

Builders (65 - 80)
(or the silent generation)



Grew up during the war and immediately after - a period when things were hard and everybody "mucked in"

Characteristics:

- Sacrifice of self for others
- Focus on group goals
- Common values -honesty, morality
- "We, Us, Pull together"
- Loyal to the institution
- Focus of "success" is Family & Community
- Leadership is by command, follow directions
- Resistant to change
- Common religious heritage

Spiritually

Ask: "What can I do for God?" and "How Can I help the church?" Even those who don't attend feel they should be supporting the church in some way! Generally wary of anything supernatural.

Boomers (48 - 65)



Brought up in a time of hope and expectation - building a new future. Parents provided support and encouragement but also encouraged to "stand on own two feet."

Characteristics:

- Positive - glass "half full" kind of people. Want to make it happen
- Confident "know it all" attitude
- Talkative, bossy, inquisitive, stylish, competitive
- Workaholics (but looking to address this)
- Fighting the ageing process
- Like strategic thinking & to be involved in decision making
- More traditional than they would like to admit!

Spiritually

Have grown up with a strong sense of seeking "truth" - and have an inbuilt mistrust of the supernatural and anything which cannot be explained. They grew up with Scooby Doo! They do want to be part of something that makes a

difference and will give of themselves in that.

Generation X (30 -48)



Grew up with uncertainty. At home, divorce and family breakdown was increasing and they were the first generation of "latch key kids" who got "things" but not "time."

Jobs were hard to find despite all the promises made, and leaders' faults and failings were being exposed.

Characteristics:

- Find it difficult to trust (except their own generation)
- Cynical
- Expect things to fall apart
- An unwillingness to commit
- "Disturbingly money minded"
- Want time for themselves & friendships as well as family
- Feel misunderstood by other generations

Spiritually

Truth is subjective and they are looking for something that "works for them." However, anything that is going to ask for a large commitment better be worth it!

Open to the supernatural.

Generation Y (18 - 30)



Grew up with significant family support and are going through life expecting that this support will continue. This is not all of their making - the current financial climate is not helping this!

Characteristics:

- Cynicism of previous generation is replaced by an optimism
- Have a "big world" picture
- Care about the environment & injustice
- Willing to volunteer to make a difference
- Inclusion, fairness are key
- Value team work
- Look for lots of support & encouragement

Spiritually

Perhaps more than the two generations preceding them, this generation are open to think about spirituality and the meaning of life - and are ready to be sacrificial. They are not only open to the supernatural but are excited by it!