

Let's Grow!

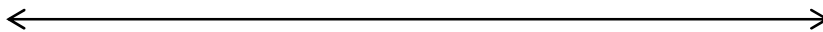
Refresh... Reignite... Re-engage

Karen Schmidt Re-engagement expert



Engaging the generations

**Rational
Evidence**



**Emotional
Experience**

Factor	Builder	Baby Boomer	Generation X	Gen Y
Age	1922-1944	1945-1960	1961-1979	1980-1995
Attitude	Cautious	Optimistic	Pessimistic	Confident
Motivators	Exercise	Socialise	Balance	Buzz
Time lines	Long term	Medium term	Short term	Very short term
Influenced by	Authority figures	Experts	Peers	Friends
Decision making	Formal	Planned	Spontaneous	Instant
Type of activities	Structured	Team based	Individual	Extreme
Goal of activity	Be involved	Compete with others	Compete with self	Have fun
Issues	Isolation	Feeling old	Time	Boredom