

AMBER HURDLE EMPOWERMENT • BUSINESS MASTERY

GENERATIONAL GUIDE

EXPERIENCES

VALUES

CHARACTERISTICS

COMMUNICATION PREFERENCE

SIGNATURE TECHNOLOGY



BABY BOOMERS



Civil Rights and Women's Movements, Cold War, Woodstock, Vietnam War, John F. Kennedy and Martin Luther King Jr. Assassinations



Relationships, Teamwork, Work Ethic, Independence, Personal Growth, Optimism



Workaholics, Quality Reigns, Works to Prove Worth, Relationship-focused at Work



Face-to-face



Television



GEN-X



Latch-key Kids, MTV, Enron, Prime Time TV, AIDS, Divorce, Fall of Berlin Wall, Challenger Explosion, Digital Immigrants



Work-life Balance, Individual Freedom, Stability, Entrepreneurial



Works "Smarter, Not Harder," Emphasizes Efficiency, Self-reliant, Skeptical, Easily Moves Between Jobs with Transferable Skills



Text or Email



Personal Computer



Millennials



Desert Storm, 9/11, Columbine, Video Games, Google, Social Media, Reality TV, Dating Apps, Digital Natives



Sense of Purpose, Collaboration, Feedback and Recognition, A Voice



Always Connected with Fine Lines Between Work and Play, Cause-oriented, Digital, Ambitious, Globally-focused, Wants to Have a "Say"



Text or Online Messaging



Smart Phones/Handheld Devices



GEN Z



Terrorism, Extremism, Financial Crisis, Real Beauty Campaigns, Gay Rights, Produce Own Media, Digital Security Breaches



Hardwork, Personalization, Uniqueness, Recognition, Authenticity, Creativity, Shareability, Stability



Traditional Success Measures (Career, Money, Promotions), Liberal Social Views, Global Paradigm, Entrepreneurial



FaceTime/Video Call



Wearable Tech