THE TRADITIONAL GENERATION
Born pre-1945
- 8% of the workforce
- Train them one on one
- Many are volunteers;
  give them a job title.
#1 complaint? No one asks their opinion!
Remember: Old dogs can still have treats to share.

BABY BOOMERS
Born 1946–1964
- 30% of the workforce
- Over 70% will stay on
  past retirement age.
- Work well with others.
- Help them make a difference.
#1 complaint? Age discrimination
Remember: They brought you into this world and they can take you out.

GENERATION X
Born 1965–1980
- 17% of the U.S. population
- Tell me what you want. Give me the tools. Leave me alone.
- There is an ‘I’ in TEAMWORK.
#1 complaint? Office politics
Remember: Micromanage them and you’ll lose their loyalty.

MILLENNIAL GENERATION
Born 1981–2002
- 25% of U.S. population
- No news is bad news.
- Feedback is essential.
- Technology allows work and personal life to overlap.
#1 complaint? Hearing you say, “When I was your age...”
Remember: They can’t imagine being as old as you are.

LINKSTER GENERATION
Born after 2002
- 18% of the world population
- Ask them to reverse mentor older team members.
- Give structure and opportunities to interact with full-time employees.
#1 complaint? Being grounded
Remember: Most are still in school, so work with their schedules, they are our future.

Baby Boomer Dad
Larry Johnson
Gen Xpert Daughter
Meagan Johnson