

GENERATION X & Y - WHO ARE THEY?

Which of the following means the most to you? MTV premiers. First Apple Macintosh released. Oprah Winfrey Show airs. Fall of Berlin Wall. First Microsoft Office released. First cloned sheep, Dolly, born. The Dot.com Bubble. Google. Y2K scare. 9/11. The iPod launches. Facebook. Taylor Swift's hit single. Hulu. Michael Jackson dies. Steve Jobs is no longer.

Your answer of course depends on the generation you belong to. And, yes, there are varying approaches to categorizing this. Some social scientists look at it in terms of twenty-two years. For this eBook we're looking at the major social, economic, and political events that have influenced that cohort while growing up. For example:

Generation X born between 1967 - 1982 (age 29-44) are the smallest cohort because of birthrate decline post 1964, and comprise of 49 million, Baby Boomers 75 million, and Generation Y 70 million. They grew up with television, Atari 2600s and PC's, and are the first generation to experience day care as children of working parents. Divorce and working moms created "latchkey" kids so balancing work and social-family life is central. Because they saw first-hand their parents getting laid off from corporations or faced job insecurity, company allegiance is loyalty to their work, team and boss only. They also experienced the Dot-com bubble and burst of the 1990s!

Generation Y (Echo Boomers, Millennials) born between 1983 - 1998, are the most tech savvy of any generation and spend more time online than watching television. They use technology for "everything" whether it's computers, the Internet, cell phones, devices, apps, and are dependent upon them. Raised on 24/7 connectedness they are accustomed to multi-tasking - - juggling e-mail on their device while surfing online and talking on the phone. Women in this cohort similar to Generation X, have a college degree and oftentimes an advanced one, and strive for financial independence. They are fairly new to the workplace, and are ready to become tech millionaires tomorrow!

And it's interesting to see how Generation Y and X cohort view and use technology in the context of this eBook. Both use it constantly but for diverse reasons. Generation Xers use it when it supports a lifestyle need, helps with juggling it all, working from *anyplace* or *anytime*. Whereas for those of Generation Y, tech is embedded into everything-all-the-time, and this is because they stay single longer, and delay parental responsibilities, and there's no necessity to prioritize. Either way works!

What is known that those between the ages of 18 - 42 are driving the technology revolution making them the first "native" online population, with Generation X leading the way in online shopping (69%) and online banking (65%) more than any other group. And, why is that? Because with outsourcing, finding that parking space is redundant. Working smart not hard is the operative word!

ABOUT THE AUTHOR

Shirley Kurnoff Ph.D., Author, and Founder of StrategyBoost (<http://www.strategyboost.com>) excels at interviewing people and using her analytic skills to develop practical strategies to move forward in professional situations. She is a seasoned interviewer in cross-cultural settings in the USA, UK and Australia. She's also a graduate of Stanford University (MA Education) and Sydney's Macquarie University (Ph.D. Sociology), and has taught at the University of California at Santa Cruz, and California State University at Monterey Bay.

Author of *The Human Side of Dyslexia*: 142 Interviews with real people telling real stories Shirley was fortunate to have Sir Richard Branson, Founder and CEO, Virgin Atlantic Airways, and Paul J. Orfalea, Founder and Chairperson Emeritus, Kinko's Inc. endorse her book. A sought-after keynote speaker, workshop presenter and interviewer, Shirley drives others to reach their greatest potential.

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