

Generations Defined

	Builders 1925-1945 Aged 70s - 80s	Baby Boomers 1946-1964 Aged 50s - 60s	Generation X 1965-1979 Aged 30s - 40s	Generation Y 1980-1994 Aged 20s - early 30s	Generation Z 1995-2010 Aged kids - teens
Aust PM's	Robert Menzies John Curtin	Gough Whitlam Malcolm Fraser	Bob Hawke Paul Keating	John Howard Kevin Rudd	Julia Gillard
US President	Truman / Eisenhower	JFK / Nixon	Reagan / GH Bush	Clinton / GW Bush	Barack Obama
Iconic Technology	Radio (wireless) Motor Vehicle Aircraft	TV (56) Audio Cassette (62) Transistor radio (55)	VCR (76) Walkman (79) IBM PC (81)	Internet, Email, SMS DVD (95) Playstation, Xbox, iPod	MacBook, iPad Google, Facebook, Twitter Wii, PS3, Android
Music	Jazz Swing Glen Miller Frank Sinatra	Elvis Beatles Rolling Stones Johnny O'Keefe	INXS Nirvana Madonna Midnight Oil	Eminem Britney Spears Puff Daddy Jennifer Lopez	Kanye West Rihanna Justin Bieber Taylor Swift
TV & Movies	Gone With the Wind Clark Gable Advent of TV	Easy Rider The Graduate Colour TV	ET Hey Hey It's Saturday MTV	Titanic Reality TV Pay TV	Avatar 3D Movies Smart TV
Popular Culture	Flair Jeans Roller Skates Mickey Mouse (28)	Roller Blades Mini Skirts Barbie®/Frisbees (59)	Body Piercing Hyper Colour Torn Jeans	Baseball Caps Men's Cosmetics Havaianas	Skinny Jeans V-necks RipSticks
Social Markers/Landmark Events	Great Depression (30s) Communism World War II (39-45) Darwin Bombing (42) Charles Kingsford Smith	Decimal Currency (66) Neil Armstrong (69) Vietnam War (65-73) Cyclone Tracy (74) National Anthem (74)	Challenger Explodes (86) Haley's Comet (86) Stock Market Crash (87) Berlin Wall (89) Newcastle Earthquake (89)	Thredbo Disaster (97) Columbine Shooting (99) New Millenium September 11 (01) Bali Bombing (02)	Iraq / Afghanistan war Asian Tsunami (04) GFC (08) WikiLeaks Arab Spring (11)
Influencers	Authority Officials	Evidential Experts	Pragmatic Practitioners	Experiential Peers	User-generated Forums
Training Focus	Traditional On-the-job Top-down	Technical Data Evidence	Practical Case studies Applications	Emotional Stories Participative	Multi-modal eLearning Interactive
Learning Format	Formal Instructive	Relaxed Structured	Spontaneous Interactive	Multi-sensory Visual	Student-centric Kinesthetic
Learning Environment	Military style Didactic & disciplined	Classroom style Quiet atmosphere	Round-table style Relaxed ambience	Cafe-Style Music & Multi-modal	Lounge room style Multi-stimulus
Sales & Marketing	Print & radio Persuasive	Mass / Traditional media Above-the-line	Direct / Targeted media Below-the-line	Viral / Electronic Media Through Friends	Interactive campaigns Positive brand association
Purchase Influences	Brand emergence Telling	Brand-loyal Authorities	Brand switches Experts	No Brand Loyalty Friends	Brand evangelism Trends
Financial Values	Long-term saving Cash No credit	Long-term needs Cash Credit	Medium-term Goals Credit savvy Life-stage debt	Short-term wants Credit dependent Life-style debt	Impulse purchases E-Stores Life-long debt
Ideal Leaders	Authoritarian Commanders	Commanding Thinkers	Co-ordinating Doers	Empowering Collaborators	Inspiring Co-creators