



Crisis and Awakening

Generations, Values and Motivations





“Men resemble their times more
than they do their fathers.”

— Marc Bloch

The “silent” generation

Dedication

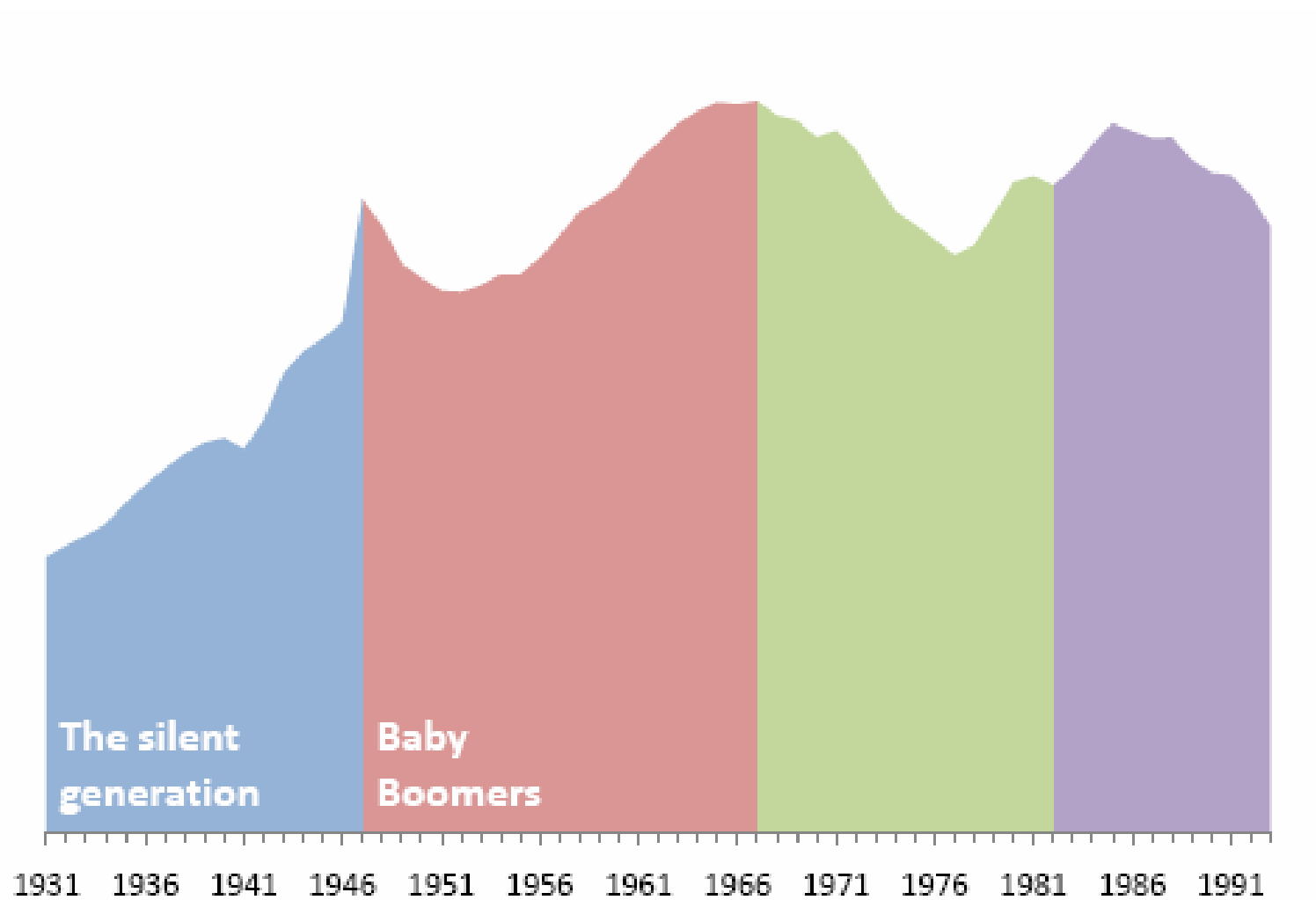
Self-sacrifice

Conformity

Patience

“Waste not, want not”





Population (2011 est.) by year of birth, 1931-1993

The baby boomers

Grew up in time of affluence

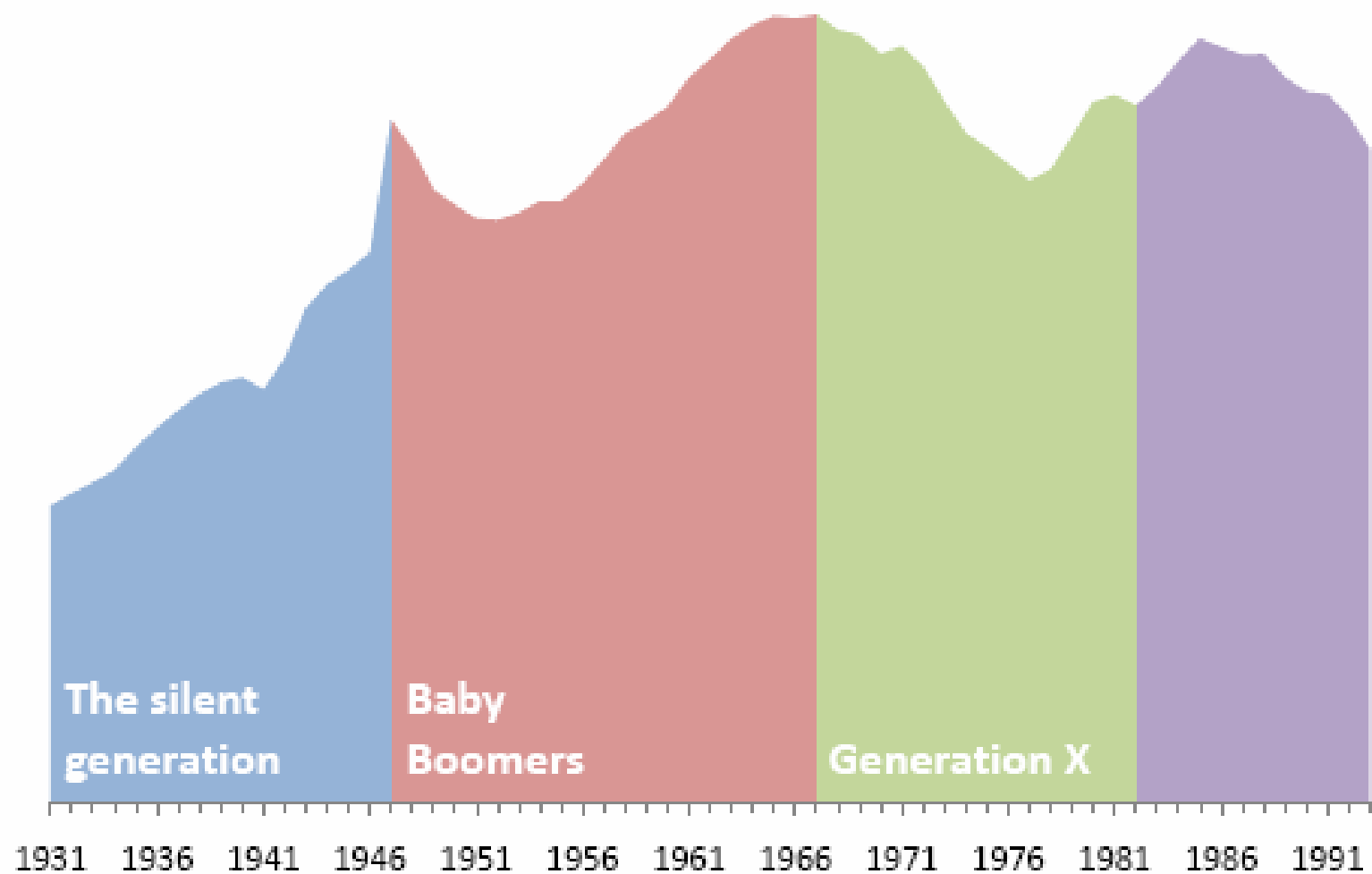
“You never had it so good”

Idealistic

Sex, drugs, rock and roll

Personal gratification





Population (2011 est.) by year of birth, 1931-1993

Generation X

Children of busy, divorced parents

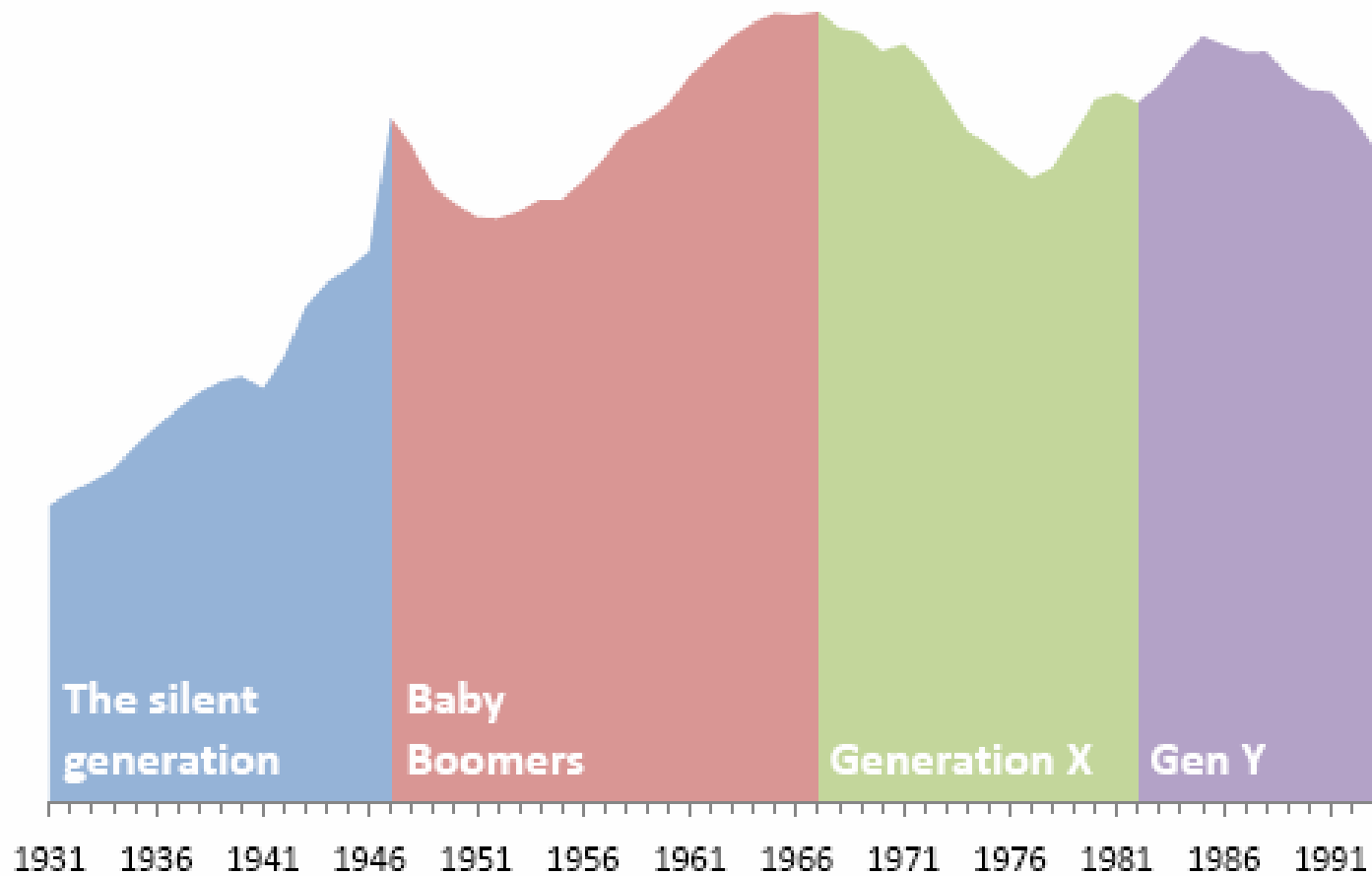
Distrust leaders/authority

Career insecurity

AIDS instead of free love

Individualistic





Population (2011 est.) by year of birth, 1931-1993

Gen Y/Millennials

Confident

Prolonged youth

Integrated with technology

Networks

“Because I said so” doesn’t work





So what?



17%

retired

financial freedom

26%

running companies

hold the wealth

20%

doing the work!

mortgage and debt

21%

entering work

no money

Boomers may still be the best customers!

Who is the most tech-savvy?

Gen Y: embedded technology

Gen X: have the most gadgets

Boomers: spend the most money

Silent: being left behind



Online behaviour

Silent: email use rising

Boomers: buy most online

Gen X: express themselves

Gen Y: social



If you're designing a website

Gen Y: want it to be fun

Gen X: want it to be customisable

Boomers: want it to be useful

But who's doing the coding?



Generations in the workplace

Gen Y in work
Communication
Management styles
Understanding each other



Generations as customers

Channel
Co-creation
Sources of advice
Understanding customers



Recommendations

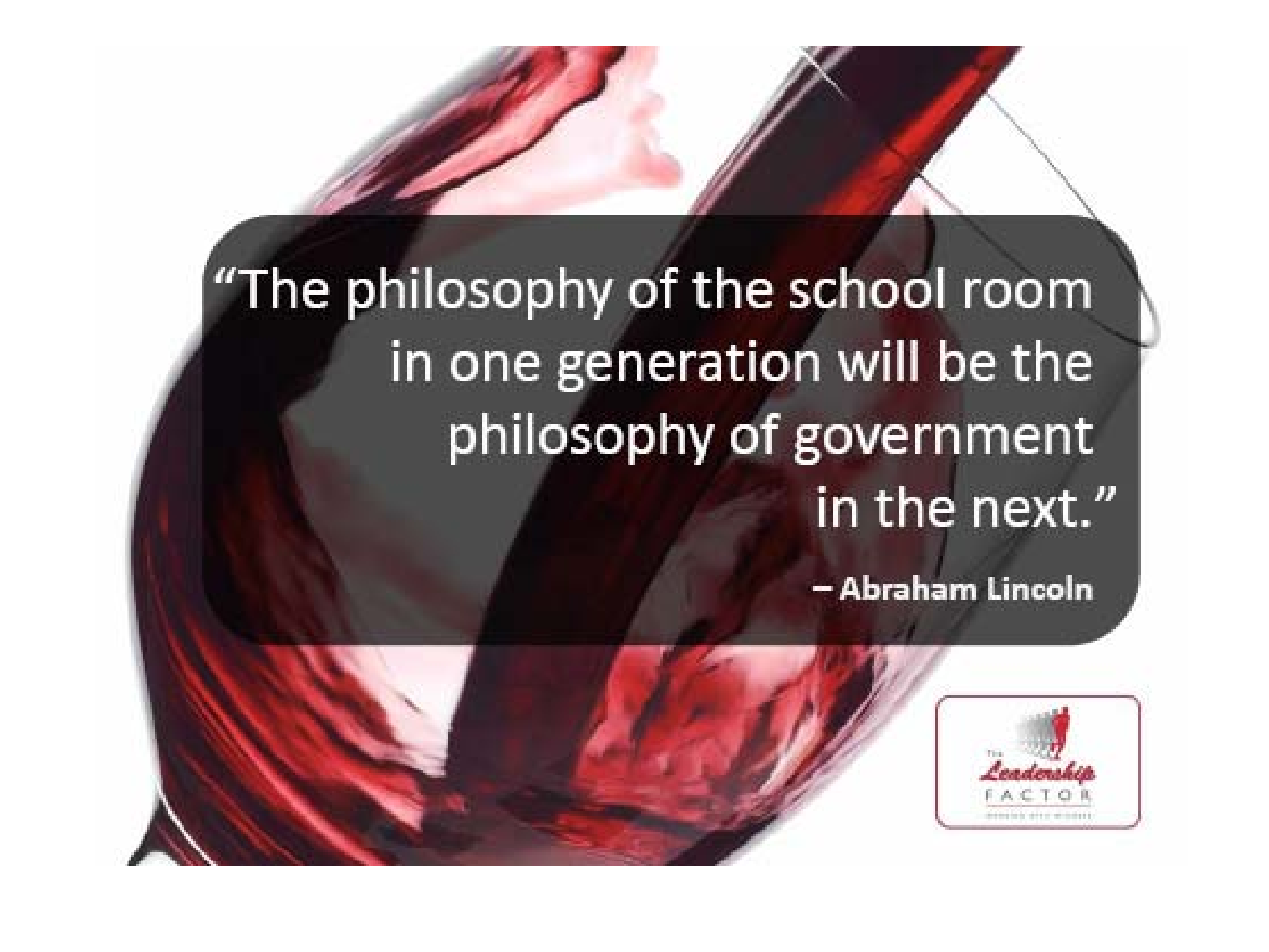
Build generations into business planning

Use the theory to understand people

Design for generations

Plan for the future





“The philosophy of the school room
in one generation will be the
philosophy of government
in the next.”

— Abraham Lincoln

