



WHY DO WE CARE ABOUT THE DIFFERENCE BETWEEN BOOMERS AND MILLENNIAL'S?

- We have to work together
- We have to prepare the next generation for leadership
- We need to make sure the boomer legacy of social and political change lives on



GENERATIONAL SHORTHAND

The Greatest Generation	Baby Boomers	The X Generation	Millennials	The Z Generation
Born 1900-1945	Born 1946-1964	Born 1965-1976	Born 1977-1997	Born After 1997
Lived through the Great Depression and WWI and WWII	Lived during unprecedented growth and prosperity	Growth of technology from cell phones to the internet	Witnessed 9-11 attacks and the growth of global terrorism	Guardedly Optimistic
Experienced economic growth post WWII/moved to the suburbs	Encouraged to work hard and improve/go to college and achieve	Encouraged to get an education	Involved in social media and technologically savvy	Starting working for non-profits before they left high school
Had jobs long-term/job loyalty	Moved from job to job, city to city	Looked for independence from traditional workplaces	Looking for meaningful work in socially responsible companies	Motivated to effect social change

WE STEREOTYPE EACH OTHER...



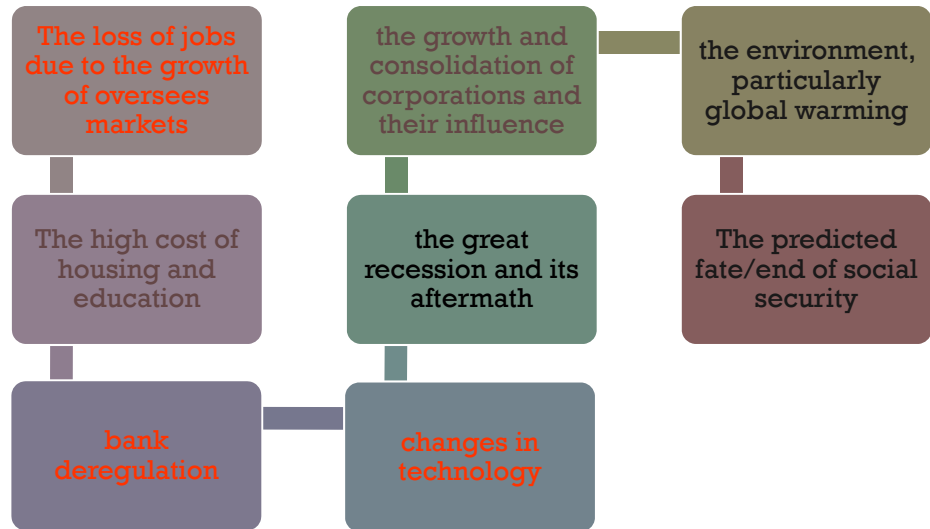
SUCH AS “BABY BOOMERS RUINED EVERYTHING...”



COMMON ASSUMPTIONS

Baby Boomers	Millennials
The "me generation" - selfish	The "entitled" generation
Lacked empathy and the inability to form lasting relationships due to a high rate of divorce	More in tune with technology than human interaction
Focused on consumption Built mega-mansions and bought SUV's	Focused on freedom of choice and rejecting consumerism
Prized corporate growth over social responsibility	Prize social responsibility and justice over money and security
This focus led to a real estate bubble/the great recession, environmental problems and global warming	More millennials live with their parents from age 18-35, earning them a reputation for be unambitious and lazy
Leaving a job market which is stagnated for younger generations	Entered the post-recession job market well-educated, but deep in debt

GENERATIONAL TENSIONS FOCUS ON:



WHAT INFLUENCED RECENT GENERATIONS?

World events, the economy, access to education, technology, housing, jobs and the creation or reductions of a social safety net all play a role in influencing the generations



WHAT INFLUENCED THE GREATEST GENERATION?

- Lived through the Great Depression and World War II
- Women worked in non-traditional jobs during the war, but were paid 50% less than men
- When WWII ended, women returned to being housewives or returned to traditional female jobs
- Due to the depression the New Deal created a social safety net:
- Social security, Unemployment Insurance, Family Aid, and after WWII the GI Bill



AFTER THE WAR

- The baby boom occurred
- The middle class grew and white flight to the suburbs triggered a housing boom, but left many minorities in urban decline and poverty
- The GNP grew annually 3.5% from 1945-1970
- The middle class grew significantly



WHAT INFLUENCED BABY BOOMERS?

- US Growth in economic and international power
- The growth of large corporations
- The Space Race
- Television
- Development of Computers



EDUCATION BECAME A NATIONAL PRIORITY

- Boomers experienced a national focus on education, prompted in part by the Cold War and Space Race with the Soviet Union
- Boomers graduated from high school and college in larger numbers than any prior generation
- Education began to focus on science, engineering and medical programs during the 1960's



BOOMERS WITNESSED

The tragic assassination of President Kennedy, Martin Luther King and Robert Kennedy

A Fear of Nuclear Annihilation

Increased racial tension

Environmental degradation

THEY BECOME A GENERATION OF ACTIVISTS

- Racial discrimination
- Vietnam War
- Military draft
- Gender discrimination
- Lack of environmental regulations
- Lack of corporate responsibility



THEY BECAME PATH BREAKERS

- Boomers stood up on protest against racial discrimination
- Vietnam and the Military Draft System
- They stood for Women's Rights
- They protested the lack of environmental regulations prompting the passage of the clean Air and Clean Water Act and the first Earth Day in 1970
- They pushed for increased corporate responsibility
- Women fought for equal pay, higher paying positions and pushed to break through the "glass ceiling"



- Civil Rights Act of 1964
- Equal Pay Law
- Voting Rights and the Equal Rights Amendment
- Federal Water Pollution Act, Clean Air Act
- Title IX prohibits gender discrimination in any federally funded education program or activity



A GENERATION OF RADICAL SUCCESS

