

The Generations defined sociologically

	Baby Boomers Born 1946-1964 Aged 40's & 50's	Generation X Born 1965-1979 Aged late 20's & 30's	Generation Y Born 1980-1994 Aged: Teens and 20's
Prime Ministers	William McMahon Gough Whitlam Malcolm Fraser	Bob Hawke Paul Keating	John Howard
Iconic Technology	TV 1956, Audio Cassette 1962 Colour TV 1975	VCR 1976 Walkman 1979 IBM PC 1981	Internet, Email, SMSing DVD 1995 Play Station/X-Box
Music	Elvis Beatles Rolling Stones	INXS Nirvana Madonna	Eminem Brittany Spears Puff Daddy
TV & Movies	Easy Rider The Graduate Jaws	ET Hey Hey Its Saturday MTV	Titanic Pay TV Reality TV
Popular Culture	Flare Jeans Mini Skirts Barbie, Frisbee 1959	Rollerblades Hyper colour Torn Jeans	Body Piercing Baseball caps Men's cosmetics
Social Markers/ Landmark Events	Decimal currency 1966 Neil Armstrong 1969 Vietnam War 1965-1973 Cyclone Tracy 1974 Advance Australia Fair '74	Challenger explodes '86 Haley's Comet 1986 Stock Market crash 1987 Berlin Wall down 1989 Newcastle earthquake '89	Thredbo disaster 1997 Columbine shootings 1999 New Millennium 2000 September 11, 2001 Bali Bombing 2002
Influencers	Evidential Experts	Pragmatic Practitioners	Experiential Peers
Training focus	Technical Data/evidence	Practical Case studies/applications	Emotional Stories/participative
Learning format	Formal Structured	Relaxed Interactive	Spontaneous Multi-sensory
Learning environment	Classroom style Quiet atmosphere	Round-table style Relaxed ambience	Café Style Music and Multi-modal
Sales & Marketing	Mass/traditional media Above the Line	Direct/targeted media Below the line	Viral/electronic media Through the friends
Purchase influences	Brand-loyal Authorities	Brand-switchers Experts	No brand loyalty Friends
Financial values	Long-term needs Cash and credit	Medium-term goals Credit-savvy	Short-term wants Credit-dependent
Ideal Leaders	Command & Control Thinkers	Coordination & Cooperation Doers	Consensus & Collaborative Feelers