

### Veterans or Traditionalists: Before 1945

| Core Values   | Motivational Messages   |
|---|---|
| Sacrifice / Delayed Rewards<br>Law and Order / Follow the Rules<br>Conformity / Duty first<br>Hard Work / Dedication<br>Loyalty / Respect Authority | 1. Your experience is valued here.<br>2. We want to know what has or hasn't worked in the past.<br>3. We reward perseverance and loyalty. |
| On the Job...   |   |
| Assets  | Liabilities   |
| Stable<br>Detail-Oriented<br>Thorough   | Does not like change<br>Reluctant to buck system<br>Uncomfortable with conflict   |
| Words that Works  | Trainer that Works  |
| Authority<br>Discipline<br>Respect<br>Consistent  | Unemotional<br>Logical<br>Mature<br>Tactful   |

### Baby Boomers: 1946-1959

| Core Values  | Motivational Messages   |
|--|---|
| Optimistic / Driven<br>Team Oriented / Wants to Please<br>Personal Gratification<br>Health and Wellness<br>Youth / Good at Relationships<br>Work / Involvement | We need you.<br>Your contribution is unique.<br>You are important to our success.       |
| On the Job...  |   |
| Assets   | Liabilities   |
| Assets<br>Service-oriented<br>Goes the extra mile<br>Wants to please   | Not budget-minded<br>Sensitive to feedback<br>Peer-oriented                             |
| Words that Works   | Trainer that Works  |
| Fair<br>Trust<br>Human Rights<br>Involvement   | Acknowledges their knowledge<br>Friendly<br>Chance to Network<br>Uses personal examples |

## Gen-Xers: 1960-1979

| Core Values   | Motivational Messages  |
|---|--|
| Techno-literate / Think Globally<br>Latch Key Kids / Self-Reliance<br>Independent / Rebellious<br>FUN / Informal<br>Pragmatic / Balance | 1. Do it your way<br>2. There are not a lot of rules here<br>3. We're not very corporate.              |
| <b>On the Job...</b>  |  |
| Assets  | Liabilities  |
| Adaptable<br>Independent<br>Not intimidated by authority  | Impatient<br>Inexperienced<br>Poor People Skills   |
| <b>Words that Works</b>   |  |
| Alternative<br>Efficient<br>Results<br>Independent  | <b>Trainer that Works</b><br>Gets to point<br>Earns Respect<br>Doesn't hover<br>Gives lots of feedback |

## Generation Y; Nexters; The Millennials: 1980-1995

| Core Values   | Motivational Messages  |
|---|--|
| Collaborative / Digital natives<br>Flexible / Risk-takers<br>Parent's Values / Moral<br>Multitasking / Social networking<br>Confidence / Civic duty | 1. You can be a hero here.<br>2. You'll be part of a bight creative team.<br>3. Your team can turn our workplace around. |
| <b>On the Job...</b>  |  |
| Assets  | Liabilities  |
| Tenacity<br>Techno-savvy<br>Optimism  | Liabilities<br>Need Supervision<br>Prefer structure<br>Difficulty handling people issues                                 |
| <b>Words that Works</b>   |  |
| Achievement<br>Community<br>Challenge<br>Positive   | <b>Trainer that Works</b><br>Positive and upbeat<br>Makes purpose clear<br>Listens<br>Validates                          |