

# Generation WHY?

**generation why** (jĕn -ra'slĭ n hwĭ) *n.*

a broad term describing the 68 million individuals born between 1980-1994 (post Generation X). Originally coined by teen expert Eric Chester, Generation Why is typified by youth who continually question the standards and expectations imposed by society. {< as in "*why does it matter?*" and "*why should I care?*">}

## **These are the Americans who. . .**

have no recollection of the Reagan era. ☛ were prepubescent when the Gulf War was waged.  
Black Monday 1987 as significant to them as the Great Depression.  
never experienced gasoline shortages. ☛ don't need to be reminded the world is unsafe.

## **Have never known a world without . . .**

cellular phones, pagers, fax & answering machines ☛ mini-vans, cable TV, laptops, Walkmans ☛  
Madonna, Howard Stern, Rap Music, & Airbags ☛ Nike's, Nintendo, & Nissan's ☛  
ATM's, MTV, VCR's, CD's, CNN, & TCBY's ☛ AIDS, Crack, Terrorist Attacks, Kids Killing Kids

## **Do not remember . . .**

Mork, Manilow, or Milli Vanilli ☛ ET, Mr. T., or McDLT's ☛ Jordache, Jaws, "Who Shot J.R.?"  
PacMan, Moped's, and 10 Speed Bikes ☛ Traditional 'Leave it to Beaver' Families ☛  
When every boy wanted to be like OJ/Every girl dreamed of being treated like the first lady

## **Generation Why Influences**

Media ☛ the Internet ☛ New Breed of Heroes ☛ Judicial System

## **Generation Why: Success & Money**

Used to Instant Everything ☛ Believe they can Separate Effort from Reward ☛  
The END Justifies the MEANS ☛ Feel Entitled - "U O Me!"

## **Generation Why: Values**

Self Expression over Self Control ☛ Give Respect only after they are Given Respect ☛  
"Fear of Boredom" is greater than "Fear of Injury." ☛ Violence is an Acceptable Option

## **Generation Why: Vision**

Not overly concerned about the future - because they have not been convinced there  
is going to be a future!

## **Don't despair!!! Members of Generation Why . . .**

**ADAPT** rapidly -- **INNOVATE** constantly -- **ACCEPT OTHERS** easily  
**REBOUND** quickly - - and are astoundingly **LOYAL** and **COMMITTED!**  
They have the **TIME, TOOLS**, and the **TALENT** to create a better world  
and better results for your company and/or organization!