

Izzo Consulting Inc Program Comments from “Bridging the Generation Gaps- Sept 2002”

VILOS GENERATION OR NET GENERATION (born 1978-early 1990's): IMPRINTS

1.8% of participants were born in this generation.

Definition:

The first generation BORN in the Information Age. “*Vilos*” - a Latin term meaning Velocity and “*os*” meaning “source”. Demanding, individualistic, spoiled brat technophiles – these people are in fact driven, altruistic and in search of balance. They had access to everything and everything had access to them.

In their news: poverty, presidential scandals, corporate scandals, killer viruses, computer hackers, .com hysteria, easy money, easy drugs, pedophiles, corruption and terrorism, single parents or dual family incomes, cell phones, cable internet, instant messenger, Star-bucks, sweat shops, Fashion statement – “grunge”, Rap and record label wars, Sports personalities were making in the 100's of millions of dollars, teen suicide due to school violence, deforestation, ozone depletion, global warming, and “Step-mom”, “Survivor” and extreme experiences define this group.

List the Values most important to you at work?

- Balance
- Noble Cause
- Growth and Development

Think of all the events that shaped your view of work and life (these events will have taken place in your adolescence.

- The Clinton Scandal
- We were raised with 90201, sitcoms about work and professions
- Small families or single child families
- Step -parents are the norm
- Cell phones
- Pagers
- Internet and home computers
- Drugs are everywhere
- Sex is exploited for everything
- Eating disorders
- Satellite TV
- 103 cable channels
- real TV
- Anything could be fixed by pressing “reset”
- We have credit card debt
- Teen pregnancy
- SPAM is not a modified meat product
- STD's
- HIV
- Gay parents
- Being alone, friends were your family
- Parents would scheduled to death
- Endless learning
- Raised in different countries
- Traveled at an early age
- Morning after pill

How do you think other generations see you at work?

- We haven't paid our dues
- Irresponsible
- Under worked and over-paid
- We have no work ethic
- We are lazy
- Immediate and impatient
- Going nowhere...fast
- We don't speak normal English
- We type we don't talk

If there were one thing others should know about your generation that would make the biggest difference, it would be...?

- We were raised alone and we survived - trust our abilities
- We didn't have a chance to be children so don't treat us like we are children
- One size doesn't fit all – deal with it
- We want to make this world a better place

What do these people want in a workplace?

- Responsible leaders
- Honesty
- Flexibility in hours and in roles
- Learning that is important to them
- Making a difference in the world, not just making profits

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THE NEXUS GENERATION OR GENERATION X (born 1963-1977)

“Nexus” means bridge or link - the Nexus Generation is positioned between the Information Age and the Industrial Age, and between the Baby Boomers and their children. characterized - lost, confused, apathetic these folks are, in fact, optimistic, endlessly driven however, skeptical and untrusting.

In their news: Sports have become as important as politics, Berlin Wall fell, cancer cures, Olympic Scandals, World Aid, AD/DC and Lef Leppard were the music choices, Evangelist Preachers, Tammy Faye Baker's make-up secrets, Super Models and extreme clothing, '87 stock crash, The Rodney King case, LA Law, Princess Diana and Prince Charles Wedding, Serial Murders, Native Rights, memorable movies...ET, Microsoft and Apple we not at war yet.

List the Values most important to you at work and what do these mean in behavioral terms?

Balance
Growth and Development

Think of all the events that shaped your view of work and life (these events will have taken place in your adolescence.

- Inflation
- recession
- M-TV
- Big Hair Bands
- Personal computers
- Space Shuttle Disaster
- Stock crash of '87
- Raised in other cultures
- Cable networks
- Regan's attempted assassination
- Berlin Wall falling
- Introduction to the VCR and Microwaves
- Desert Storm was our war
- Magic Johnson was diagnosed with HIV
- HIV
- Atlanta Child Murders
- Eating disorders
- Always told to better our selves
- Parents were together and divorced
- Parents were working

How do you think other generations see you at work?

- Threatening
- Open-minded (too open-minded)
- Not willing to work hard
- Too concerned with personal life
- Self-centered
- Apathetic

If there was one thing others should know about your generation that would make the biggest difference, it would be...?

- We are thoughtful and aware
- We are driven but not by the same things as everyone else
- We care about our whole life not just work-life
- One size does not fit all
- We hate to be micro managed and controlled
- Rules and unnecessary politics frustrate us.

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BABY BOOMERS (born 1942-1969): 57% OF THE ROOM

The largest group of individuals in North America. They are affluent, educated and healthy. The Boomer generation will in fact work longer than any generation previous to it. They intend to remain active and involved for as long as they physically can. Part time work with status will keep this wise group around. Driven, controlling know-it alls are in fact individuals who are aware, organized and in search of the meaning of life.

In their Media: Walter Cronkite was the voice of this era. There were only three channels on the TV if you had one and they were ABC, CBS and NBC. The Kent State Massacre, Atari TV games, THE VCR was now available, the first test tube baby was born

List the Values most important to you at work and in Life:

- Balance
- Trust

Think of all the events that shaped your view of work and life (these events will have taken place in your adolescence.

- Global Travel
- Women’s movement
- Civil rights
- Kennedy assassination
- Vietnam War
- People stayed with Jobs
- Elvis died
- Disco
- Trusted each other
- Olympic hostage crisis (young boomers)
- The Space program
- Parents are divorces and together
- Went to church
- Strict upbringing- no excuses
- Watergate scandal
- Coming of age with separatism
- Age of tolerance
- Oil crisis
- Pantyhose
- Family Values (“Laugh-In was risqué)

How do you think other generations see you at work?

- Workaholics
- Anal
- Controlling
- Obstacles
- Too structured
- Old fashioned
- Over worked – under paid

If there is one thing others should know about your generation that would make the biggest difference, it would be...?

- How to be more balanced
- Dealing with conflicts
- Respect
- Openness

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PRE-BOOMER (born before 1942)

Born before the second world war, many of these folks went to war, trusted their countries
Many people in this generation are still working, growing and learning. Characterized as old
fashioned, trusting, steady and close-minded are in essence the most content, regretless,
loyal and selfless individuals in our population.

In the Media...there wasn't media, there was radio and dish soap commercials. We read
the news paper. Relied on friends and families for news.

List the Values most important to you at work and in Life:

Trust
Noble Cause
Partnership

Think of all the events that shaped your view of work and life (these events will have taken place in your adolescence.

- We watched the Radio
- Hitch hiked everywhere
- We trusted each other
- Work was a privilege
- We did the dishes
- Cuban missile crisis
- Kennedy assassination
-
- Dick Clark and American Band
Stand
- Credit Cards were evil
- No loans, paid cash
- Party lines (shared phone lines)
- Great Safe times

How do you think other generations see you at work?

Like an old fashioned bunch of seniors who don't know a thing.
They see us as people to put up with until we retire
They know we are wise, but don't listen
People to ask for advice after the fact
Process anal and repetitive