

Generational Diversity 2023 NACCTFO Annual Conference

	Traditionalists 1925-1942 47 million U.S. Births	Baby Boomers 1943-1964 76 million U.S. Births	Gen X 1965-1979 55 million U.S. Births	Millennials 1980-2000 62 million U.S. Births	Gen Z 2001-2013 72 million U.S. Births
Technology Acquired	<ul style="list-style-type: none"> • Television • Scotch tape • Red & green traffic lights 	<ul style="list-style-type: none"> • Sputnik 1 • Microwave • Mr. Potato Head • Liquid paper • Colored kitchen appliances 	<ul style="list-style-type: none"> • Floppy disk • Portable cassette player • Cell phone • VCR • 1st video game: Pong 	<ul style="list-style-type: none"> • Personal computer • Internet • CD player • Nintendo • Camcorder 	<ul style="list-style-type: none"> • Phones that text • Computers in high school • Snapchat/Instagram/YouTube
Core Values	<ul style="list-style-type: none"> • Adhere to rules • Family focus • Patriotism • Savers 	<ul style="list-style-type: none"> • Optimism • Equal rights/opportunities • Pay your dues • Spend now, worry later 	<ul style="list-style-type: none"> • Independent • Informality • Think globally • Life balance 	<ul style="list-style-type: none"> • Teamwork • Confidence • Civic duty • Achievement 	<ul style="list-style-type: none"> • Frugality • Social equality • Security • Making a difference
Work Ethic	<ul style="list-style-type: none"> • Pay your dues • Work hard • Age = seniority • Company first 	<ul style="list-style-type: none"> • Driven • Workaholic • Quality • Work ethic = worth • Efficient 	<ul style="list-style-type: none"> • Work smarter and with greater output, not longer hours 	<ul style="list-style-type: none"> • Ambitious • What's next? • Multitasking • Tenacity • Entrepreneurial 	<ul style="list-style-type: none"> • Entrepreneurial • Realistic approach • Tech savvy • "Always on"
Preferred Work Environment	<ul style="list-style-type: none"> • Conservative • Hierarchal • Clear chain of command • Top-down management 	<ul style="list-style-type: none"> • Flat hierarchy • Democratic • Equal opportunity • Friendly 	<ul style="list-style-type: none"> • Positive/fun • Fast paced • Flexible • Informal • Access to leadership & information 	<ul style="list-style-type: none"> • Collaborative • Creative • Diverse • Fun/flexible • Achievement oriented • Positive 	<ul style="list-style-type: none"> • Competitive • Independent • Face-to-face communication • Continued skill development
Desired Job Traits	<ul style="list-style-type: none"> • Recognition/respect for their experience • Clearly defined rules/policies • Job security & stability • Value placed on history/traditions 	<ul style="list-style-type: none"> • Ability to "shine/be a star" • Team approach • Clear & concise expectations • Make a contribution 	<ul style="list-style-type: none"> • Forward thinking • Cutting edge technology • Flexibility • Input evaluated on merit, not age/seniority 	<ul style="list-style-type: none"> • Challenge • Strong, ethical leaders • Ability to make a difference • Respect despite age 	<ul style="list-style-type: none"> • Recognition for their efforts • Own technology • Flexibility • Growth opportunities