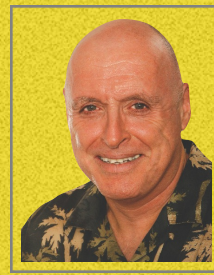


THE EXTRA POINT

BY JERRY ROBERTS



1782 Caught in the Generational Divides

Today I'm going to be speaking to people who are stuck in the middle...stuck in the middle of two large groups of people, the Baby Boomers and Gen X. If that's you or someone close to you, neither group seems to fit the way one might want. You don't really identify with either, but society lumps you in with one of them anyway. I'm Jerry Roberts, and we're going to be addressing the Joneses...no, not those Joneses...next on The Extra Point.

Generational labels like the Baby Boomers, Gen X, Millennials, Gen Z, and Gen Alpha have long been used to categorize people's characteristics and behaviors.

However, many individuals feel disconnected from these classifications, particularly those who find themselves on the cusp between two generations.

Today, we'll talk specifically about Baby Boomers, Gen X, and those in-between the two, but this conversation will fit when it comes to people in-between Xers and Millennials, Millennials and Gen Z, and Gen Z and Gen Alpha. If you're a "tweener", this applies to you.

There is some mild disagreement on when one generation ends and the next begins, but let's go with the following: Boomers start in 1946 and end in 1964, while Xers go from 1965 to 1980. Now, the tweener group.

It goes from 1954 to 1965, and represents the second half of the Boomer period. It is now being called Generation Jones, and is often seen as a bridge between Boomers and Xers.

While they have been grouped with Boomers for most of their lives, they don't fully resonate with that classification. They were too young to engage in the significant social movements of the 1960s, such as civil rights and anti-war protests, but also too old to embody the feelings of isolation characteristic of Gen X.

Jonathan Pontell, a television producer and

writer, coined the term "Generation Jones." He highlighted their unique position in cultural history, emphasizing that Generation Jonesers possess a distinctive blend of practical idealism shaped by observing the unrealized aspirations of the 1960s. This perspective allows them to navigate the conflicts between Boomers and Gen Xers effectively.

This has benefits in the workplace, as some people have commented that Jonesers are well-positioned to mediate conflict between Boomers and Xers.

As I said, this topic covers all generations, and it will be an ongoing issue for as long as we keep churning out new generations. There will always been a slice of humanity that simply doesn't neatly fit into the categories that our society puts forth.

The group between Xers and Millennials is called Xennials (pronounced zen-yuhlz), and was born between 1977-1983.

Between Millennials and Gen Z is the group with a similar title, Zennials, and also pronounced zen-yuhlz. Some called them Zillennials. The birth period varies from the early-to-mid-to-late 1990s, and going forth 8-10 years. I'm sure they tighten that down in future years.

Overall, this can change our perspective as to why an issue like the Vietnam War will be a hot button for a Boomer, but less so for a younger Boomer, the group we can now call Joneser. They certainly understand it and know why their older friends and family feel the way they do, but it's perhaps less personal — unless, of course, their family was directly impacted.

If you're a manager, this "tweener" topic might give you insight into some of the differences between the people on your team, who are separated by 6-8 years in age.

(Con't.)

You might do a little web searching for the major events that have happened in the lives of these tweener categories. News, sports, entertainment, culture.

You don't have to spend a lot of time on this. Gather some data, deepen your understanding, and maybe give yourself a couple of extra points you can share with someone. Easy-peasy.

That's the Extra Point. Be responsible and make something good happen today. For 93.3FM, the Ray Gibson Show, and First Hawaiian Bank, I'm Jerry Roberts.

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