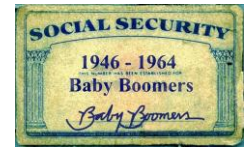
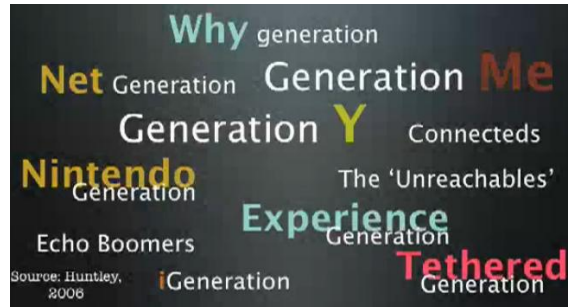


Generation Identification



Generation Name	Birth Years	% of Adult Population	% of US Labor Force
Millennials (Generation Y)	Born 1977 - 1990	26 %	25 %
Generation X	Born 1965 - 1976	20 %	32.2 %
Baby Boomers (Young & Old)	Born 1946 - 1964	33 %	38.1 %
Silent Generation	Born 1937 - 1945	9 %	4.2 %
Source: Pew Survey 2008			

The Millennial Generation

Born 1977-1990

1. **Need for feedback and reassurance**
2. **Team-oriented approach to work**
3. **Reliance on instant and informal modes of communication**
4. **Sharp focus on work/life balance**
5. **Desire for clear and structured performance goals**
6. **Self-confidence / sense of entitlement**
7. **Intolerance for drudgery**
8. **“Substance over form”**
9. **Comfort with “multitasking”**
10. **Broad networks**