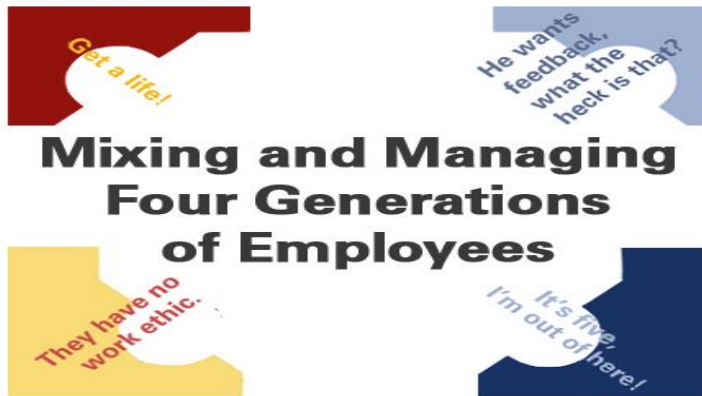




A generation is defined as a hybrid of birth rates identified by demographers and major socio-historical events that occurred during that time.



**The Greatest Generation (1922-1945)**

- The Great Depression
- World War II
- Pearl Harbor
- D-Day in Normandy
- Korean War
- Golden Age of Radio
- Emergence of the Silver Screen
- Rise of Labor Unions

**Baby Boomers (1946-1964)**

- Civil Rights Movement
- Cuban Missile Crisis
- Assassination of JFK & Martin Luther King
- Vietnam War
- The Cold War
- Neil Armstrong landing on the moon
- Woodstock – Free Love
- Television becomes dominant media

**Generation X (1965-1980)**

- Women’s Liberation movement
- The first Personal Computers
- AIDS
- The Challenger disaster
- Massive downsizing in corporate America leading to recession
- Fall of Berlin Wall
- Operation Desert Storm

**Generation Y (1981 – 2000)**

- Oklahoma City bombing
- Death of Princess Diana
- School violence (Columbine massacre)
- The Digital Age (internet, texting, wireless technology)
- Monica Lewinsky / Bill Clinton scandal
- September 11th
- US led War on Terror

**“Coming of age during key socio-historical event still influences how each generation reacts and responds in the workplace – and subsequently, why they collide with one another”** Tulgan, Managing the Generation Mix, 2002