

# Generation X 1965-1976 (ages 35 - 46)

## Life Events

- Persian Gulf War
- Challenger disaster
- AIDS, Rodney King / L.A. Riots
- Computers

## Characteristics

- Creative ideas, think globally, value diversity
- Respect for competence
- Seek balance throughout career; work to live
- Pessimistic and skeptical
- Technologically competent
- Prefer a direct, results-orientated approach

## Motivators

- “Do it your way – forget the rules”
- Freedom is the best reward
- Realizing creative / entrepreneurial vision

## Leadership Style

- Fair and straightforward
- Individualistic, results-oriented