Gen X vs. Gen Z

Who Spawned This Generation???????
Agenda

• Generation
• Classification of Generation
• Generational Key Historical Events
• Generational Traits
• Generation are Shaping Education/Workplace
What is a generation?

- A group of people who are roughly the same age and who were influenced by a set of significant events. These experiences supposedly create commonalities, making those in the group more similar to each other and more different from other groups and from groups of the same age in the past.
# Classification of Generation

<table>
<thead>
<tr>
<th>Generation</th>
<th>Birth Year Range</th>
<th>Age Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditionalist</td>
<td>1925 – 1945</td>
<td>73 - 93</td>
</tr>
<tr>
<td>Baby Boomers</td>
<td>1946 – 1964</td>
<td>54 - 72</td>
</tr>
<tr>
<td>Generation Y (Millennials)</td>
<td>1980 – 2000</td>
<td>18 - 38</td>
</tr>
<tr>
<td>Generation Z</td>
<td>2001</td>
<td></td>
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</tbody>
</table>
Silent Generation/Traditionalist
born before 1946
Traditionalists Words of Wisdom
Traditionalist

Depression
Pearl Harbor
World War II
Cold War Era
Cuban Missile Crisis
Children were “seen, but not heard”

Patriotic
Dependable
Conformist
Respect Authority
Rigid
Social and Financially Conservative
Solid Work Ethic
Baby Boomers
(born 1946 – 1964)
Baby Boomers

- Assassinations of John, and Robert Kennedy and Martin Luther King Jr.
- First Man on the Moon
- Watergate
- Vietnam War
- Protests and Sit-Ins

- Workaholic
- Idealistic
- Competitive
- Loyal
- Materialistic
- Seeks personal fulfillment
Generation X/ Busters
born 1965 - 1980
Generation X

- AIDS Epidemic
- Space Shuttle Challenger Catastrophe
- Fall of the Berlin Wall
- Oklahoma City Bombing
- Bill Clinton-Monica Lewinsky Scandal

- Self-reliant
- Adaptable
- Cynical
- Distrust Authority
- Resourceful
- Entrepreneurial
- Technology Savvy
Generation Y/ Millennials
(born 1981 - 1994)
Generation Y

- Columbine High School Shooting
- September 11th Terrorist Attacks
- Enron and other Corporate Scandal
- Wars in Afghanistan and Iraq
- Hurricane Katrina
- Entitled
- Optimistic
- Civic Minded
- Close Parental Involvement
- Values Work-Life Balance
- Impatient
- Multitasking
- Team Oriented
Generation Z/ Digital Natives
born after 2001
## Generation Z

- Invention of Facebook
- Ubiquity of Texting and Terrorist Attacks
- No Child Left Behind
- Cyberbullying Laws
- Columbine Safety Requirements
- Cell Phone Family Plans
- Computers in High School Curriculum
- First Text-Messaging Phone

- They’re accepting
- They’re health conscious
- Cynical
- Private
- Independent
- Aware of a Troubled Planet
- They’re Justice-Minded
Generation X, Y and Z: Which One Are You?

Click Here
Who were the Generation X’ers?

- Latchkey kids
- The MTV Generation
- Cynical
- Influenced by grunge music and indie films
- Slackers?

Who are they now?

Research describes them as active, happy, and achieving a work-life balance. And although once sometimes labeled as “slackers”, this cohort has been credited with entrepreneurial tendencies.
And...they are the parents of Generation Z
Gen Z Fun Facts
They have probably never used a

- Typewriter
- Rotary phone
- Transistor radio
- Slide projector

- Floppy disc
- Rolodex
- Sheet of carbon paper
- Tape recorder
Or, a

- Pay phone
- Phone book
- Paper map
- Encyclopedia
- Disposable camera
- CD case
- My Space
But What Are They Like?

- Digital Natives
- Phigital
- Have FOMO
- Seek Instant Gratification
- Open-Minded
- Subscribe to the Philosophy of Fluidity
- Aware of Societal Problems and Justice Concerns
- Believe in Speaking Truth to Power
- Don’t Want to Work for Work’s Sake – Need to Believe
- Changing Education
How Generation Z will Change the World According to Experts

Click Here
Gen Z and Education

• Engaged and Interested
• Embrace Social Learning Environments
• Collaborative Relationship w/Teachers
• Fully Immersive Education Experience
• Digital Learning
• Meaningful Career-Focused Education
• On Demand Learning
• Self-Educating through YouTube, Khan Academy, and Virtual School
Generation Z will be ‘Generation Smart’ about College

You might think members of the do-it yourself, You Tube-obsessed Generation Z would be less likely to rely on a traditional college education than previous generation. But 89% think a college education is valuable, according to Barnes & Noble college research.
• They Care About Academic Performance
• They Put in the Research
• They want Individualize Programs
• They Plan to Avoid Student Loan Debt
• They’re Already Earning Money
• They’re Starting to Save
• They’re Interested in Activism/Politics
Generation Z will differ from previous Generation in the Workplace

Generation Z is:

- Motivated by Security
- More Competitive
- Wants Independence
- Multi-Tasker vs Task Switchers
- More Entrepreneurial
- Are True Digital Natives
- Wants to be Catered to
How to Support Your Gen Z Person

• If it’s on the Internet, it’s true – research in the instant information age. Help them to critically examine sources and information.

• Attention Span – help them to learn to divide large projects into smaller tasks that they can switch to and from.

• Fake News – talk about it.

• Digital, Phigital, it’s not tech to them – we see it as “entertainment” they see it as part of their life. Work with them on the balance.

• They’re physically safer than ever, but more emotionally fragile – help them to take small risks to develop confidence and resiliency.

• Fight FOMO – help them to see the value in getting out and enjoying experience sake, not just for Instagram.
Summary

While they differ in some aspects from previous generations, Gen Z wants similar things from life – but on their own terms:

• Successful career – but it must be impactful
• Healthy, happy family – although it may come later for them than previous generations
• Personal fulfillment – which they may find in making societal changes and making a positive impact on others
Resources


