

Generational Chart

	BUILDERS	BOOMERS	BUSTERS	MILLENNIALS
1	Silent Generation, Traditionalist generation		Generation X, 20 Somethings	Nexters, Generation Y
2	BIRTH DATE 1922 - 1943	1944 - 1962	1963 - 1978	1979 - 1984
3	FORMATIVE EXPERIENCES The Great Depression Pearl Harbor Rationing D-Day Atomic Bomb	Civil Rights Assassinations Space Race, moon landing Kent State Nixon administration	Roe vs. Wade Challenger disaster Fall of Berlin Wall AIDS	Oklahoma bombings Internet access available School shootings Clinton scandals World Trade Center
4	(WAR) World War II Korean War	Cold War Viet Nam War	Persian Gulf War	War on Terrorism War in Iraq
5	MUSIC Big Band Swing	Rock 'n Roll Pop	Alternative/Rap MTV	Ska Eclectic
6	FAMILY Close family	Dispersed family	Latch key kids	Looser family structures
7	MOTHER Homemaker mother	Working mother	Single mother	Single mother/single father
8	MARRIAGE Married once	Divorced/remarried	Single parent/blended family	Undetermined
9	EDUCATION IS... ... a dream	... a birthright	... a way to get there	... an incredible expense
10	CORE VALUES Hard work Consistency and uniformity Law and order Respect for authority Patriotism Adherence to rules Honor Duty before pleasure Dedication/sacrifice	Driven and dedicated Optimism Team orientation Personal gratification Health and wellness Personal growth Training and education Work Involvement	Diversity Global thinking Balance between home/work Techno-literacy Fun Informality - casual Self-reliance Pragmatism Seeking sense of family	Diversity Optimism Civic duty Confidence Achievement Stability Morality Street smarts Multi-culturalism

11	WORK	Work hard Earn right to retire and play	Work hard and long Work is life	Work is 9 to 5 There is life beyond work	Don't let work interfere with life
12	HOW THEY DRIVE OTHER GENERATIONS CRAZY	Boomers nuts by quoting from policy manual. Busters by "But we've always done it this way." Millennials by "You need to pay your dues."	Builders by using profanity, being too personal. Busters by talking about "way it was" in the sixties. Millennials by their hedonism and self-centeredness.	Builders by breaking the rules. Boomers by their disregard for authority. Millennials by their optimism.	Intimidate Builders by their techno-literacy. Boomer with their brutal honesty. Busters with their integrity and morality.
13	HOW THEY VIEW EACH OTHER	See Boomers as too blunt and disrespectful. See Busters as unethical, cynical, poor interpersonal skills. See Millennials as very young and demanding.	See Builders as inflexible, overly cautious, and living in the past. See Busters as selfish, manipulative and aloof. See Millennials as impatient and unrealistic.	See Builders as over the hill, rigid, obsequious and naive. See Boomers as workaholics, without a life, and obsequious. See Millennials as too young, smug and overly moralistic.	See Builders as patriotic, moral, good role models and slow. See Boomers as immoral and materialistic. See Busters as not as good with technology as they think, cynical and self-centered.
14	SOCIAL ORIENTATION	"We" (inclusive group)	"Me"	"Us" (multiple We's)	"All of us" (interconnected)
15	VIEW OF GOD	God is part of the program	Is there a God?	Which God?	Plurality, tolerance
16	CE DISTINCTIVES	Programs	Small groups	Narrative, story	Multi-sensual
17	PREPARING THE SETTING	In church, chairs in rows, people facing a podium	In church, chairs in circle, people facing each other.	In restaurant meeting over a meal.	In homes, sitting on the floor.
18	ATTITUDE TO GOD	God is distant but approachable	God is familiar, we can feel his power work through us	God is friend, guide, companion, healer	God is the nation builder, provider and protector

19	CHURCH STYLE	<p>Functional, aesthetic downplayed; cold, draughty because church isn't supposed to be comfy; built from great blocks of concrete</p>	<p>Professional approach: look like a campus with office park gardens, education centers</p>	<p>Meet in barns and warehouses; same sort of places you meet for raves; they're practical, flexible, adaptable buildings</p> <p>Will want aesthetically pleasing buildings, elegant and technologically wired</p>
20	GOD IS...	<p>The God of truth where I find right and wrong: good and evil</p>	<p>Rampant, powering through the universe, a God of vengeance and justice.</p>	<p>Healing, protecting, nurturing, guiding, the "mother" of God</p> <p>Our Father, the nation builder, provider and protector</p>
21	STYLE OF WORSHIP	<p>Quiet, reverential. "Be still and know that I am God" approach</p>	<p>It's a Big Message so spread it in a Big Way. Slick, professional.</p>	<p>Intimate, non-judgemental, personally connect with my God</p> <p>Integrate all the spiritual threads of my life. Wants to explore other religious traditions.</p>
22	CHURCH MUSIC	<p>Hymns and organ, add a brass section</p>	<p>Rock 'n Roll religion with James Brown Sixties type music. Militant, forceful, sing about greatness of God. Electrical instruments, keyboards and drums.</p>	<p>Sing TO God and not about him, less reverential, more familiar with emphasis on the personal. Simple, unplugged acoustic sound.</p> <p>Quite eclectic and merging a lot of the different sounds. Computers and synthesizers.</p>
23	IN CHURCH	<p>Wear formal attire, always sit in the same seat and speak to the same people. Seldom meet anybody new.</p>	<p>Gregarious, like to sit in big groups of friends they know well. Speak up if given half a chance to do so.</p>	<p>Individualistic. Prefer small group ministries with people they can be real and authentic with. They like the "home church" movement.</p> <p>Will move back into a large group ethos and will create music and hymns that deal with achievements and victories.</p>

24	QUESTIONS ASKED	Is it right?	Is it helpful?	Is it real?	Is it sensitive?
25	POSTURE	Guardians	Consumers	Skeptics	Heroes
26	FEAR	Loss of control	Irrelevancy	Not wanted	Apathy
27	CONNECTION POINT	Am I respected here?	Am I growing here?	Do I belong here?	Can I make a difference here?
28	NEED	Orthodoxy	Excellence	Authenticity	Activity
29	OUTLOOK	Practical	Optimistic	Skeptical	Hopeful
30	WORK ETHIC	Dedicated	Driven	Balanced	Determined
31	VIEWS AUTHORITY	Respectful	Love/Hate	Unimpressed	Polite
32	LEADS BY	Hierarchy	Concensus	Competence	Pulling together
33	RELATIONSHIPS	Personal sacrifice	Personal gratification	Reluctant to commit	Inclusive
34	TURNOFFS	Vulgarity	Political incorrectness	Cliché, hype	Promiscuity

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