

# Five Generations Working Side by Side in 2020



## TRADITIONALISTS

Born 1900-1945

Great Depression  
World War II  
Disciplined  
Workplace Loyalty  
Move to the 'Burbs'  
Vaccines



## BOOMERS

Born 1946-1964

Vietnam, Moon Landing  
Civil/Women's Rights  
Experimental  
Innovators  
Hard Working  
Personal Computer



## GEN X

Born 1965-1976

Fall of Berlin Wall  
Gulf War  
Independent  
Free Agents  
Internet, MTV, AIDS  
Mobile Phone



## MILLENNIAL

Born 1977-1997

9/11 Attacks  
Community Service  
Immediacy  
Confident, Diversity  
Social Everything  
Google, Facebook



## GEN 2020

After 1997

Age 15 and Younger  
Optimistic  
High Expectations  
Apps  
Social Games  
Tablet Devices