

# The Generational Decoder Card

## 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