

Veterans or Traditionalists: Before 1945

Core Values	Motivational Messages
Sacrifice / Delayed Rewards Law and Order / Follow the Rules Conformity / Duty first Hard Work / Dedication Loyalty / Respect Authority	1. Your experience is valued here. 2. We want to know what has or hasn't worked in the past. 3. We reward perseverance and loyalty.
On the Job...	
Assets	Liabilities
Stable Detail-Oriented Thorough	Does not like change Reluctant to buck system Uncomfortable with conflict
Words that Works	
Authority Discipline Respect Consistent	Unemotional Logical Mature Tactful

Baby Boomers: 1946-1959

Core Values	Motivational Messages
Optimistic / Driven Team Oriented / Wants to Please Personal Gratification Health and Wellness Youth / Good at Relationships Work / Involvement	We need you. Your contribution is unique. You are important to our success.
On the Job...	
Assets	Liabilities
Assets Service-oriented Goes the extra mile Wants to please	Not budget-minded Sensitive to feedback Peer-oriented
Words that Works	
Fair Trust Human Rights Involvement	Acknowledges their knowledge Friendly Chance to Network Uses personal examples

Gen-Xers: 1960-1979

Core Values		Motivational Messages	
Techno-literate / Think Globally Latch Key Kids / Self-Reliance Independent / Rebellious FUN / Informal Pragmatic / Balance		1. Do it your way 2. There are not a lot of rules here 3. We're not very corporate.	
On the Job...			
Assets		Liabilities	
Adaptable Independent Not intimidated by authority		Impatient Inexperienced Poor People Skills	
Words that Works		Trainer that Works	
Alternative Efficient Results Independent		Gets to point Earns Respect Doesn't hover Gives lots of feedback	

Generation Y; Nexters; The Millennials: 1980-1995

Core Values		Motivational Messages	
Collaborative / Digital natives Flexible / Risk-takers Parent's Values / Moral Multitasking / Social networking Confidence / Civic duty		1. You can be a hero here. 2. You'll be part of a bight creative team. 3. Your team can turn our workplace around.	
On the Job...			
Assets		Liabilities	
Tenacity Techno-savvy Optimism		Liabilities Need Supervision Prefer structure Difficulty handling people issues	
Words that Works		Trainer that Works	
Achievement Community Challenge Positive		Positive and upbeat Makes purpose clear Listens Validates	