## Generations Defined

### Generations

<table>
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<th>Generation</th>
<th>Defined</th>
<th>Aged</th>
<th>Examples</th>
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<td>1925-1945</td>
<td>70s - 80s</td>
<td>Robert Menzies, John Curtin, Truman / Eisenhower</td>
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<td>Baby Boomers</td>
<td>1946-1964</td>
<td>50s - 60s</td>
<td>Gough Whitlam, Malcolm Fraser, JFK / Nixon</td>
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<td>Generation X</td>
<td>1965-1979</td>
<td>30s - 40s</td>
<td>Bob Hawke, Paul Keating, Reagan / GH Bush</td>
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<td>20s - early 30s</td>
<td>John Howard, Kevin Rudd, Clinton / GW Bush</td>
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</table>

### Aust PM's

- Robert Menzies
- John Curtin
- Truman / Eisenhower
- Gough Whitlam
- Malcolm Fraser
- JFK / Nixon
- Bob Hawke
- Paul Keating
- Reagan / GH Bush
- John Howard
- Kevin Rudd
- Clinton / GW Bush
- Julia Gillard
- Barack Obama

### US President

- Truman / Eisenhower
- JFK / Nixon
- Reagan / GH Bush
- Clinton / GW Bush
- Barack Obama

### Iconic Technology

- Radio (wireless)
- Motor Vehicle
- Aircraft
- TV (56)
- Audio Cassette (62)
- Transistor radio (55)
- VCR (76)
- Walkman (79)
- IBM PC (81)
- Internet, Email, SMS
- DVD (95)
- Playstation, XBox, iPod
- MacBook, iPad
- Google, Facebook, Twitter
- Wii, PS3, Android

### Music

- Jazz
- Swing
- Glen Miller
- Frank Sinatra
- Elvis
- Beatles
- Rolling Stones
- Johnny O'Keefe
- INXS
- Nirvana
- Madonna
- Midnight Oil
- Eminem
- Britney Spears
- Puff Daddy
- Jennifer Lopez
- Kanye West
- Rhianna
- Justin Bieber
- Taylor Swift

### TV & Movies

- Gone With the Wind
- Clark Gable
- Advent of TV
- Easy Rider
- The Graduate
- Colour TV
- ET
- Hey Hey It's Saturday
- MTV
- Titanic
- Reality TV
- Pay TV
- Avatar
- 3D Movies
- Smart TV

### Popular Culture

- Flair Jeans
- Roller Skates
- Mickey Mouse (28)
- Roller Blades
- Mini Skirts
- Barbie®/Frisbees (59)
- Body Piercing
- Hyper Colour
- Tom Jeans
- Baseball Caps
- Men's Cosmetics
- Havaianas
- Skinny Jeans
- V-necks
- RipSticks

### Social Events

- Great Depression (30s)
- Communism
- World War II (39-45)
- Darwin Bombing (42)
- Charles Kingsford Smith
- Decimal Currency (66)
- Neil Armstrong (69)
- Vietnam War (65-73)
- Cyclone Tracy (74)
- National Anthem (74)
- Challenger Explodes (86)
- Haley's Comet (86)
- Stock Market Crash (87)
- Berlin Wall (89)
- Newcastle Earthquake (89)
- Thredbo Disaster (97)
- Columbine Shooting (99)
- Iraq / Afghanistan war
- September 11 (01)
- Bali Bombing (02)
- Asian Tsunami (04)
- GFC (08)
- WikiLeaks
- Arab Spring (11)

### Influencers

- Authority
- Officials
- Evidential
- Experts
- Pragmatic
- Practitioners
- Experiential
- Peers
- User-generated
- Forums

### Training Focus

- Traditional
- On-the-job
- Top-down
- Technical
- Data
- Evidence
- Practical
- Case studies
- Applications
- Emotional
- Stories
- Participative
- Multi-modal
eLearning
- Interactive

### Learning Format

- Formal
- Instructive
- Military style
- Didactic & disciplined
- Classroom style
- Quiet atmosphere
- Round-table style
- Relaxed ambience
- Cafe-Style
- Music & Multi-modal
- Lounge room style
- Multi-stimulus

### Learning Environment

- Informal
- Structured
- Didactic & disciplined
- Relaxed ambience
- Classroom style
- Quiet atmosphere
- Round-table style
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- Cafe-Style
- Music & Multi-modal
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### Sales & Marketing

- Print & radio
- Persuasive
- Mass / Traditional media
- Above-the-line
- Direct / Targeted media
- Below-the-line
- Viral / Electronic Media
- Through Friends
- Interactive campaigns
- Positive brand association

### Purchase Influences

- Brand emergence
- Telling
- Brand-loyal
- Authorities
- Brand switches
- Experts
- No Brand Loyalty
- Friends
- Brand evangelism
- Trends

### Financial Values

- Long-term saving
- Cash
- No credit
- Long-term needs
- Cash
- Credit
- Medium-term Goals
- Credit savvy
- Life-stage debt
- Short-term wants
- Credit dependent
- Life-style debt
- Impulse purchases
- E-Stores
- Life-long debt
- Impulse purchases
- E-Stores
- Life-long debt

### Ideal Leaders

- Authoritarian
- Commanders
- Commanding
- Thinkers
- Co-ordinating
- Doers
- Empowering
- Collaborators
- Inspiring
- Co-creators

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