

The Generation Challenge – Bridging the Gap
Renie Cavallari, CEO & Chief Inspiration Officer for Aspire Marketing
A November Meeting Recap by Sarah Bailey

How will you make today extraordinary? Extraordinary leadership – how does it equal good management? Generations aren't really about the years, but rather the generational experiences; events that affected the human condition. We can all be found in different generations and our luncheon was a great example of that mix. We can learn from each other and each one of us is a valuable resource to be appreciated.

Traditionals - Born between 1920 – 1944

- 50 Million
- Lived through the depression era, have conservative buying habits, over 50% of them fought in a WW therefore they are the most patriotic, extremely loyal.

Boomers – Born between 1945 – 1964

- 80 Million
- Raised by people that said "We can do better.", fierce competitors which triggers the need to work, the "me" generation, their idealism is that they can do anything, the start of big philanthropy, community driven, started to experience divorce, independent, like to put their own stamp on things & be involved, starting to realize work isn't everything

GenXers – Born 1965 – 1980

- 46 Million
- Self-renegades, extreme, break the rules, the Women's movement had occurred which equals 2 family incomes, latchkey kids, self dependent, strong networking skills & staying connected, largest entrepreneurial, created 4 day/10 hour work week because they value family because they didn't have that growing up, information overload i.e. the TV & Internet, experienced a lot of sorrow moments with heavy burdens, skeptics because they watched their parents with 40 yr careers loose their jobs, show them trust & they will trust you, always take their vacations, very creative & love being in their "backyards"

Millennial – Born 1981 – 1999

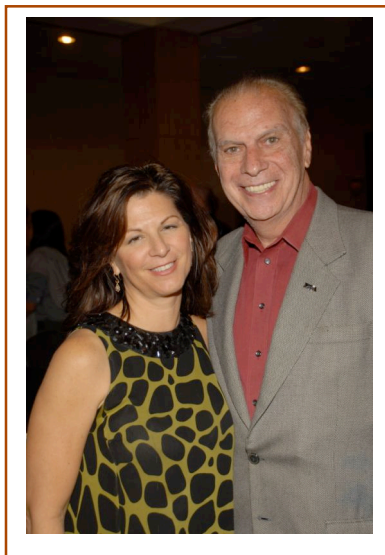
- 76 Million
- Anything to do with technology, they're online 10 hours per day, very mobile with extreme text messaging, want & need lots of support & feedback, very moldable, communicate in a text messaging way, learn best online, they honor their parents & their lifestyle & want to stay with Mom & Dad forever, shopping is a sport, social marketing is how they buy & they are part of a global universe.

Please remember not to stereotype, these are generalizations and events in ones lives shape the human condition. How will you touch, move & inspire those around you?

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Thank you to our host property, The Tempe Missions Palms Hotel, to Richard Carmer from Picture Phoenix for the photo memories and to Bill Johnson for the LCD Projector.

November Photo Memories

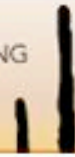


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