

GENERATIONAL IMPACT ON ENGAGEMENT

TRADITIONALIST



BIRTH YEARS
1925–1945

DEFINING EVENTS

Great Depression
Dust Bowl
Hitler's Germany
World War II
Communism

GENERATIONAL CHARACTERISTICS

overly cautious
less likely to take risks
hierarchical
loyal and patriotic
rule makers/followers

AVERAGE ENGAGEMENT SCORE

5.05

GENERATIONAL CHARACTERISTICS

- Strong sense of belonging to the organization
- Senior leadership is responsive to employee recommendations
- Recommend the organization for patient care

BABY BOOMER



BIRTH YEARS
1946–1964

DEFINING EVENTS

Jet Age
National TV
Alaska & Hawaii
Civil Rights Movement
Space Exploration

GENERATIONAL CHARACTERISTICS

economically optimistic
individualistic
prefer achievement over relations
competitive

AVERAGE ENGAGEMENT SCORE

4.96

GENERATIONAL CHARACTERISTICS

- Recommend the organization for patient care
- Employees are encouraged to report
- Information concerning patient safety
- Value the relationships with employees

GENERATION X



BIRTH YEARS
1965–1980

DEFINING EVENTS

MLK, Jr. Assassination
Working Mothers
Nixon & Watergate
Vietnam
Energy Crisis

GENERATIONAL CHARACTERISTICS

homesick
prefer non-routines
in need of attention but not used to supervision
anti-institution

AVERAGE ENGAGEMENT SCORE

4.93

GENERATIONAL CHARACTERISTICS

- The organization has enriched the employee's career
- Value the relationships with employees
- Strong sense of belonging to the organization

MILLENNIALS



BIRTH YEARS
1980–2000

DEFINING EVENTS

Iran Hostage Crisis
Fall of Berlin Wall
Challenger Shuttle
Personal Computer
Internet & Email

GENERATIONAL CHARACTERISTICS

technology-reliant
adaptable
impatient
multi-tasking
team-oriented

AVERAGE ENGAGEMENT SCORE

4.90

GENERATIONAL CHARACTERISTICS

- Excited about the direction and future of the organization
- Practice the mission in their daily operations
- Ability to communicate with senior leadership

