| Life Events          | Great Depression / Franklin D. Roosevelt  
|                    | World War II, Korean War, The Cold War  
|                    | G.I. Bill  
| Characteristics    | Value loyalty to work, family, country  
|                    | View work as an obligation, duty  
|                    | Sacrifice for the Organization/Others  
|                    | Duty before fun, work before reward  
|                    | Save money, pay cash  
|                    | Respect of authority, respect for rules  
|                    | Prefer one-on-one communication  
| Motivators          | Security and comfortable retirement  
|                    | Satisfaction of a job well done  
| Leadership Style    | Direct  
|                    | Command-and-control  

Traditionalists before 1946 (ages 66 and older)