

Leading Businesses, Families Through Generations,

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# Evolution

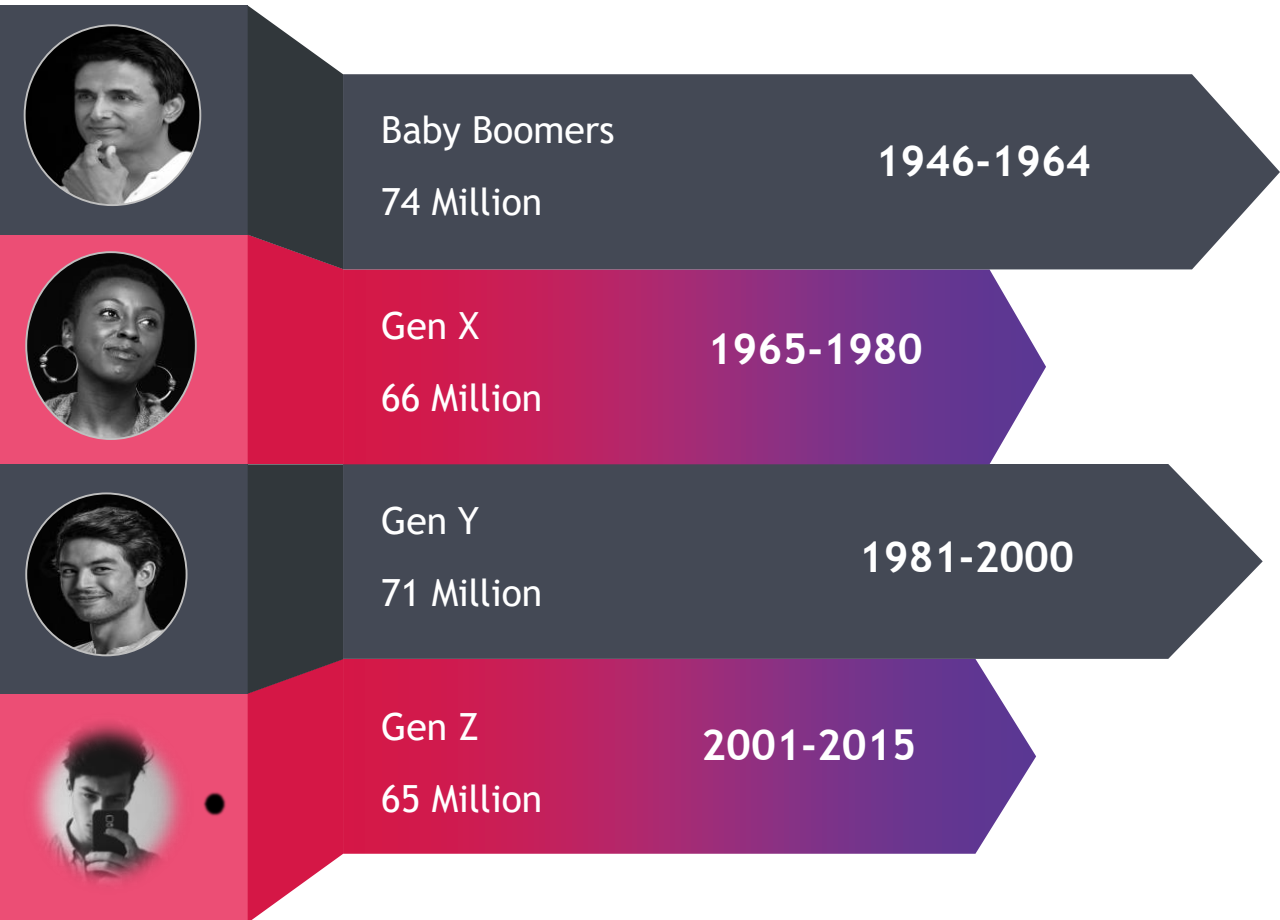


# WELCOME

“ Voluntary  
Generation Profiles  
Equally Abusive ”



# Generation Segments



Baby Boomers  
1960-1978



Gen X  
1979-1994



Gen Y  
1994-2014



Gen Z  
2015-2029

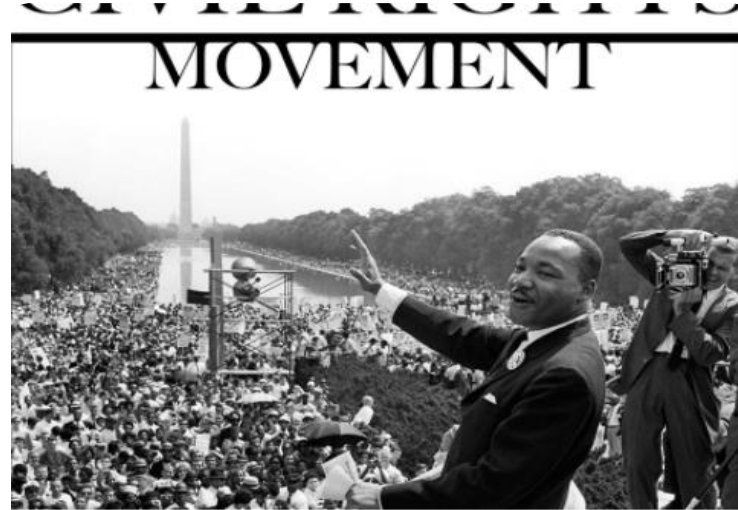


# Baby Boomer

1946-1964



1965-1973



1954-1968

1960-1978



1960's



# Gen X

1965-1980



January 26, 1986



October 2, 1995

1979-1994



# Gen Y

1981-2000



September 1, 2001



April 20, 1990

1994-2014



April 19, 1995





# Generational Phrases

## Baby Boomers

Groovy

Bone To Pick

Bad Egg

Out of sight

Going Steady

Bummed Out

Dig

Catch you on the Flip Side

Cool

## Gen X

Radical

Radical

Dude

Exxxxcellent

Take a Chill Pill

Gnarley

Copacetic

Peace Out

Like

Awesome

Boom Box

## Gen Y

???

I'm over it

All

Catfish

LOL

Throwing Shade

I Can't Even....

YOLO

PreGaming

Lit

Hustle

Smh

Salty

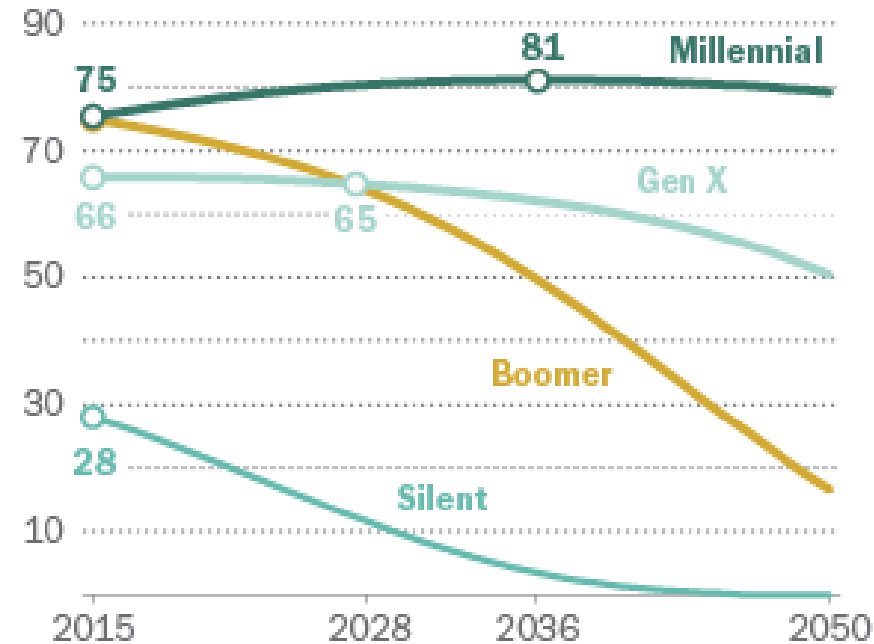


“ So what???”



## Projected population by generation

*In millions*



Note: Millennials refers to the population ages 18 to 34 as of 2015.

Source: Pew Research Center tabulations of U.S. Census Bureau population projections released December 2014 and 2015 population estimates

PEW RESEARCH CENTER



### Shapers

Birth Rate  
Robust Economy  
TV  
Rock and Roll  
Vietnam  
Civil Rights  
Stop Drop and Cover



### Motivators

Work hard and get ahead  
Competitive  
Loyal  
Live to Work



### Connectors

Respect your elders  
Look at how you dress  
We watch how you treat people  
Promptness/Manners  
Neatness  
We listen to how you speak

**RESPECT Us**

## Baby Boomers

1946-1964

# Baby Boomers

## How They Show Up

Value Face Time

Self Reliant

Independent

Like Challenging projects

Strong work ethic

Need for recognition for

their achievements

Do not like change





## Shapers

Smaller generation than boomers

“latch key children”

23% Interest rates

Jobs going global

Layers of mid management eliminated

Efficiency



## Motivators

Work as hard as I have to in order to enjoy life

Always looking for opportunities to learn and enhance skills

Individual

Do what needs to be done most efficiently  
(Results)



## Connectors

How you:

Communicate: Primarily written, grammar, No ALL CAPS, Do not yell, Do not interrupt,

Conduct yourself: Promptness, Politeness,

Your attitude: Anger, disrespect, overly negative,

Your attire:

Hygiene/respect for policy

## Gen X

1964-1980

# Gen X

## How They Show Up

Appreciate being mentored by boomers  
Value collaboration  
Fight to keep work/life balance  
Can easily adapt to Plan B

Feel underappreciated  
Squeezed  
Like to question assumptions  
The sandwiched generation  
Entrepreneurs



## Shapers

Largest generation  
Technology / media,  
Boomer parents over emphasized Self  
Esteem  
911  
Planned playdates as children  
Expected Toy with meal  
School as team rather than individual  
Goody Bags  
Global economic competition  
Computers



## Motivators

Work, but make a  
difference  
Just put the score on the  
screen so there is instant  
feedback  
If it doesn't make sense to  
me I will assume it is just a  
guideline

## Gen Y

1981-2000



## Connectors

Respect for everyone in  
the workplace  
Age doesn't matter  
Respect resembles  
friendly, Diversity

# Gen Y

## How They Show Up

Are social generation

Collaboration and Cooperation, including the expectation to collaborate on brands

Passionate about values, including company values

They expect to work in communities

Netflix generation

Learn New Skills

Meaningful Work

Connect to a larger purpose

Digital Natives

Used to overachieving academically

Multitasking

Strong commitments to community

Make new friends

Want a road map to success

Optimistic





"We find our younger employees respond better to 'try to beat your high score,' than 'we need to increase profits.'"



# Gen Z

2001-2015



Shapers

Influenced by Social Media



Motivators

Most accepting generation, Communication primarily digital, Emoji, Causes



Connectors

Sustainable

Green

# Summary

## Baby Boomers



## Gen X



## Gen Y



Show Respect  
Appreciate their knowledge/skills  
Display Their Work Ethic  
Be Prompt  
Be Neat  
Ask for their Advice  
Do Not talk about “I”

Talk Results/Efficiency measures  
Include conversation around their hobbies  
Be prompt in reply  
Include Them

Appreciate what experience and knowledge they have  
Don't assume lack of knowledge  
Guide them  
Teach them/Develop  
Listen to them  
Include them  
Encourage the questions  
Make things mobile  
Make Problem Solving fun and Challenging  
Be Optimistic  
Let them be Innovative