CPE Check-in

Scan the QR code **or** enter the code IN THE EVENT APP:

BRIDGE1



"We don't see things as they are, we see things as we are."

Anais Nin

Millennials are Killing the Napkin Industry

Business Insider

Retail

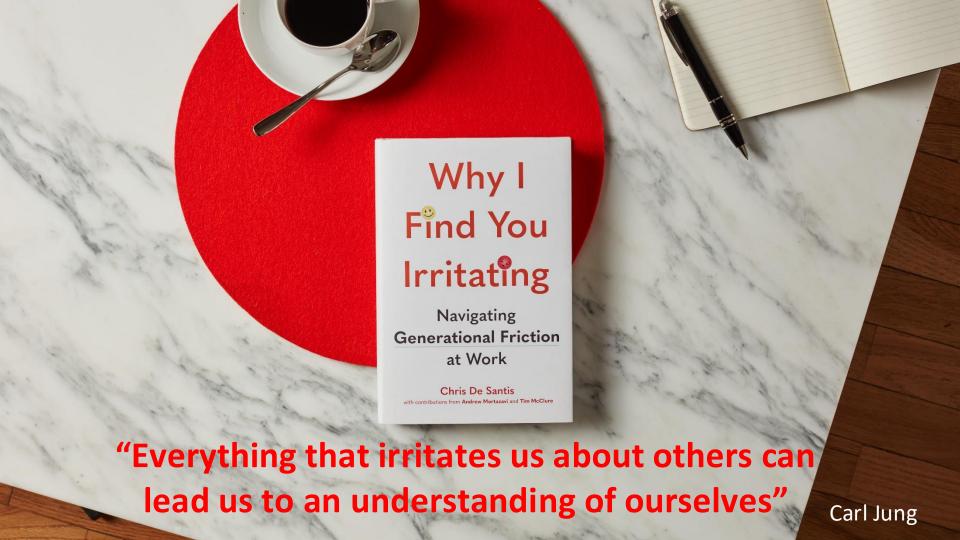
Why is Gen Z so Self Absorbed

Quora 2023

Gen X: The Ignored Generation?

Time Magazine 2008

Florida man trapped in unlocked closet for two days



Perceptions, Biases and Generalizations

- The Dunbar Number: We are tribal and designed to detect threats
- Representativeness Heuristics, Confirmation Bias, and the Salience effect
- The Process: Deletions, Distortions, and Generalizations
- Conversational Coordination and Illusory Correlations

Additional Generational Caveats

- Chronological birth not as important as our narrative and the perception of where we belong
- Generational distinctiveness is unique to a culture and derived from and appropriate to non-traditional societies
- Generational differences not the same as stages of life

The New Stages of the Life Cycle

- 1. Child
- 2. Young Adult
- 3. Emerging Adult
- 4. Adult
- 5. Elder
- 6. Bonus Elderhood

Life's Hurdles and the Emerging Adult

- Completing school
- Becoming financially independent
- Leaving home
- Marrying
- Having a child

77% of women

1960

65% of men

2010

13% of women

10% of men

Scott Hess

Tru insights consulting

Contributing Factors Influencing Your Generational Lens

- Life Cycle Effects: Where you are
- Period Effects: What happened
- Cohort Effects: What's important

Generational Waves and Cusp Babies

Traditionalists	Boomers	Gen X	Millennials	Gen Z	Gen Alpha
1923-1943	1944 - 1964	1965 - 1981	1982 - 1996	1997 - 2012	2012-?

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"Each generation foretells the downfall of civilization as seen in the rise of the next generation. They are a constant source of disappointment, until they are not."

Anonymous

The Cycle of Defiance

Boomers

1944-1964

Hippies

Gen X

1965-1981

Slackers

Millennials

1982-1996

Entitled

Gen Z

1997-2012

(?)

The Cycle of Defiance

Boomers

1944-1964

Hippies

Gen X

1965-1981

Slackers

Millennials

1982-1996

Entitled

Gen Z 1997- 2012

(Fragile)

Boomers

1944-1964

Gen X

1965-1981

Millennials

1982-1996

Gen Z

1997-2012

Boomers

1944-1964

Civil Rights,
Gender Equality,
and the Sexual
Revolution.

Gen X

1965-1981

Millennials

1982-1996

Gen Z

1997-2012

Boomers

1944-1964

Civil Rights, Gender Equality, and the Sexual Revolution.

Gen X
1965-1981
Work/Life balance,
the entrepreneurial
mind set, and the
"middle child"
technological
bridge

Millennials 1982-1996

Gen Z 1997- 2012

Boomers

1944-1964

Civil Rights, Gender Equality, and the Sexual Revolution.

Gen X
1965-1981
Work/Life balance,
the entrepreneurial
mind set, and the
"middle child"
technological
bridge

Millennials
1982-1996
Demanding more
acceptance and
inclusivity. The gig
economy, the

internet, and

flexibility.

Gen Z 1997- 2012

Boomers

1944-1964

Civil Rights, Gender Equality, and the Sexual Revolution.

Gen X
1965-1981
Work/Life balance,
the entrepreneurial
mind set, and the
"middle child"
technological
bridge

Millennials 1982-1996

Shifting social norms to be more accepting and inclusive. The gig economy, the internet, and flexibility.

Gen Z

1997-2012

Mental health advocacy:
 aging, anxiety,
 menopause, equality,
 and identity. Career
 options for all.

Boomers 1944-1964 Permissive Authoritarianism

Gen X 1965-1981

Millennials 1982-1996

Gen Z 1997- 2012

Boomers 1944-1964

Permissive

Authoritarianism 1965-1981

Gen X

Natural

Growth

Millennials

1982-1996

Gen Z 1997-2012

Boomers 1944-1964 Permissive Authoritarianism

Gen X 1965-1981

Natural Growth

Millennials 1982-1996 Concerted Cultivation

Gen Z 1997- 2012

Boomers 1944-1964 Permissive Authoritarianism

Gen X 1965-1981 Natural Growth

Millennials 1982-1996 Concerted Cultivation

Gen Z 1997- 2012 Autonomy-Supportive

Boomers: 1944 - 1964

Events

- Post war boom
- GI Bill
- Wealth Effect
- Relatively Permissive Parenting
- The Cold War
- Women's Rights
- Civil Rights
- Crowded Classrooms
- Camelot
- Disco

What's Important

- Joining
- Optimism
- Competition
- Loyalty: sacrifice and deference
- The long good day work ethic
- Being present
- Climbing the ladder
- Faith in the covenant
- The mythic hero
- A "Gut" feeling

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Generation X: 1965 - 1981

Events

- Stagflation
- Downsizing
- Working parents
- Latch key kids
 Natural growth parenting
- Vietnam
- Nixon
- Milk cartons
- The first technologists
- The computer in isolation
- The erosion of trust

What's Important

- Free ranging
- Self reliance
- The habit of privacy
- The unvarnished truth
- Personal security
- Independence
- Work/Life accommodation
- The really long, busy, and private work day
- Transactional relationships and schmooze free
- Realist: inspiration-free zone (at work)

Millennials: 1982 - 1996

Events

- The Berlin Wall The Dot Com
- Globalization
- The Internet: the connected computer
- Digital diffusion
- Tethering
- Trophies
- The culture of immediacy
- The family vacation
- Homework: an act of love
- Play dates and vetting
- Concerted Cultivation Parenting
- 9/11

What's Important

- The bubble of love
- Dialog
- The habit of engagement/distraction
- Optimism
- Diversity and social responsibility
- Collaboration and competition
- Constant contact and sharing
- Interdependent
- Being scheduled
- The Discerning Consumer
- Time and place agnostic
- Poise and the dinner table

Gen Z: 1997-2012

Events

- iPhone
- Facebook
- Twitter
- Instagram
- Snapchat
- Climate Change
- School shootings and code red drills
- The Great Recession 2008
- Reality TV
- Play dates

What's Important

- The Outboard brain
- FOMO
- Security/Safety
- A Livelihood
- Time to work alone
- Constant availability
- Face to Face
- The Rules
- The Side Hustle
- Flexibility and Customization
- Health
- Fairness and equity
- Diversity and Inclusion
- The Curated self
- Being "straight up" with the truth

Before I wrap up,

Is there anything I can clarify?

The Path Forward

- The only absolute truth is what is true for you personally, anything else is fodder for conversation.
- Start a dialogue recognizing you are speaking to a person, not a tribe or a category, there may be different perspectives in terms of priorities and interpretations of values.
- Ultimately, know we have more in common than we have differences between us.

Thanks for Listening

Join Me on LinkedIn

Why I Find You Irritating:

Navigating Generational Friction at Work

Chris De Santis

cpdesantis.com

chris@cpdesantis.com

