

## GENERATIONAL DIFFERENCES

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CATEGORIES	BUILDERS (Hero) GI Generation	BOOMERS (Prophet)	BUSTERS (Nomad) GENERATION X, Twenty Something  (First wave of Boomer children)	BRIDGERS (Hero) GENERATION Y MILLENNIALS; MOSAICS; NET GENERATION NEXTERS  (Second wave of Boomer children)
<b>BIRTH DATE</b>	1925-1945 1922-1943	1946-1964 1943-1960	1965-1983 1961-1981 1963-1977 Echo Boomers are children of baby boomers 1978-1998	1980-1990 1982-2003 1978-1984 1980-2000 1984-2002
<b>POPULATION</b>	69 Million 55 Million 52 Million	69 Million 76.8 Million 73.2 Million 76-80 Million	85 Million 79 Million 46 Million 52.4 Million 70.1 Million 68-76 Million	33 Million (still being born) 57 Million 77.6 Million 60-80 Million 88 Million 69.7 Million 76+ Million
<b>FORMATIVE EXPERIENCES</b>	WW I and WW II Roaring Twenties Great Depression Pearl Harbor Rationing Korean War Atomic Bomb FDR Administration	Cold War Civil Rights Space Race Assassinations Vietnam War Energy Crisis Watergate and the Nixon Administration	Roe vs. Wade Challenger disaster The fall of the Berlin Wall Persian Gulf War AIDS The Clinton Administration Reagan Assassination Attempt	World Trade Center, Pentagon attacked Oklahoma bombings Internet access made available Kids shooting kids School uniforms Death of Princess Diana and Mother Teresa Chads McVeigh execution Globalization George W.
<b>FAMILY</b>	Close Family	Dispersed Family	Latch key kids	Comfortable with looser family structure
<b>MOTHER</b>	Homemaker mother	Working mother	Single mother	Single mother/single father
<b>MARRIAGE</b>	Married once	Divorced / remarried	Single parent/ blended families	Undetermined
<b>EDUCATION IS...</b>	..a dream	..a birthright	..a way to get there	..an incredible expense

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<b>MAJOR INFLUENCES</b>	Family & church	Family & education	The media	Friends Simpson's Media & sports stars More aware Biases & personal agendas
<b>VIEW OF FAMILY</b>	Highly view of family. Marriage honored	Divorce increases	Non-existent Nuisance Dysfunctional	New respect for family
<b>TEENAGE EXPERIENCE</b>	The Great Depression	Kent State Univ. Civil Rights Watergate Runaway inflation Sexual revolution (the pill)	Information explosion McJobs AIDS Environmental woes Trillion dollar debt	Exposure, less protection Overwhelming information Cynicism Downsizing Living at home longer; returning home
<b>LATE TEEN</b>	Adulthood	Adolescence	Confusion Apathy Lack of direction "Fear and hope collide"	Optimistic Confident
<b>WAR</b>	Win a war WW I WW II Korean war	Why a war? Vietnam and Cold war	Watch a war Iran hostage crisis Desert Storm live on TV	War on Terrorism Anthrax Winless war (Iraq/Kosovo/ Indonesia) Nuclear Balkanization Schoolyard killings and gangs
<b>ENTERTAINMENT</b>	Radio, no TV	TV – 3 channels	TV – 30 + channels VCR Nintendo	Surfing the net DVD Play Station and X Box
<b>ATTITUDE TOWARD AUTHORITY</b>	Endure Honor & respect	Replace them Challenge leaders (never trust anyone over 30)	Ignore leaders	Leaders must respect you Choose their own boss
<b>ROLE OF RELATIONSHIPS</b>	Significant	Limited: useful	Central: caring	Global
<b>VALUE SYSTEMS</b>	Conservative	Self-based	Media	Shop around
<b>ROLE OF WOMEN</b>	Hierarchical	Women's lib	Equality Superwoman	Reverse discrimination Androgynous
<b>SCHEDULES</b>	Mellow	Frantic	Aimless	Volatile, frenetic
<b>ROLE OF CAREER</b>	Means for living	Central focus	Irritant	Always changing
<b>BRANDS</b>	Converse Timex Chevrolet	Adidas Casio Toyota	Nike Swatch Saturn Gap	Microsoft Jeep Wrangler Mountain Dew Tommy Hilfiger
<b>CELEBRATE</b>	Victory	Youth	Savvy	Technology

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<b>PURCHASING</b>	With cash	With credit card	Struggling to purchase	Purchase on-line
<b>MORALS</b>	Puritan Ethics	Sensual	Cautious	Tolerant
<b>HEROES</b>	FDR Audie Murphy Superman Babe Ruth Joe DiMaggio MacArthur, Patton, Montgomery, Halsey, and Eisenhower Franklin D. Roosevelt Winston Churchill Joe Foss	John and Jacqueline Kennedy John Lennon Martin Luther King John Glenn Gandhi	Kurt Cobain Michael Jordan Magic Johnson Ronald Reagan None	NYPD NYFD Flight #93 – Todd Beamer, Jeremy Glick, Mark Bingham... Mayor Guliani Parents & Grandparents NASCAR's Dale Earnhardt Michael Jordan Princess Diana Mark McGwire, Sammy Sosa Mother Teresa Bill Gates Kerri Strugg Mia Hamm Tiger Woods Christopher Reeves
<b>COMMUNICATION MEDIA TECHNOLOGY</b>	Radio Mimeograph Rotary phones Slide Rules	TV Photograph Touch-tone phones Calculators	Video: Atari and Nintendo Computer (games) Desk top publishing Cell phone, Beepers Lap Tops	Internet Laser disk player DVD PDA IPOD, MP3 Player
<b>VIEW OF TECHNOLOGY</b>	Hope to out live it	Master it	Enjoy it	Employ it
<b>MANAGING MONEY</b>	Save Save it now	Spend Buy it now	Hedge Want it now	Conscientious Get it now on-line
<b>INTERACTIVE STYLE</b>	Team player	Self absorbed	Entrepreneur	Eclectic Team Player
<b>WORK STYLE</b>	Team work and commitment to work	Personal fulfillment	Tentative-divided loyalty	Networking Team Flexibility & Employability
<b>MUSIC</b>	Big band Swing	Rock 'n' Roll Diverse collection of Hard & Soft Rock Pop Classic Rap	Alternative/Rap MTV	Ska Alternative becomes mainstream pop rock Techno Swing (Very diverse)
<b>SAYINGS</b>	No Sweat	No Problem	No Fear	"No" "Whatever" "Want it right now."
<b>WORLD VIEW</b>	Modern	Modern	Postmodern	Postmodern
<b>PERCEPTION</b>	We	Me	Us & Them (boomers)	Who

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<b>VIEW OF FUTURE</b>	Rainy day to work for. Seek to stabilize	Now is more important Create it	Uncertain but manageable Hopeless	Ambivalent Optimistic Hopeful
<b>PUBLICATIONS</b>	<i>Life</i> <i>Reader's Digest</i> <i>USA Today</i> <i>Time</i> <i>Wall Street Journal</i>	<i>People</i> <i>Playboy</i> <i>Rolling Stone</i> <i>My Generation</i> <i>Business Week</i>	"E-zines" Websites Chat room dialogue <i>Spin</i> <i>Wired</i>	<i>YM</i> Series: <i>Goosebumps</i> <i>Baby Sitters' Club</i> Matt Christopher American Girls Chat room conversation
<b>TV SHOWS</b>	Father Knows Best Leave it to Beaver Andy Griffith Payton Place This is Your Life	Miami Vice Cheers MASH A-Team Nightrider Dallas Candid Camera	Friends 90210 Seinfeld Melrose Place ER America's Funniest Video Star Trek X-Files Brady Bunch Cosby Show	Dawson Creek Dark Angel Reality TV (Survivor) Scrubs Malcolm in the Middle Who Wants to be a Millionaire
<b>HAIR</b>	Short hair	Long hair	Any style hair	Bleached/spiked/bald
<b>CLOTHES</b>	Formal	Casual	Bizarre	Anything goes
<b>LIFE PARADIGM</b>	Be grateful you have a job.	You owe me.	Relate to me.	Life is a cafeteria.
<b>DEFINING IDEA</b>	Duty	Individuality	Diversity	Relationships/ Family
<b>LEISURE IS A..</b>	..reward for hard work	..the point of life.	..relief.	..interwoven with work
<b>MEMORIES</b>	Marx Brothers Hobo Frank Sinatra	Smothers Brothers Hitchhiker The Beatles Lassie Dorothy Hamill Pong Drive-in movies Tom & Jerry Howdy Doody	Menendez Brothers Homeless REM Snoop Doggy Dog Tonya Harding Mortal Combat Drive-by shootings Beavis & Butt-head Pee Wee Herman	Trench Coat Mafia Health Goo-Goo Dolls
<b>CULTURAL ICONS</b>	Big Band	Rolling Stones	Madonna U2 Dave Matthews Band Michael Jackson	Britney Spears Christina Aguilera Jennifer Lopez Mark McGuire Leonardo DiCaprio Tiger Woods
<b>SEX</b>	Sex on your honeymoon	Sex in the back seat	Sex on the internet	Protected sex Love waits
<b>WORK IS...</b>	..an inevitable obligation.	..an exciting adventure.	..a difficult challenge.	..means to an end.

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<b>DEFINED SPACE AS...</b>	..outer space	..inner space	..cyber space	..my space
<b>RELIGIOUS CHARACTERISTICS</b>	Committed to church Support foreign missions Enjoy Bible study Loyal to denominations Worship in reverence	Committed to relationships Want to belong Supportive of people Want experiences with faith	Committed to family Local causes Short attention span Denominations not important Want faith that meets needs Want less structure	Committed to family Biblically illiterate, Spiritually hungry Multiple expressions of worship Faith is something All ideas are equal Judge not so no one will judge you Highly tolerant and open
<b>CHARACTERISTICS</b>	Hard workers Savers Patriotic Loyal to institutions Private Dependable	Educated Desire quality Independent Cause-oriented Fitness conscious Question authority Groomed to explore inner world	Neglected by parents Loyal to relationships Serious about life Stressed out Self-reliant Skeptical Highly spiritual Survivors	Lowest parent-to-child ratio in USA history Cherished by parents “Decade of the Child” Groomed to achieve and excel Entrepreneurial hard workers who thrive on flexibility Viewed as heroes Mediavores and techno-savvy Extreme fun More law abiding Most socially conscious Most educated-minded New confidence Upbeat and full of self-esteem Volunteerism high
<b>CORE VALUES</b>	Dedication/sacrifice Hard work Conformity Law and order Respect for authority Patience Delayed reward Duty before pleasure Adherence to rules Honor	Optimism Team orientation Personal gratification Health and wellness Personal growth Youth Work Involvement	Diversity Thinking globally Balance Techno-literacy Fun Informality Self-reliance Pragmatism	Optimism Civic duty Confidence Achievement Sociability Morality Street smarts Diversity

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<b>SEMINAL EVENTS</b>	1927- Lindbergh completes first transatlantic flight 1929- Stock market crashes 1930- US Depression deepens 1931- <i>Star Spangled Banner</i> becomes national anthem 1932- Lindbergh baby kidnapped 1932- FDR elected 1933- The Dust Bowl 1933- The New Deal 1934- Social Security system established 1937- Hindenburg tragedy 1937- Hitler invades Austria 1940- United States prepares for war 1941- Pearl Harbor; United States enters World War II 1944- D-Day in Normandy 1945- FDR dies 1945- Victory in Europe and Japan 1950- Korean War	1954- McCarthy HCUAA hearings begin 1955- Salk Vaccine tested on the public 1955- Rosa Parks refuses to move to the back of the bus in Montgomery, AL 1957- First nuclear power plant 1957- Congress passes the Civil Rights Act 1960- Birth control pills introduced 1960- Kennedy elected 1961- Kennedy establishes Peace Corps 1962- Cuban Missile Crisis 1962- John Glenn circles the earth 1963- Martin Luther King leads march on Washington, DC 1963- President John Kennedy assassinated 1965- United States sends ground combat troops to Vietnam 1966- National Organization for Women founded 1966- Cultural Revolution in China 1967- American Indian Movement founded 1968- Martin Luther King and Robert F. Kennedy assassinated 1969- First lunar landing 1969- Woodstock 1970- Kent State University shootings	1970- Women's Liberation protests and demonstrations 1972- Arab terrorists at Munich Olympics 1973- Watergate scandal 1973- Energy crisis begins 1976- Tandy and Apple market PCs 1978- Mass suicide in Jonestown 1979- Three Mile Island nuclear reactor nears meltdown 1979- US corporations begin massive layoffs 1979- Iran holds sixty-six Americans hostage 1980- John Lennon shot and killed 1980- Ronald Reagan inaugurated 1986- Challenger disaster 1987- Stock market plummets 1988- Terrorist bomb blows up flight 103 over Lockerbie 1989- Exxon Valdez oil tanker spill 1989- Fall of Berlin Wall 1991- Operation Desert Storm 1992- Rodney King beating videotaped, Los Angeles riots	Child focus Violence: Oklahoma City bombing, schoolyard shootings Technology Busy, over-planned lives Stress Clinton/Lewinsky Columbine High School massacre Attack on The World Trade Centers & Pentagon War on Terrorism in Afghanistan Escalating Israeli/Palestinian Conflict

CATEGORIES	BUILDERS	BOOMERS	BUSTERS	BRIDGERS
<b>CULTURAL MEMORABILIA</b>	Kewpie Dolls Mickey Mouse Flash Gordon The Golden Era of Radio Wheaties Charlie McCarthy Tarzan Jukeboxes Blondie The Lone Ranger	“The Ed Sullivan Show” Quonset huts Fallout shelters Poodle skirts and Pop Beads Slinkies TV dinners “The Laugh-In” Hula Hoops The Mod Squad The peace sign	“The Brady Bunch” Pet Rocks Platform shoes “The Simpson’s” “Dynasty” ET Cabbage Patch dolls	Barney Teenage Mutant Ninja Turtles Tomagotchi and other virtual pets Beanie Babies Pogs American Girl dolls Oprah and Rosie The Spice Girls The X Games
<b>THEIR HUMOR</b>	<i>The Better Half</i>	<i>Doonesbury</i>	<i>Dilbert</i>	<i>Calvin and Hobbes</i>
<b>SPENDING STYLE</b>	Save and pay cash	Buy now, pay later – with plastic	Cautious, conservative	Spend your parents’ money as fast as you can
<b>MARKINGS</b>	Conservative, somewhat “dressy” clothing: coats and ties or nylons Neatly trimmed hair American cars Golf clubs Mixed drinks	Designer glasses Cellular phones Whatever’s trendy BMWs Designer suits Designer bodies Vintage wines	Nose rings Naval rings Functional clothing Tattoos Japanese cars	Polyester Pagers Retro
<b>ON THE JOB</b>	<b>Assets:</b> Stable Detail oriented Thorough Loyal Hard working  <b>Liabilities:</b> Inept with ambiguity and change Reluctant to buck the system Uncomfortable with conflict Reticent when they disagree	<b>Assets:</b> Service oriented Driven Willing to “go the extra mile” Good at relationship Want to please Good team players  <b>Liabilities:</b> Not naturally “budget minded” Uncomfortable with conflict Reluctant to go against peers May put process ahead of result Overly sensitive to feedback Judgmental of those who see things differently Self-centered	<b>Assets:</b> Adaptable Techno-literate Independent Unintimidated by authority Creative  <b>Liabilities:</b> Impatient Poor people skills Inexperienced Cynical	<b>Assets:</b> Collective action Optimism Tenacity Heroic spirit Multi-tasking capabilities Technological savvy  <b>Liabilities:</b> Need for supervision and structure Inexperience, particularly with handling difficult people issues

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<b>MESSAGES THAT MOTIVATE</b>	<p>“Your experience is respected here.”</p> <p>“It’s valuable to the rest of us to hear what has—and hasn’t—worked in the past.”</p> <p>“Your perseverance is valued and will be rewarded.”</p>	<p>“You’re important to our success.”</p> <p>“You’re valued here.”</p> <p>“Your contribution is unique and important.”</p> <p>“We need you.”</p> <p>“I approve of you.”</p> <p>“You’re worthy.”</p>	<p>“Do it your way.”</p> <p>“We’ve got the newest hardware and software.”</p> <p>“There aren’t a lot of rules here.”</p> <p>“We’re not very corporate.”</p>	<p>“You’ll be working with other bright, creative people.”</p> <p>“Your boss is in his (or her) sixties.”</p> <p>“You and your coworkers can help turn this company around.”</p> <p>“You can be a hero here.”</p>
<b>MINISTRY</b>	<p>Provide group activities</p> <p>Sunday school</p> <p>Missions projects</p> <p>In-depth Bible study</p> <p>Focus on grand-parenting</p> <p>Offer pastoral care</p> <p>Challenge to pass on leadership</p>	<p>Highlight purpose and vision</p> <p>Celebrative worship</p> <p>Stress quality</p> <p>Offer multiple options</p> <p>Use small groups</p> <p>Expand roles of women</p> <p>Short-term missions involvement</p>	<p>Define vision</p> <p>Contemporary worship</p> <p>Answer questions</p> <p>Focus on local issues</p> <p>Dialogue</p> <p>Small group focus</p> <p>Develop need-based ministries</p>	<p>High tech/high touch</p> <p>Optimistic and positive</p> <p>Interactive</p> <p>“Savvy shoppers” so eliminate slick appeals</p> <p>Challenge them with grand causes</p> <p>Concerned globally</p> <p>Ministry teams</p> <p>Build unity in diversity, Volunteerism high</p> <p>Create lifestyle settings</p> <p>Share compelling stories</p> <p>Accept them into your community</p> <p>Practice intrigue</p> <p>Become part of their headset</p> <p>Use online games and contests</p> <p>Use the radio</p> <p>Hang out 24/7</p> <p>Become their mentors</p> <p>Build on adrenaline</p> <p>Be honest and open</p> <p>Engage their senses</p>



IMMIGRANTS BORN BEFORE 1962	NATIVES BORN AFTER 1962
Book culture	Screen-agers Graphicacy skills before they have literacy skills
Think straight, in cause and effect linear fashion	Think loopy, in hopscotch, laminated, hyperlink, field flashing (low boredom threshold)
Linear Phonetic Square	Non-linear Logographic Round
Lecture-drill-test learning environment of classroom and chalkboard.	Natives learn not by sitting still and listening, but by interacting and doing – game learning, team learning, electronic learning, etc. Native learning is eye-popping, ear-ringing, nose-tingling, mouth-watering, finger-licking learning. Native pedagogy now demands conversation and interactive learning rather than silence and note taking.
Linear competence is single-minded. The teacher occupies center stage. Its skill and drill exercises stress memory retention, reduction of meaning, and creation of an ordered worldview with cause and effect and beginnings and endings. Its “workplace” is the classroom.	Non-linear, digital competence is stacked. The student occupies center stage. It stresses rapid hand-eye coordination, mental ability to make quick connections, the ability to organize information, skills at accessing rather than memorizing info, and puts a spin on meaning rather than reduces it. Its “work space” is anywhere. The postmodern bias is towards non-linear modes – more imagistic, relational, concurrent modes of thinking.
Word-based Allergic to metaphors and images	Image-driven Image based literacy is “graphicacy” Visual-holic culture
Minds molded	Bodies inscribed
Do we have a mission statement?	Do we have an image statement?
“Let’s make it relevant”	“Let’s make it real”
From vast	To fast
Thing big and small	Think fast and slow
Long-term positive/short-term negative	Natives don’t even think that way. Time is measured in seconds.
Survival of the biggest/fittest	Survival of the fastest
Status quo	Fluxus quo (fluctuations)
Amoebic change	Volcanic drive and cyclonic energy Things change overnight
Incremental	Exponential Anything-can-happen-and-probably-will-world
Experience	Must have constant learning
New and improved	Now “first”
Trial and error	Trial and success
Made sense when it appeals to intellect	Makes sense when it can be experienced and felt
Think	Feel
Products	Stories

<b>IMMIGRANTS BORN BEFORE 1962</b>	<b>NATIVES BORN AFTER 1962</b>
Convert then join	Join then convert (Celtic way)
Believe then belong	Belong then believe You belong just by showing up
Immigrants ask, "Who am I?" And answer in terms of what they buy	Natives ask, "What is to be done?" And answer in terms of how you invest your time and how you spend your life.
Work ethic/work hard	Play ethic/play large
Immigrants built the modern world on knowledge (science, technology) and work (commerce).	Natives are building this new world on love and play. Central human activity of the postmodern culture.
Immigrants think in terms of 9-5.	Work is play or it is not working. Natives create their own flexible work schedules that integrate daily life.
An either/or world	An and/also world
Paradox can create paralysis among immigrants	Paradox is the 2 <sup>nd</sup> nature of natives
Incrementally or sequentially	Instantaneously and simultaneously
Science was the hope of the future	Spirit is the hope of the future
Think and feel by formula and proof	Think and feel by faith and intuition
What you know	Who you are
Hierarchical models	Distributed decision making and mentoring
Seeing is believing	Believing is seeing
<b>ROMAN MODEL FOR REACHING PEOPLE – INSTITUTION</b>	<b>CELTIC MODEL FOR REACHING PEOPLE – MOVEMENT</b>
Cerebral	Imaginative
The "transcendence" of God	The "immanence" & "providence" of God
Individualistic	Community
Imported from Europe (IFE)	Made in America (MIA)
Emphasis first person of the Trinity	Emphasis the second & third person of the Trinity
Acoustic sound	Electronic sound
Formal worship developed for believer	Informal worship developed with seekers in mind
Hierarchical organizations	Flatter organizations
Church as real estate	Church as the people
Church people	Choices, future oriented, affirm entrepreneur & new ideas, start new ministries Emerging mission field unchurched people (1) secular, (2) urban, (3) postmodern, (4) neo-barbarian, (5) receptive
Christianity taught	Christianity caught Belonging comes before believing. Help people belong so they can believe. "Reject all temptation to pressure people to decide now. Respect their freedom and encourage them. Free response in measurable time."
Come to faith suddenly.	Come to faith gradually.
Left brain	Right brain
Clergy centric	Laity centric

## **BOOKS:**

Rocking the Ages, The Yankelovich Report on Generational Marketing, Smith & Clurman, Harper Business, 1997  
Revolution X, A Survival Guide for Our Generation, Cowan & Nelson, Penguin Books, 1994  
Generating Hope, A Strategy for Reaching the Postmodern Generation, Long, IVP, 1997  
Jesus for a New Generation, Putting the Gospel in the Language of Xers, Ford, IVP, 1995  
A Generation Alone, Xers Making a Place in the World, Mahedy & Bernardi, IVP, 1994  
Managing Generation X, How to Bring out the Best in Young Talent, Tulgan, Merritt, 1995  
Welcome to the Jungle, The Why Behind “Generation X,” Holtz, St. Martin’s Griffin, 1995  
13th GEN, Abort, Retry, Ignore, Fail?, Howe & Strauss, Vintage Books, 1993  
Baby Busters, The Disillusioned Generation, Barna, Northfield Publishing, 1994  
Generation Next, What You Need to Know About Today’s Youth, Barna, Regal Books, 1999  
Make Room for the Boom or Bust, 6 Church Models for Reaching Three Generations, McIntosh, Fleming H. Revell, 1997  
When Hope and Fear Collide, A Portrait of Today’s College Student, Levine & Cureton, Jossey-Bass Publishers, 1998  
Generation 2k, Zobo, IVP 1999  
Generations, The History of America’s Future, 1584 to 2069, Strauss & Howe, Morrow, 1999  
Millennials Rising, The Next Great Generation, Neil Howe and William Strauss, Vintage 2000  
Managing Generation Y, Global Citizens Born in the Late Seventies and Early Eighties, Carolyn A. Martin and Bruce Tulgan, HRD Press 2001  
Real Teens, George Barna, 2001  
Generations at Work, Managing the Clash of Veterans, Boomers, Xers, and Nexters in Your Workplace, Ron Zemke, Claire Raines, Bob Filipeczak, Amacon 2000  
Growing Up Digital The Rise of the Net Generation, Don Tapscott, McGraw-Hill Trade, 1999  
The Celtic Way of Evangelism, How Christianity Can Reach the West... Again, George G. Hunter III, Abingdon Press, 2000  
Carpe Mañana, Leonard Sweet, Zondervan, 2001

## **Conferences:**

*The Future of College Ministry Forum*, Mike Woodruff, Ivy Jungle Conference, 1999  
*“Overcoming Generational Tension,”* Workshop by Dr. Rick Hicks, Operational Mobilization, Christian Management Conference, 1999  
*“Transforming Students Into Leaders,”* Dr. Tim Elmore, EQUIP, 1999  
*THE X FACTOR: Managing & Motivating Today’s New Workforce*, Claire Raines, PCMA Annual Meeting, January 1999  
*The McIntosh Church Growth Network*, October 2001

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