



INSIGHTS


## Presentation Follow-up

**PREPARED BY**  
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## RECOMMENDED READING

*Young China: How the Restless Generation Will Change Their Country and the World* by Zak Dychtwald

Description: Through fascinating, and often hilarious, storytelling, Dychtwald reveals insights into a culture that has remained a mystery for so long to many Americans. An insightful read.

*The New Better Off: Reinventing the American Dream* by Courtney E. Martin

Description: A provocative look into what motivates people. By combining consumer habits, anecdotes, hard data, stories and workforce insight, Martin draws conclusions about why we do what we do today. An insightful read.

*Generations* by Strauss and Howe

Description: This is one of the original books about generational theory. If you're ready to truly nerd out on generations going back deep into history, this book is for you. Academic, more rigorous reading.

*Generation X: Tales for an Accelerated Generation* by Douglas Coupland

Description: The Canadian novel responsible for coining the term "Gen X." A satirical perspective about growing up in the 80's and early 90's. Light, easy read.

*Sapiens: A Brief History of Humankind* by Yuval Noah Harari

Description: This is Kim's favorite book of all time. This is the story of how homo sapiens came to rule the world. This book is not explicitly about generations but if you simply want to be a smarter person, this book is for you. This has the ability to fundamentally change your perspectives on culture, human behavior and social construction. An academic, rigorous read.

# Summary

	Events and Conditions	Traits	Life Stages
<b>Traditionalists</b> Born prior to 1946	<ul style="list-style-type: none"> <li>The Great Depression</li> <li>The New Deal</li> <li>World War II</li> <li>The GI Bill</li> <li>The Cold War</li> <li>Pearl Harbor</li> </ul>	<ul style="list-style-type: none"> <li>Patriotic</li> <li>Loyal</li> <li>Desire to leave a legacy</li> <li>Fiscally conservative</li> <li>Faith in institutions</li> </ul>	
<b>Baby Boomers</b> Born between 1946-1964	<ul style="list-style-type: none"> <li>Booming birthrate</li> <li>Economic prosperity</li> <li>Recession</li> <li>Vietnam</li> <li>Expansion of suburbia</li> <li>Anti-war protests</li> <li>Watergate</li> <li>Women's and civil rights movements</li> <li>Sex, drugs and rock 'n' roll</li> <li>Oil embargo</li> <li>Political assassination</li> </ul>	<ul style="list-style-type: none"> <li>Competitive</li> <li>Questioners of authority</li> <li>Eager to put their own stamp on institutions</li> <li>Optimistic</li> <li>Idealistic</li> </ul>	<ul style="list-style-type: none"> <li>Redefining retirement</li> <li>Exploring encore careers</li> </ul>
<b>Generation X</b> Born between 1965-1979	<ul style="list-style-type: none"> <li>MTV</li> <li>Personal computers</li> <li>Skyrocketing divorce rate</li> <li>Women in the workforce</li> <li>AIDS</li> <li>Title IX</li> <li>Missing children on milk cartons</li> <li>The Challenger explosion</li> <li>Reagan assassination attempt</li> </ul>	<ul style="list-style-type: none"> <li>Entrepreneurial</li> <li>Resourceful</li> <li>Self-reliant</li> <li>Independent</li> <li>Comfortable with change</li> <li>Skeptical</li> </ul>	<ul style="list-style-type: none"> <li>Mid-career pivot</li> <li>Entering top leadership</li> </ul>
<b>Millennials</b> Born between 1980-1995	<ul style="list-style-type: none"> <li>Rapid technological expansion</li> <li>Smartphones</li> <li>School violence</li> <li>Global climate change</li> <li>Napster</li> <li>Remote working</li> <li>Close parent-child dynamic</li> <li>Obama/McCain election</li> <li>September 11th, 2001</li> <li>The rise of global terrorism</li> </ul>	<ul style="list-style-type: none"> <li>Cyber-literate</li> <li>Collaborative</li> <li>In search of meaning</li> <li>Tribal</li> <li>Community-minded</li> <li>Empowered</li> </ul>	<ul style="list-style-type: none"> <li>Emerging Adulthood</li> <li>Parenthood</li> </ul>
<b>Generation Z</b> Born between 1996-2012	<ul style="list-style-type: none"> <li>Snapchat</li> <li>"Likes"</li> <li>Health awareness</li> <li>2008-2009 Recession</li> <li>Trump/Clinton election</li> <li>War on terror</li> <li>Gen X parents</li> <li>Increased global competition</li> </ul>	<ul style="list-style-type: none"> <li>Realistic</li> <li>Resourceful</li> <li>Independent</li> <li>Diverse</li> <li>Eclectic</li> </ul>	<ul style="list-style-type: none"> <li>Entering the Workforce</li> </ul>

# Summary (cont.)

	Takeaways	Fast Facts
<b>Traditionalists</b> Born prior to 1946	<ul style="list-style-type: none"> <li>Loyal to service providers but can be swayed by key influencers</li> <li>Protective children and grandchildren are changing the purchasing behaviors of Traditionalists</li> <li>Legacy planning is top of mind</li> <li>Personal relationships and face-to-face interactions are a must</li> <li>Traditional workplace culture is built on the foundation of top-down communication, seniority and sacrifice</li> </ul>	<ul style="list-style-type: none"> <li>Nearly 96% of Traditionalists are retired.<sup>1</sup></li> <li>32% of Trads who have grandchildren under 18 actively save or invest for their grandchildren's future.<sup>2</sup></li> <li>Traditionalists yield \$200 billion in spending power.<sup>3</sup></li> </ul>
<b>Baby Boomers</b> Born between 1946-1964	<ul style="list-style-type: none"> <li>Looking for simplicity and convenience in the marketplace</li> <li>Adapters to technology</li> <li>Baby Boomers break the mold on retirement</li> <li>Taking care of aging parents on one side and helping out Millennial children on the other side</li> <li>Going through a time of transformation as they look toward retirement</li> <li>Hungry to be re-engaged at work as they focus on company legacy</li> </ul>	<ul style="list-style-type: none"> <li>Over the next 20 years, ten thousand Baby Boomers will reach retirement age every day.<sup>4</sup></li> <li>Baby Boomers have the longest life expectancy in history at 84-years-old.<sup>5</sup></li> <li>Baby Boomers are the wealthiest generation in the United States and will continue to be until at least 2030.<sup>6</sup></li> <li>Approximately 35 million Baby Boomers have no retirement savings.<sup>7</sup></li> <li>26% of Baby Boomers don't plan to retire until age 70.<sup>8</sup></li> </ul>
<b>Generation X</b> Born between 1965-1979	<ul style="list-style-type: none"> <li>Gen Xers prefer honest, direct and unfiltered communication.</li> <li>Transparency and honesty are critical when building relationships with Gen X.</li> <li>Gen X can become disengaged if they feel they are being sold to.</li> <li>They have a sensitive BS-O-Meter—no sugarcoating.</li> </ul>	<ul style="list-style-type: none"> <li>Between 2007-2010 Gen Xers lost 45% of their wealth.<sup>9</sup></li> <li>55% of startup founders are Gen Xers.<sup>10</sup></li> <li>During the recession, 37 percent of Gen Xers said that they plan on staying with their current employers once the economy improves, compared to 44 percent of Millennials and 52 percent of Baby Boomers.<sup>11</sup></li> </ul>
<b>Millennials</b> Born between 1980-1995	<ul style="list-style-type: none"> <li>Customization is expected.</li> <li>Authenticity is key for building strong relationships</li> <li>Millennials want to have a voice in the workplace</li> <li>Mentorship is a key factor for Millennial retention</li> <li>Managing expectations early on is a key recruitment and retention strategy</li> <li>Millennial leaders have to be aware of boundary-setting</li> <li>Millennials value experiences over things</li> </ul>	<ul style="list-style-type: none"> <li>Millennials will outpace Boomer earning by 2018.<sup>12</sup></li> <li>The average Millennial has \$37,000 of student loan debt.<sup>13</sup></li> <li>78% of Millennials would rather spend money experiences over buying something desirable.<sup>14</sup></li> <li>For the first time since 1880, Americans ages 18-34 are more likely to live with their parents than in a household with a spouse or partner.<sup>15</sup></li> </ul>
<b>Generation Z</b> Born between 1996-2012	<ul style="list-style-type: none"> <li>Gen Z has grown up in a world where most physical aspects have a digital equivalent.</li> <li>Realistic and resourceful may overpower optimistic and idealistic.</li> <li>High expectations that there is an intimate understanding of needs and behaviors</li> <li>Gen Z has grown up in the Sharing Economy</li> <li>They will be more competitive than collaborative</li> </ul>	<ul style="list-style-type: none"> <li>61% of Gen Z says they are willing stay at the same company for more than 10 years.</li> <li>85% of Gen Z reported that straight forward, constructive communication is better than politically correct communication.</li> <li>46% of Gen Z fears drowning in student loan debt after college.</li> <li>90.6% of Gen Z says that a company's technological sophistication would impact their decision to work there.</li> <li>65% of youth entering high school today will work in jobs that do not currently exist.<sup>16</sup></li> </ul>

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