

Boomers 1946-1964 (ages 47 – 65)

Life Events

- Walk on the Moon
- John F. Kennedy assassination
- Civil Rights / Women's Movement
- Vietnam, The Cold War

Characteristics

- Workaholics, work efficiently
- View work as an adventure, part of self-definition
- Value personal autonomy and expression
- Optimistic
- Buy now, pay later
- Prefer team-orientated approach, in-person

Motivators

- Money (save for retirement), title recognition
- Personal growth
- Gain status through achievement/success
- "You / your contribution make a difference"

Leadership Style

- Consensual, collegial
- Interpersonal, team-oriented
- Hierarchical