



# GENERATIONAL CROSSROADS!

April 19, 2012 • Lake Charles, LA



## GENERATIONAL CROSSROADS When X, Y, & Boomers Collide!



### Presentation Agenda

- ✓ **Welcome, Intention, & Introductions**
- ✓ **Silent, Boomers, X, & Millennials**  
- Generational Overview
- ✓ **Generational Crossroads – 60 in 6!**  
- Aretha & Atomic Dog,  
Beyonce & Billy Ray & Beatles!
- ✓ **Generations @ Service**  
- Take back strategies



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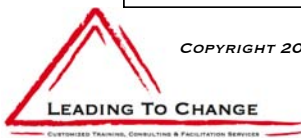
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### Presenter Backgrounds

- 50+ years in higher education, service learning, workforce development, prevention, juvenile justice, etc.
- Developed in 30+ states 150,00+ adults/youth participants (600 trainings in 2010 alone)
- Nationally awarded!!



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### *Generational Overview*

- **The average interval of time between the birth of parents and their offspring**
- **Generally on average of 20 years in length (+/- 6)**
- **Factors of generational culture include domestic (MTV), international events (Vietnam) and trends (HIV, iPod)**



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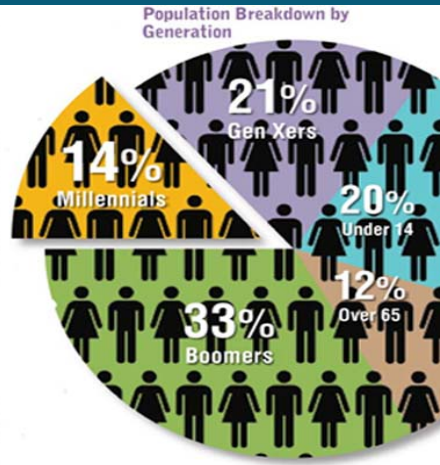


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### *Generational Overview*

% Estimates	2011	2015
Boomers	29%	22%
Gen X	24%	26%
Millennials	31%	35%



Source: Population Division, U.S. Census Bureau. Data released May 2007.



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### Generational Values

Birth Year	Generation	Major Events
1925-1945	Silent	Great Depression, D-Day, WWII, Big Band
1946-1964	Baby Boomer	Woodstock, JFK, Dr. Spock, Vietnam, The Pill
1965-1981	X	Challenger, MTV, Berlin Wall, Atari, AIDS, Hip-hop
1982-2002	Millennial	Columbine, Chatrooms, Cloning, 9/11, DVD, iPod, Recount, Steroids, RZR, NCLB
2002 – Present?		



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### Generational Overview *Silent Generation (Born 1925-1945)*

*Youth today are waiting for the hand of fate to fall on its shoulders, meanwhile working fairly hard and saying almost nothing. The most startling fact about the younger generation is its silence. With some rare exceptions, youth are nowhere near the rostrum. By comparison with the Flaming Youth of their fathers & mothers, today's younger generation is a still, small flame. It does not issue manifestoes, make speeches or carry posters. It has been called the "Silent Generation".*

- Time Magazine, 1951



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### Generational Overview **Baby Boomers (Born 1946-1964)**



*"We stand today on the edge of a new frontier – the frontier of the 1960s, a frontier of unknown opportunities and perils, a frontier of unfulfilled hopes and threats. The new frontier of which I speak is not a set of promises – it is a set of challenges."*

- John F. Kennedy, 1959



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### Generational Overview **Generation X (Born 1965-1981)**

*"Their a generation of teenagers who sleep together before they are married, were not taught to believe in God as much, dislike the Queen and don't respect parents."*  
-Woman's Own Magazine - 1964

*"There's an 'X' category of people who want to hop off the merry-go-round of status, money, and social climbing that so often frames modern existence"*  
- Paul Frissel, "Class" - 1983



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**Millennial Generation Traits**





**CAREER CHANGES**

Boomers: 4-6  
Gen X: 6-9  
Millennials: ???

### Millennials & Consumerism


- Early on instructed, that as the new Millennium ambassadors, anything is possible - the voice of a new gen!
- The customer is ALWAYS right. Even when they're wrong.
- The Millennial is ALWAYS a customer.
- Point/click consumerism
- FOR ME 6 Part Business Model:










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### *Closing Words*

*There was no respect for youth when I was young, and now that I am old, there is no respect for age - I missed it coming and going. - J.B. Priestly*

*Every generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it. - George Orwell*

*That which seems the height of absurdity in one generation often becomes the height of wisdom in another. - Adlai Stevenson*

*First we are children to our parents, then parents to our children, then parents to our parents, then children to our children. - Milton Greenblat*

*It's hard for me to get used to these changing times. I can remember when the air was clean and sex was dirty. - George Burns*



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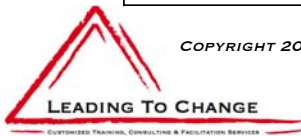


### **CONTACT INFO**

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