



5 Living Generations to consider when developing an IVR

G. I. GENERATION (Born 1901-1926)

The most revered generation on the planet. The most fascinating generation on the planet. Their Depression was The Great One; their war was The Big One; their prosperity was the legendary Happy Days. They saved the world and then built a nation. They are the assertive and energetic do'ers. Excellent team players. Community-minded. Brokaw's book was aptly named: The Greatest Generation.

SILENTS (Born 1927-1945)

Came of age deferring to the more assertive G. I. Generation. Our country's Last Innocent Generation. Went through their formative years during an era of suffocating conformity, but also during the postwar Happy Days: Peace! Jobs! Suburbs! Television! Rock 'n Roll! Cars! Playboy Magazine! The First Hopeful Drumbeats Of Civil Rights! Its pre-feminism women have wondered "what if...?". Its Organization Men pledged loyalty to the corporation. The richest, most free-spending retirees in history. Under-appreciated and overlooked.

(Age 60-78) Came of age during a time in which companies rewarded loyalty and in turn loyal to companies. Respect traditional hierarchy. Conservative and cautious in the work place

BOOMERS (Born 1946-1964)

Two sub-sets: the save-the-world revolutionaries of the '60s and '70s who provided the passion and masses to the dizzying 6 cultural revolutions of the Consciousness Movement; and, the party-hardy career climbers of the '70s/'80s. Their aging will change America almost incomprehensibly. The American Youth Culture that began with them is now ENDING with them. Their activism is beginning to re-emerge

(Age 41-59) Define themselves personally by their work. The generation that made the 60 hour work week "normal." Not afraid to try something new not afraid to fail. More willing to make sacrifices to advance career.

GEN X (Born 1965-1981)

The latch-key kids grew up street-smart but isolated, often with divorced or career-driven parents. Entrepreneurial. Very individualistic. Government and big business mean little to them. Eager to make marriage work and "be there" for their children. Want to save the neighborhood, not the world. Feel misunderstood by other generations. Cynical of many major institutions, which failed their parents, or them, during their formative years. Don't "feel" like a generation, but they ARE



(Age 24-40) Self Reliant, don't promise loyalty to a company, don't expect loyalty in return. More skeptical of big business and government. Not a workaholic generation, determine to have a life outside of work.

MILLENNIALS (Born: 1982-Present)

America's next great generation brings a sharp departure from Generation X. Today's youth are nurtured by omnipresent parents, optimistic, and focused. Respect for authority. Cooperative team players. Falling crime rates. Falling teen pregnancy rates. But still with problems. They schedule everything. They feel enormous academic pressure. Aka "The 9/11 Generation". They feel like a generation and have great expectations for themselves

(Age 23 and younger) Most nurtured generation through parenting and education. Less focus on self reliance and more team oriented. Like baby boomers, they have grown up aggressive and confident.