Demonstrate that you value it by asking them to contribute ideas or skills</li> <li>• Ask them to tell you what has/has not worked in the past</li> <li>• Acknowledge their perseverance and length of service</li> <li>• Refer to the workplace as a family</li> <li>• Appeal to loyalty</li> <li>• Be consistent</li> </ul>
<b>Boomers</b>	<ul style="list-style-type: none"> <li>• Tell them how you expect them to contribute to your success</li> <li>• Publicly acknowledge their contributions &amp; successes</li> <li>• Notice – and acknowledge – any unique contributions they make</li> <li>• Tell them you need them – and why</li> <li>• Give them approval as often as possible</li> <li>• Create a participatory, fair, casual work environment</li> <li>• Get to know them personally</li> <li>• Let them be in charge of something &amp; dabble in several things</li> </ul>
<b>Gen Xers</b>	<ul style="list-style-type: none"> <li>• Give them the end goal desired and let them do it their own way</li> <li>• Provide them with the newest technology</li> <li>• Keep rules to a minimum</li> <li>• Create a workplace that is as informed as possible</li> <li>• Create a workplace with little hierarchy</li> <li>• Tell them why – they want reasons for doing things</li> <li>• Spend time with them – they appreciate relationships</li> <li>• Mentor them early in their tenure so they can succeed</li> <li>• Help them know what is expected. They want specific responsibilities, goals, standards, opportunities, rewards</li> <li>• Encourage them to find creative ways to have fun while getting the job done</li> </ul>
<b>Millennials/ Generation Y</b>	<ul style="list-style-type: none"> <li>• Tell them how bright and creative others in the workplace are</li> <li>• Give them a boss who can be a mentor</li> <li>• Tell them you expect them and their co-workers to turn the company around</li> <li>• Tell them you expect them to be a hero</li> <li>• Tell them to make a difference</li> <li>• Tolerate their impatience</li> <li>• Provide flexibility and the space to explore</li> <li>• Reinforce service orientation</li> <li>• Model and reinforce integrity</li> <li>• Work well under time pressure</li> <li>• Directness is appreciated</li> <li>• Technically advanced and saturated, personal contact is appreciated</li> <li>• Enjoy multitasking</li> <li>• Casual dress</li> </ul>