



## BABY BOOMERS [Born 1946–1964]

aka: Boomers, Trailblazers, Hippies

Not all Baby Boomers are looking to retire. Some are working part-time or embarking on new careers. Baby Boomers are lifelong learners. They disengage when treated like an “old dog that can’t learn new tricks!”

**Baby Boomer Myth:** They don’t like to use technology. **FALSE!** Baby Boomers communicate online and conduct financial transactions using their handheld devices and their computers. Generational difference? Baby Boomers want to know how technology will make their jobs or lives easier.

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## GENERATION X [Born 1965–1980]

aka: MTV Generation, Slacker Generation, Generation Grunge, Latchkey kids

Many Gen Xers came home from school to an empty house where they ran the show. Consequently, they value working independently and being self-sufficient. Many Gen Xers are currently balancing their time between caring for children at home and their aging parents.

**Generation X Myth:** Gen Xers are not good leaders or team players. **FALSE!** Many Gen Xers have greater than 20 years of professional working experience and more than 65% of Fortune 500 CEO positions are held by Gen Xers. Gen Xers are continually ranked as the most professionally engaged generation. Gen Xers recognize the only way to tear down abhorred organizational silos is through diversity and inclusion.



## MILLENNIALS [Born 1981–1996]

aka: Snowflakes! Trophy-Kids! Gen Yers!

They are the largest living generation and represent 40% of the workforce.

Millennials place a high value on collaboration and have a higher desire for feedback than previous generations. *(60% of Millennials report they like connecting with their managers at least once a day.)*

**Millennial Myth:** Millennials are young, inexperienced and not ready for primetime. **FALSE!** They may be younger than you, but many Millennials are well into their 30’s and have been in the workforce for 10+ years. Additionally, they are way ahead of the curve in learning because they have had access to technology and information since they were children. 80% of Millennials view themselves as leaders today and 75% aspire to be leaders into the future. Millennials continue to reshape our notions of how to get things done!



## GENERATION Z [Born 1997–2012]

aka: Gen Z, iGeneration, Plurals

It is predicted they will be 30% of the U.S. workforce by 2030. Generation Z aligns with organizations that take stands on societal issues such as climate change, gun control and race discrimination.

**Gen Z Myth:** Gen Z is a younger version of the Millennial Generation. **FALSE!** They are an entirely different generation with unique defining characteristics. They are the first generation to grow up in a truly digital world. Gen Z may have never learned cursive, written checks or held a textbook. They received their first smartphone at about 10.5 years old and are the most ethnically diverse generation; almost 50% are ethnic/racial minorities. They expect ethnic, generational and gender diversity to be reflected in the leadership of the companies for whom they work or patronize.

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Meagan Johnson is a nationally recognized generational studies enthusiast. Since 1997, she has researched, written and spoken about the multiple generations.

She focuses on how to build a culture of generational collaboration. Rather than promoting stereotypes of different generations, Meagan explores what drives each to succeed!

In her presentation, **TRANSFORMING MULTI-GENERATIONAL TEAMS IN AN UNPREDICTABLE WORLD**, Meagan delves into:

- The best way to assist each generation to become engaged and energetic team members
- How to create generational inclusivity
- The common denominators across the generations
- How generational insensitivity can impact you and your organization

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