



# Generational Know How

Understanding the core values of each generation of volunteers.

## The Generations Defined:



### **Silent Generation - born 1925-45 (65-85 yrs\*)**

- Respects authority and wants to be respected in return
- Dedicated
- Insightful, knowledgeable and wise
- "Do the right thing" generation



### **Boomers - born 1945 - 1965 (45- 65 yrs\*)**

#### **Generation Jones - born 1954 - 1965 (45-56 yrs\*)**

- Social changers-they created the women's movement, sexual revolution, the environmental movement, and the civil rights movement
- Dominate most political, business and community leadership roles
- They first turned 60 in 2005



### **Generation X - born 1966 - 1979 (31-44 yrs\*)**

- Get to the point - be clear
- Likes technology
- Trained to make fast decision; thinks fast/acts/then evaluates
- Independent, entrepreneurial, crave autonomy
- Value a healthy balance between work and personal
- Rejects authority and rules
- Choice



### **Millenials (Gen Y) - born 1980 - 1994 (16-30 yrs\*)**

- Want to do things that matter - work, community engagement
- Collaborative and team players
- Quick feedback
- Socially conscious
- Most racially diverse generation ever
- High performance, high maintenance, questions everything....asks for everything
- Expect teams and collaboration



### **Generation Z - born 1995-2001 (9-15 yrs\*)**

- "Digital Natives" - highly connected, many having had lifelong use of communications and media technologies such as the internet, instant messaging, text messaging, MP3 players, cell phones & YouTube
- Relatively little is firmly established about its composition, character, and even name.

*\*in the year 2010*

## **City of Bloomington Volunteer Network**

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