

Traditionalists before 1946 (ages 66 and older)

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