



**The Dance  
of the  
Generations**

**MA PHN Conference  
Spring, 2011**

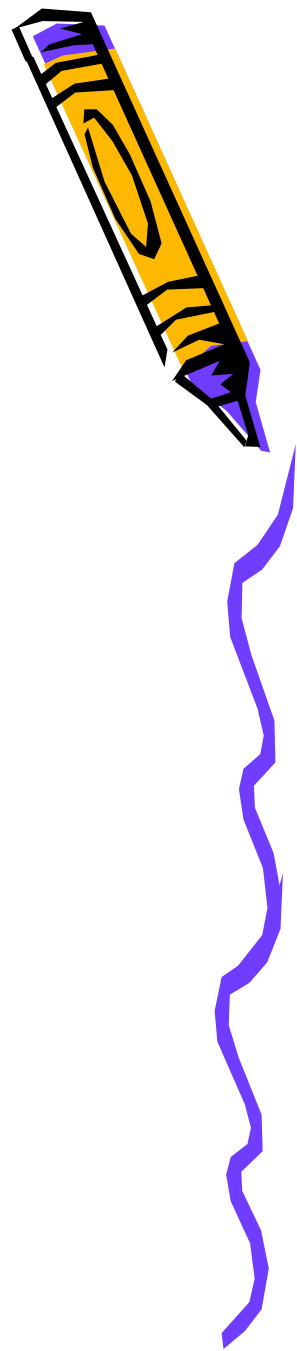
**Bob Scott**



**University of Texas  
Medical Branch**

# The Great Generation

- Born before 1945.
- Traditional names and traditional values.
- What was their "defining event"?



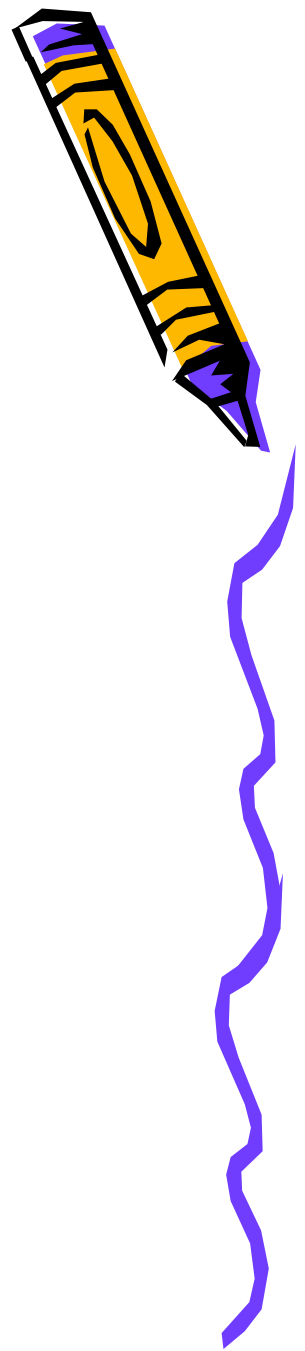
# TV Shows

- Father Knows Best
- Leave it to Beaver
- Andy Griffith
- Peyton Place
- This is Your Life
- American Bandstand



# Life Filters

- Sex?...on your honeymoon
- Married?...usually just once
- Family?...close and marriage honored
- Influenced by?...family and church
- Technology?...just hope to outlive it
- Motto?...“No Sweat”
- What song did they dance to?.....





The Twist  
1960

Chubby Checker  
Born- 1941



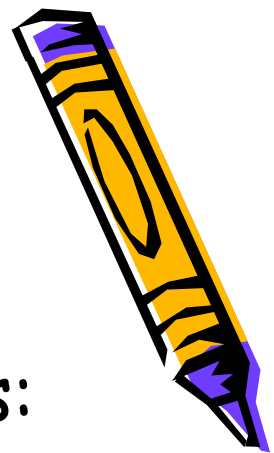
# Work is... an inevitable obligation

## Assets:

- Detail oriented
- Thorough
- Loyal
- Hard working

## Coaching Points:

- Hate ambiguity
- Reluctant to buck the system
- Uncomfortable with conflict
- Stubborn when they disagree



# The Great Generation

- Influenced by patriotism, loyalty, working through hardships to build society
- Have seen much change and faced many challenges, thus providing insight and wisdom
- The past has provided them new views for the future
- Provide outstanding mentorship
- Have come to realize the necessity of flexibility in changing circumstances
- Busy celebrating life, sharing experience, and increasing friendships, humor, and leisure



# Baby Boomers



- Between the ages of 44 and 63.
- The largest generation in the history of the world-every 60 seconds someone is turning 50!
- Their names are Bob, Jim, Tom, David, John, Jr., Kathy, Linda, Mary, Jr. or Nancy.
- What was their defining event?



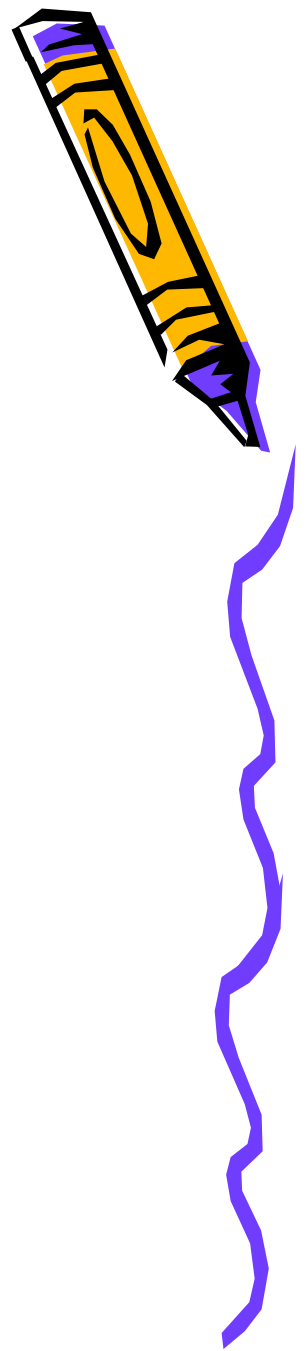
# TV Shows

- Captain Kangaroo
- Cheers
- MASH
- Mary Tyler Moore
- All In The Family
- Dallas/Dynasty/  
Falcon Crest/Knot's  
Landing



# Life Filters

- Sex?...in the backseat
- Married?...at least twice
- Family?...dispersed
- Influenced by?...family and education
- Technology?...just hope to master it
- Motto?...“No Problem”
- What song did they dance to?.....





# The Rolling Stones

Mick Jagger  
Born 1946



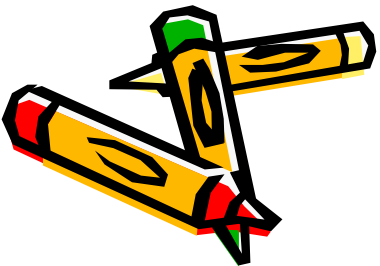
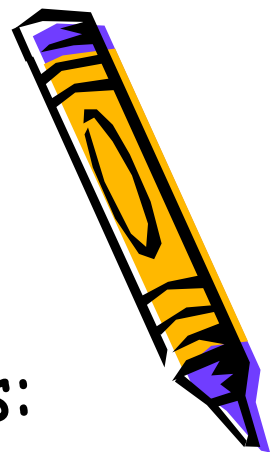
# Work is... an exciting adventure

## Assets:

- Service oriented
- Driven
- Strong people skills
- Want to please
- Good team players

## Coaching Points:

- May put process ahead of result
- Overly sensitive to feedback
- Judgmental
- Self-centered



# Baby Boomers (1946-1964)

- Influenced by music, events, and social changes
- Brought up to fight for causes and to make statements
- More serious and focused on doing everything it takes to get the job done
- The generation that pushed the divorce rate up to 50%
- In peak earning years, \$\$'s drive economy
- Busy solidifying careers and family but beginning to simplify and think about their human imprint



# Generation X'ers



- Between the ages of 29 and 43 - the first generation to be smaller than its preceding generation.
- Their names are Josh, Brian, Jeff, Ashley, Melissa, Jennifer and Amy.
- Where is the dictionary to talk to these folks?
- **What was their defining event?**



# TV Shows

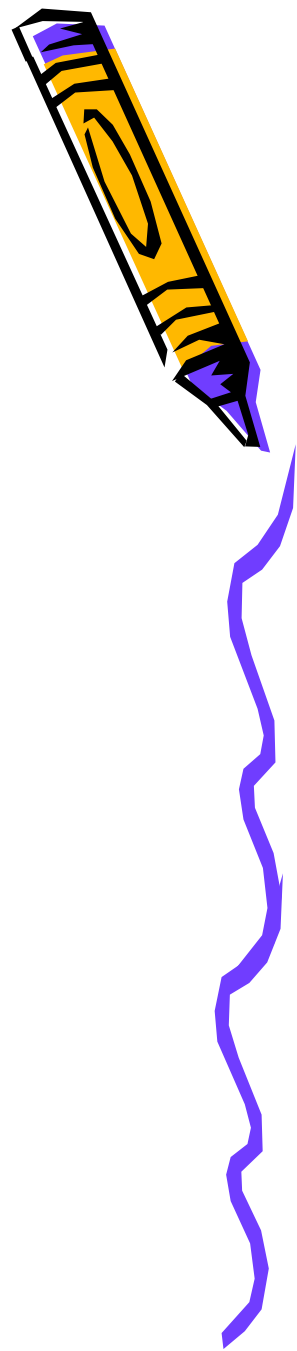


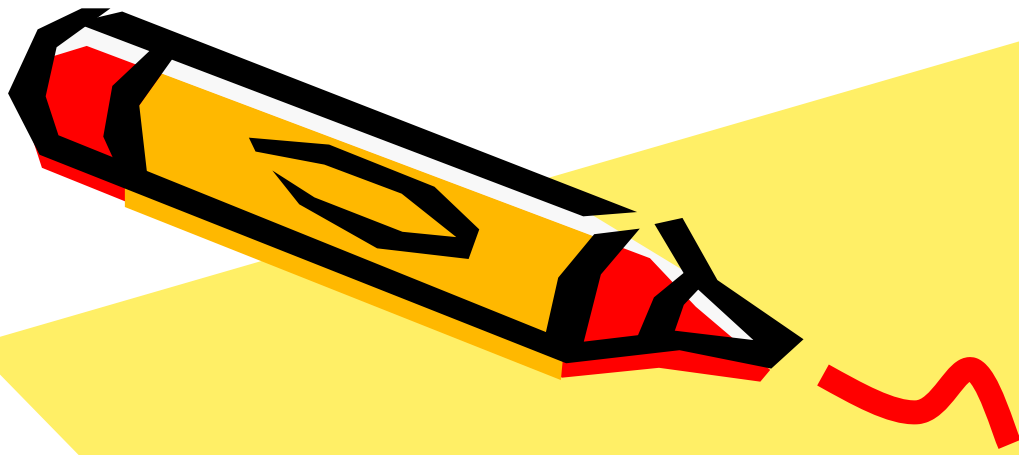
- Brady Bunch
- Cosby Show
- 90210
- Seinfeld
- Melrose Place
- ER
- Friends



# Life Filters

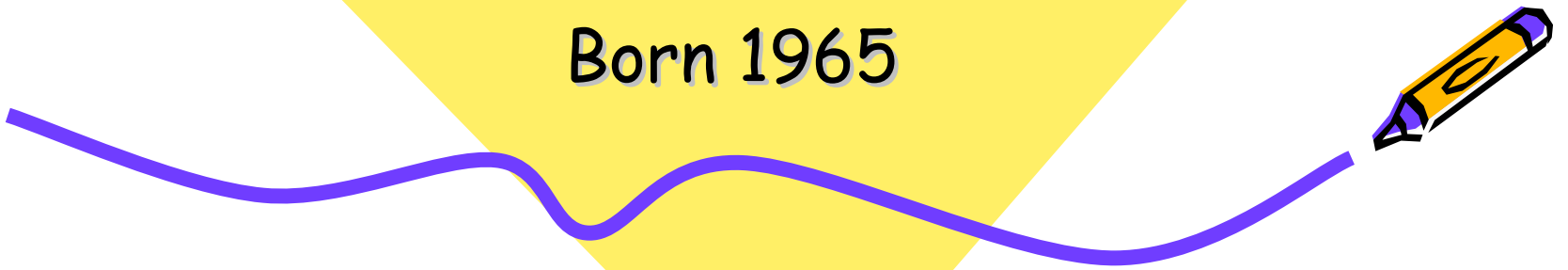
- Sex?...on the internet
- Married?...maybe
- Family?...blended, extended, "latch key children"
- Influenced by?...the media
- Technology?...enjoy it
- Motto?... "No Fear"
- What song did they dance to?.....





# THRILLER

Michael Jackson  
Born 1965



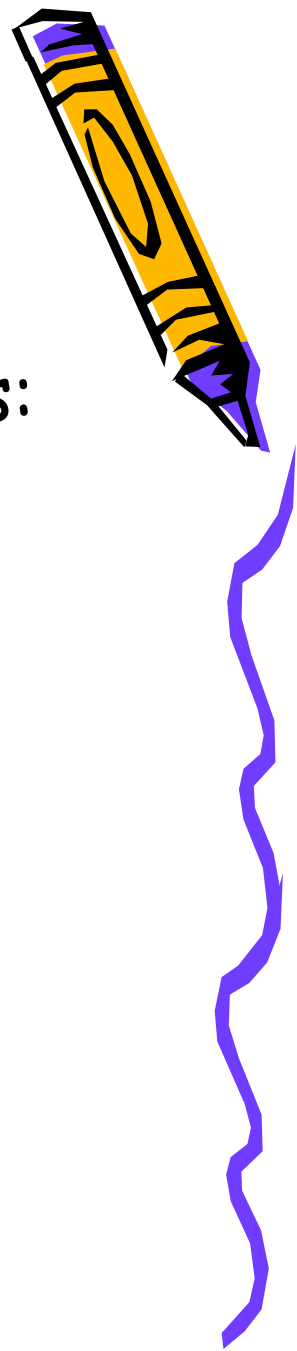
# Work is... a difficult challenge

## Assets:

- Adaptable
- Techno-literate
- Independent
- Creative
- Unintimidated by authority

## Coaching Points:

- Impatient
- Interpersonal relationships
- Inexperienced
- Cynical



# Generation Xers (1965-1979)

- Brought up on television, Atari's, Nintendo's, VCR's
- Have high levels of energy and creativity
- Private, but bring a sense of play
- Fearless in terms of technology and newness
- Much to their surprise and dismay, it is the Return of the Yuppie - conspicuous consumption, status brands, career aspirations.
- Highly educated and may be underemployed
- **Busy staking themselves out, building relationships and careers**



# Generation Y'ers (aka Nexters)



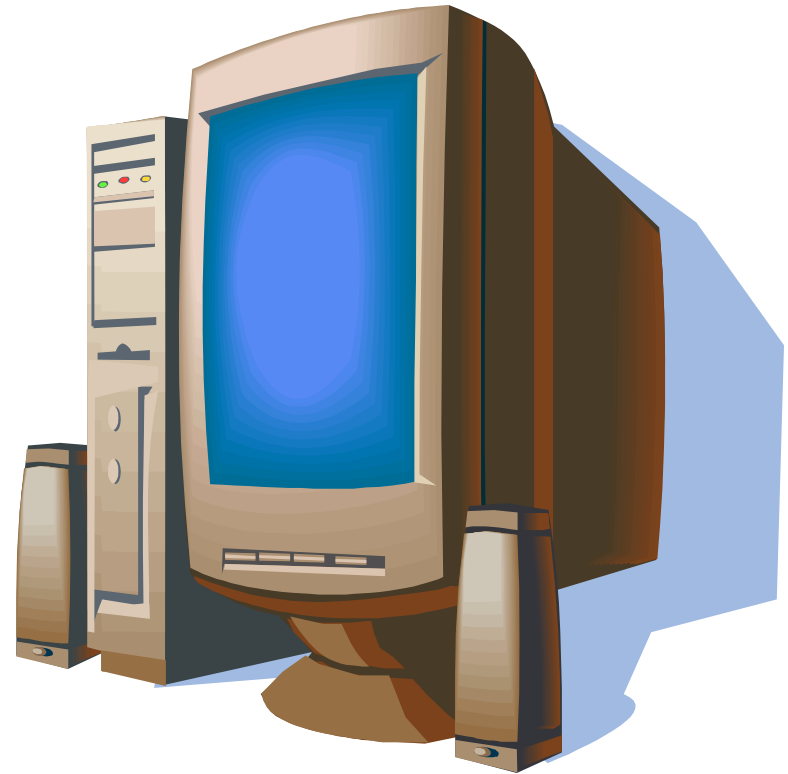
- These folks are 28 and younger.
- Their names are Alexis, Jordan, Taylor, Nicole, Amber, Adam, Dustin, Jake and Sean.
- Generation even smaller than their preceding generation.
- Just give me a sign !

• What was their defining event?



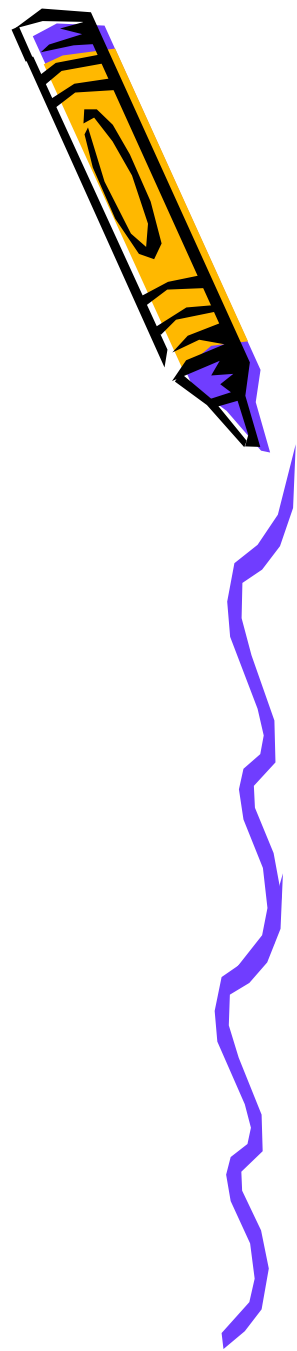
# TV Shows

- Reality "Anything"
- MTV
- Buffy the Vampire Slayer
- Who Wants to be a Millionaire
- 100's of Cable Choices



# Life Filters

- Sex?...OK, as long as it's safe
- Married?...why bother
- Family?...alternative, but respected
- Influenced by?...their friends
- Technology?...employ it
- Motto?...“Whatever”
- What song did they dance to?.....



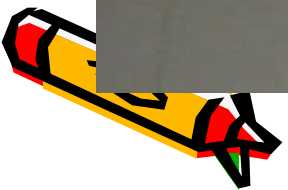


# Oops!...I Did It Again

Britney (She's Not That Innocent)  
Spears  
Born 1981



W T H?



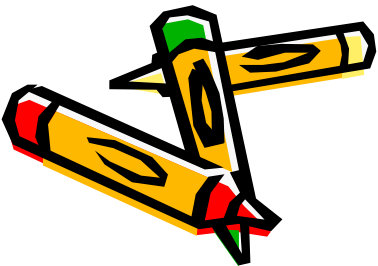
# Work is... a means to an end

## Assets:

- Optimistic
- Tenacity
- Heroic spirit
- Tech savvy
- Multi-tasking capabilities

## Coaching Points:

- Need for structure
- Need for supervision
- Handling difficult people
- Coming to terms with their limitations



# Generation Yers (1981 -)



- Most admire traits of honesty and integrity
- Used to moving at a fast pace
- Have a spirit of adventure and desire to have fun
- Once projected to be the most accepting and tolerant of all generations, but that is at risk
- Stress is in the form of prioritizing private life to work life
- May be frustrated staying in one place too long
- Busy transitioning out of school and securing jobs





**THANK YOU!**

Have a wonderful time in  
Sturbridge!

