



The Montana Small Business Development Center presents:

GENERATIONS IN THE WORKFORCE



Generations in the Workforce

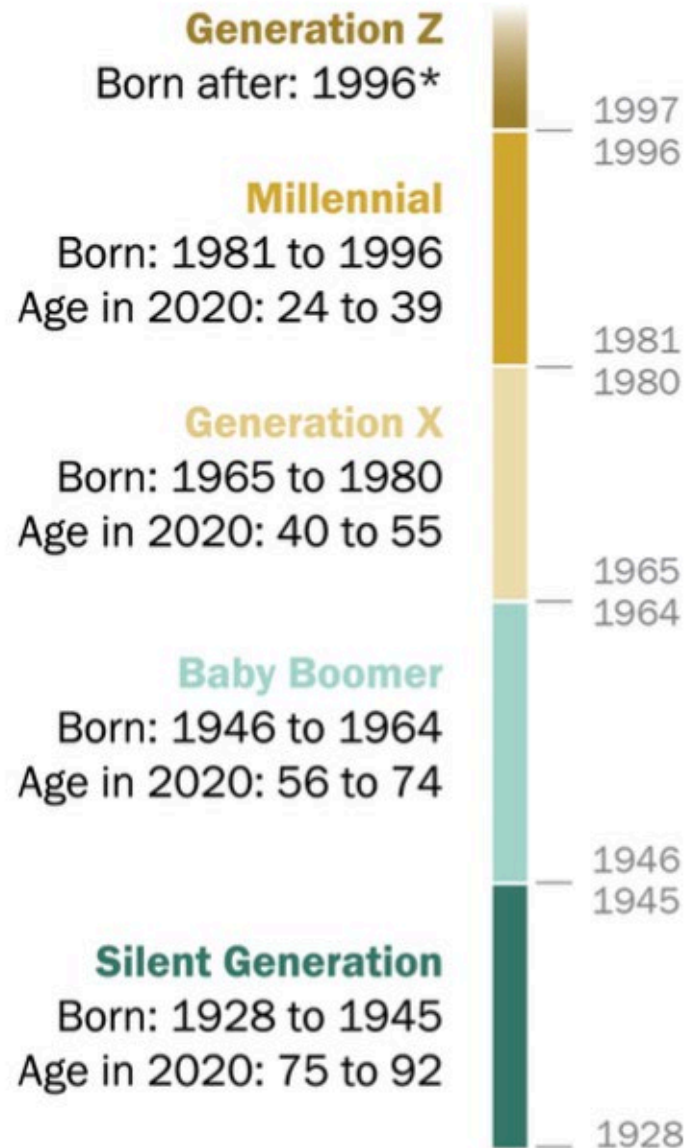
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MONTANA
STATE UNIVERSITY

Local
Government
Center

The generations defined



*No chronological endpoint has been set for this group.

"On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Generation Z So Far"

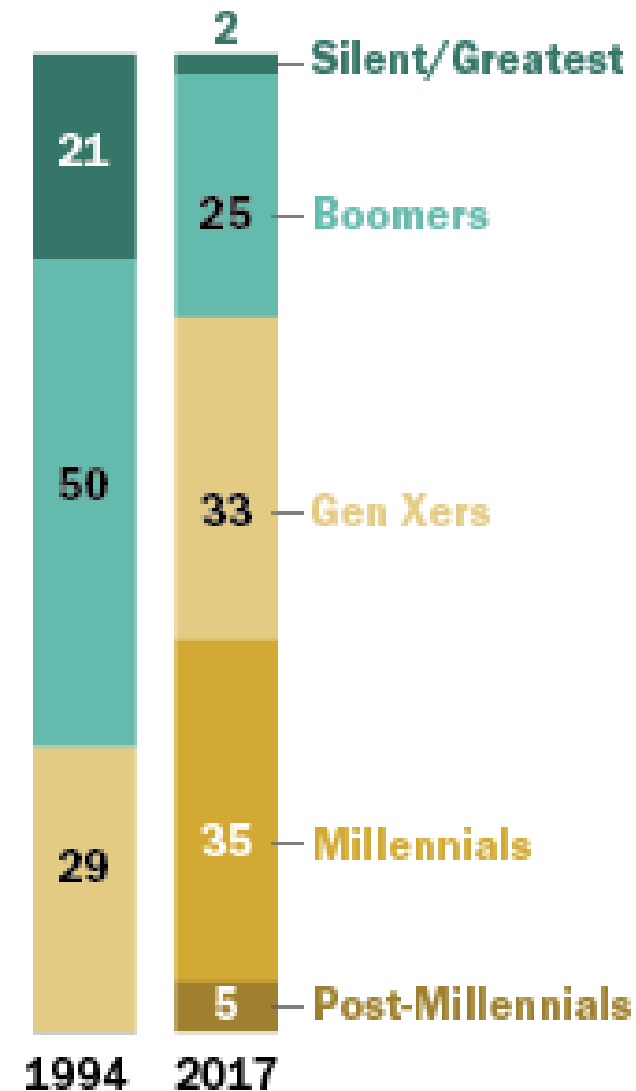
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Labor Force Composition by Generation

Note: Labor force includes those ages 16 and older who are working or looking for work. Annual averages shown.
Source: Pew Research Center analysis of monthly 1994 and 2017 Current Population Survey (IPUMS).

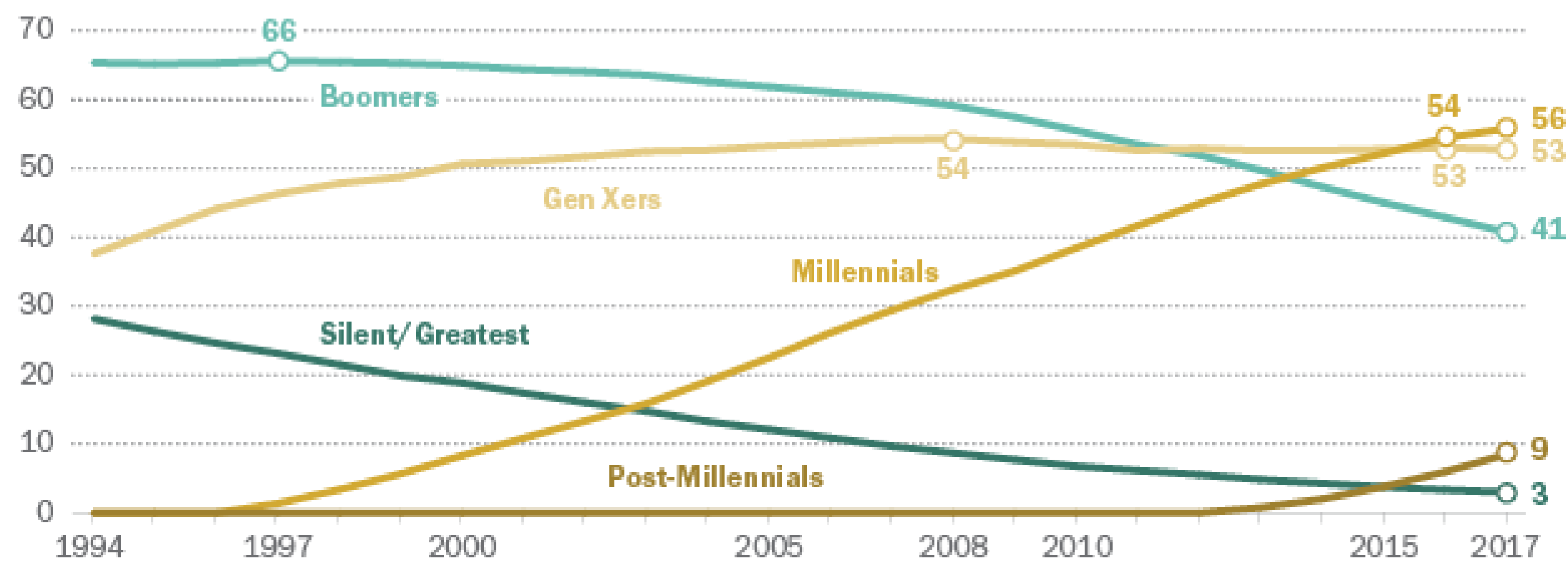
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% of the U.S. labor force



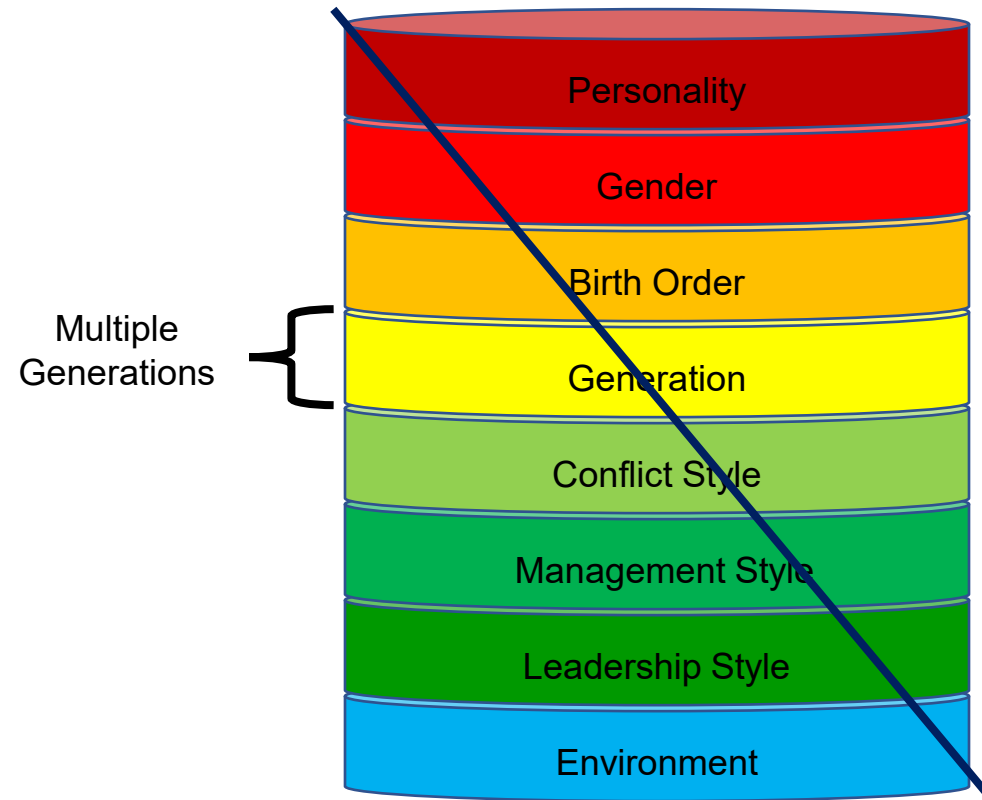
Millennials became the largest generation in the labor force in 2016

U.S. labor force, in millions



Note: Labor force includes those ages 16 and older who are working or looking for work. Annual averages shown.
Source: Pew Research Center analysis of monthly 1994-2017 Current Population Survey (IPUMS).

We are complicated!



Silent/Traditionalists
1928-1945



Great Depression

Dust Bowl

Out of work, out of money, out of food

Social Security

Urbanization

WWII/Korean War

“Work hard today for a”

“A penny saved is a.....”

Common
Influencers

Common Values

- Sacrifice
- Experience
- Dedication and loyalty
- Productivity
- Patriotism
- History

Silent/ traditionalists Generation

- Learned right from wrong, manners, courtesy and “proper” behavior from family members who, for the most part, modeled what they taught.
- Put your nose to the grindstone
 - Work ethic
 - Productivity

Baby
Boomers
1946-1964



*"Have you given much thought to what kind
of job you want after you retire?"*

Common Influencers

- US World Power
- Factories mass producing new cars and appliances
- Suburbia
- Civil Rights Movement
- Vietnam War
- Television
- Peace, love and Rock n Roll





Common Values

- Optimism
- Fairness
- Recognition
- Achievement
- Personal Gratification
- Personal Growth
- High Divorce Rate
- “If we can put a man on the moon...”

TV Shows



Generation X 1965-1981





Common Influencers

- Latch key kids – You're on your own
- Strangers are unsafe
- Played alone
- MTV Generation
- AIDS – be careful when entering a relationship
- Leadership? What leadership?
 - Gov't, business, religion told you how the world is – but they lied!
- Economic crisis of 80's and 90's
- Nuclear war



TV Shows & Movies

- Reality TV
- Survivor
- Friends
- Seinfeld
- Halloween
- Friday the 13th
- Breakfast Club

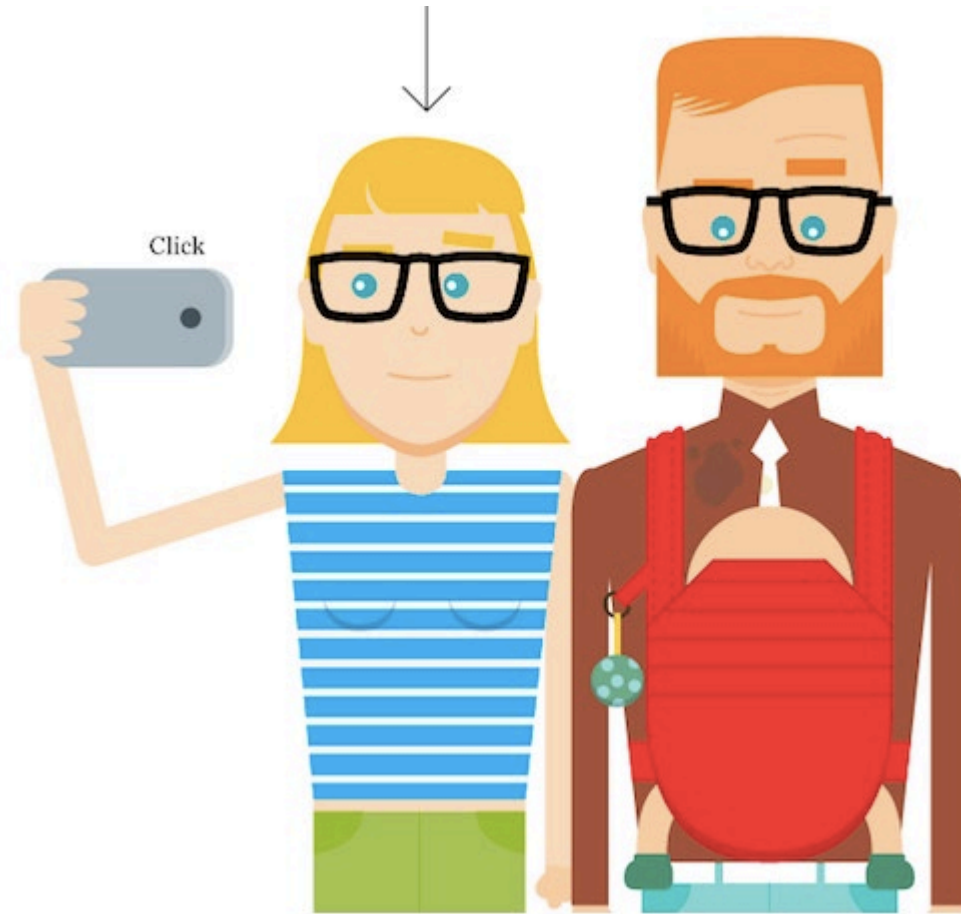


Common Values

- Independence
- Competence
- Self-Preservation
- Flexibility
- Skepticism
- Work Life Balance



Millennials 1982-2002

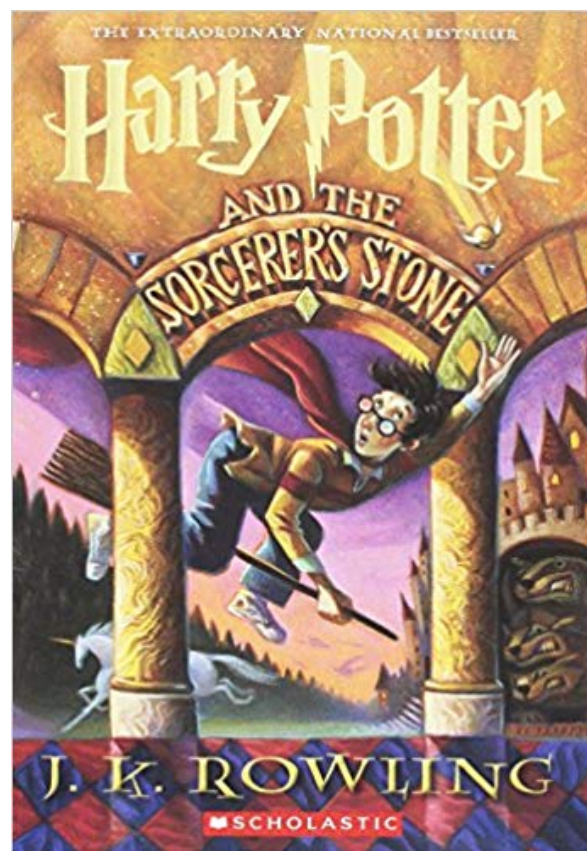




Common Influencers

- 9/11 Tragedy/Katrina/Tsunami/Columbine
- Internet
- Social Media
- Helicopter Parents
- Economic Prosperity of the '90s/2008 Recession
- High cost of living/low wages
- Push for college





Common Values

- Follow passion
- Multi-tasking
- Collaboration
- Achievement
- Networking
- Tolerance
- Work-life balance





Post-Millennial/Gen Z/iGen

1996-2012

Common Influencers

- 2008 Recession – financial hardship at home
- Global conflict
- iPhone (launched in 2007)
- Safety always
 - 9/11
 - School shootings
- Always using media
- Majority non-white

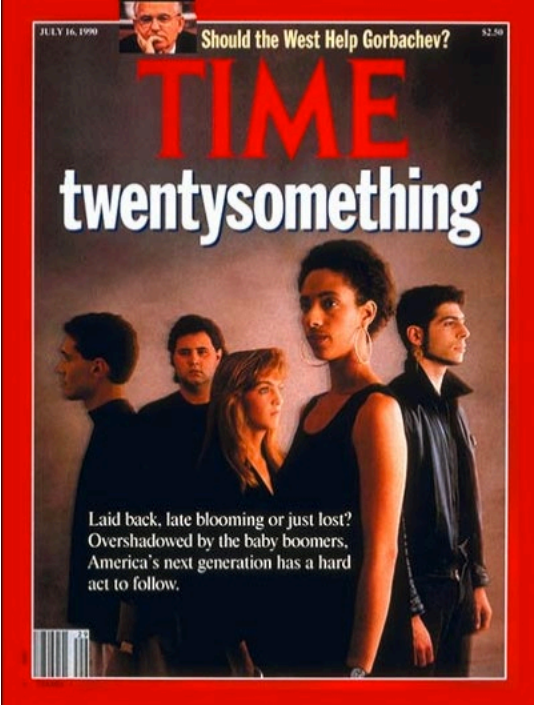
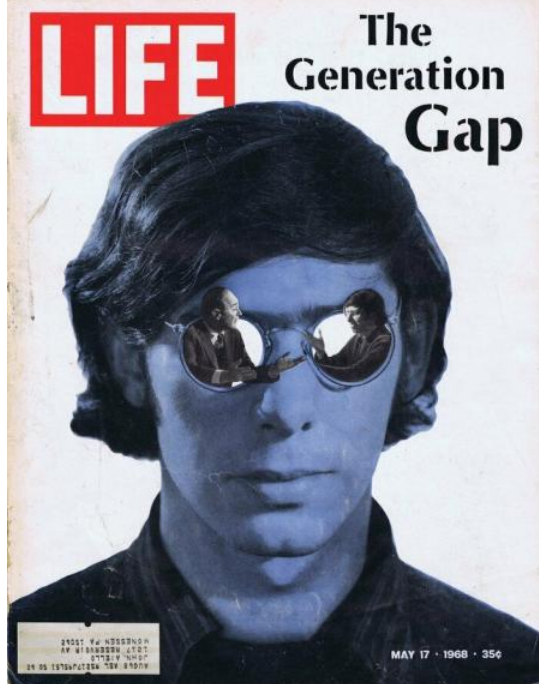
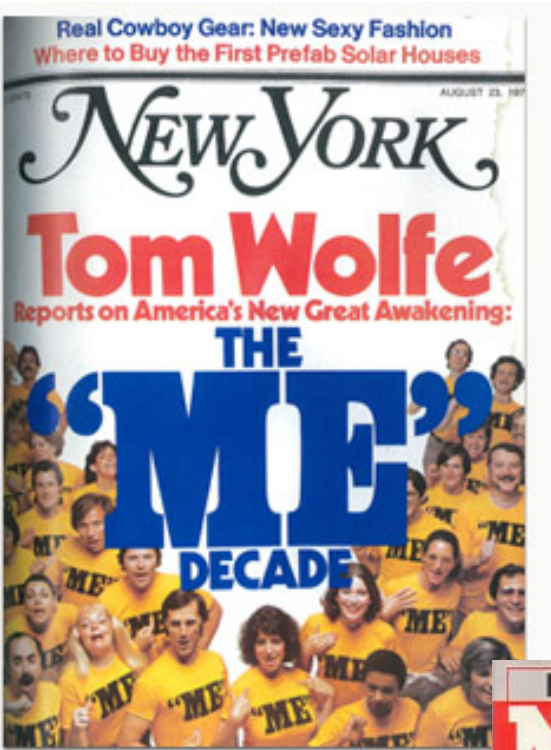


Common Values

- Discuss and engage
- Socialize less
- More pessimistic
- More traditional values of success, money, education
- Equality non-negotiable
- Entrepreneurial
- Motivated by passion
- Safety
- “Contentious and hard-working”

Still young, but important

- Largest generation at 90 million strong
- Still developing its characteristics
- Even more digital native than millennials
- Knowledge of economic hardship



Thank you!

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