

Generation Why

generation why (jenə-ra'shən hwi) *n.*

a broad term describing the 68 million individuals born between 1977-1994 (post Generation X). Originally coined by teen expert Eric Chester, Generation Why is typified by youth who continually question the standards and expectations imposed by society. {< as in "why does it matter?" and "why should I care?">}

THESE ARE THE AMERICANS WHO . . .

have no recollection of the Reagan era. ●*were prepubescent when the Gulf War was waged.
Black Monday 1987 as significant to them as the Great Depression.
never experienced gasoline shortages. ●*think 'Miracle on Ice' is the 'Tonya Harding Story.'

HAVE NEVER KNOWN A WORLD WITHOUT . . .

cellular phones, pagers, fax & answering machines ●*mini-vans, cable TV, laptops, Walkmans
Madonna, Howard Stern, Rap Music, & Airbags ●* Nike's, Nintendo, Nissan's, and 900 #'s
ATM's, MTV, VCR's, CD's, CNN, & TCBY's ●*AIDS, Crack, Terrorist Attacks, Kids Killing Kids

DO NOT REMEMBER . . .

Mork, Manilow, or Milli Vanilli ●*ET, Mr. T., or McDLT's ●*Jordache, Jaws, "Who Shot J.R.?"
PacMan, Moped's, and 10 Speed Bikes ●*Traditional 'Leave it to Beaver' Families
When every boy wanted to be like OJ/Every girl dreamed of meeting the President

GENERATION WHY INFLUENCES

Media ●*the Internet ●*New Breed of Heroes ●*Judicial System

GENERATION WHY: SUCCESS & MONEY

Used to Instant Everything ●*Believe they can Separate Effort from Reward
The END Justifies the MEANS ●*Feel Entitled "U O Me!"

GENERATION WHY: VALUES

Self Expression over Self Control ●*Give Respect only after they are Given Respect
"Fear of Living" is often greater than "Fear of Death." ●*Violence is an Acceptable Option

GENERATION WHY: VISION

Not overly concerned about the future - because they're not sure there is a future!

DON'T DESPAIR!!! MEMBERS OF GENERATION WHY . . .

LEARN at a high rate - - **THINK** fast - - **ADAPT** rapidly
REBOUND easily - - and are astoundingly **CREATIVE!**

They have the **TIME, TOOLS**, and the **TALENT** to create a better world
and better results for your company and/or organization!

Discover how to Recruit, Train, Manage, Motivate, & Retain Generation Why!