



Generation Alphabet Soup Gen X, Y, Z etc.

Jack Silverstein

D'oh!







21/64

From the Andrea & Charles Bronfman Philanthropies

- A consulting service
 - 21/64
 - www.2164.net
 - For philanthropists
 - For financial advisors.



Traditionalists



Baby Boomers



Generation X



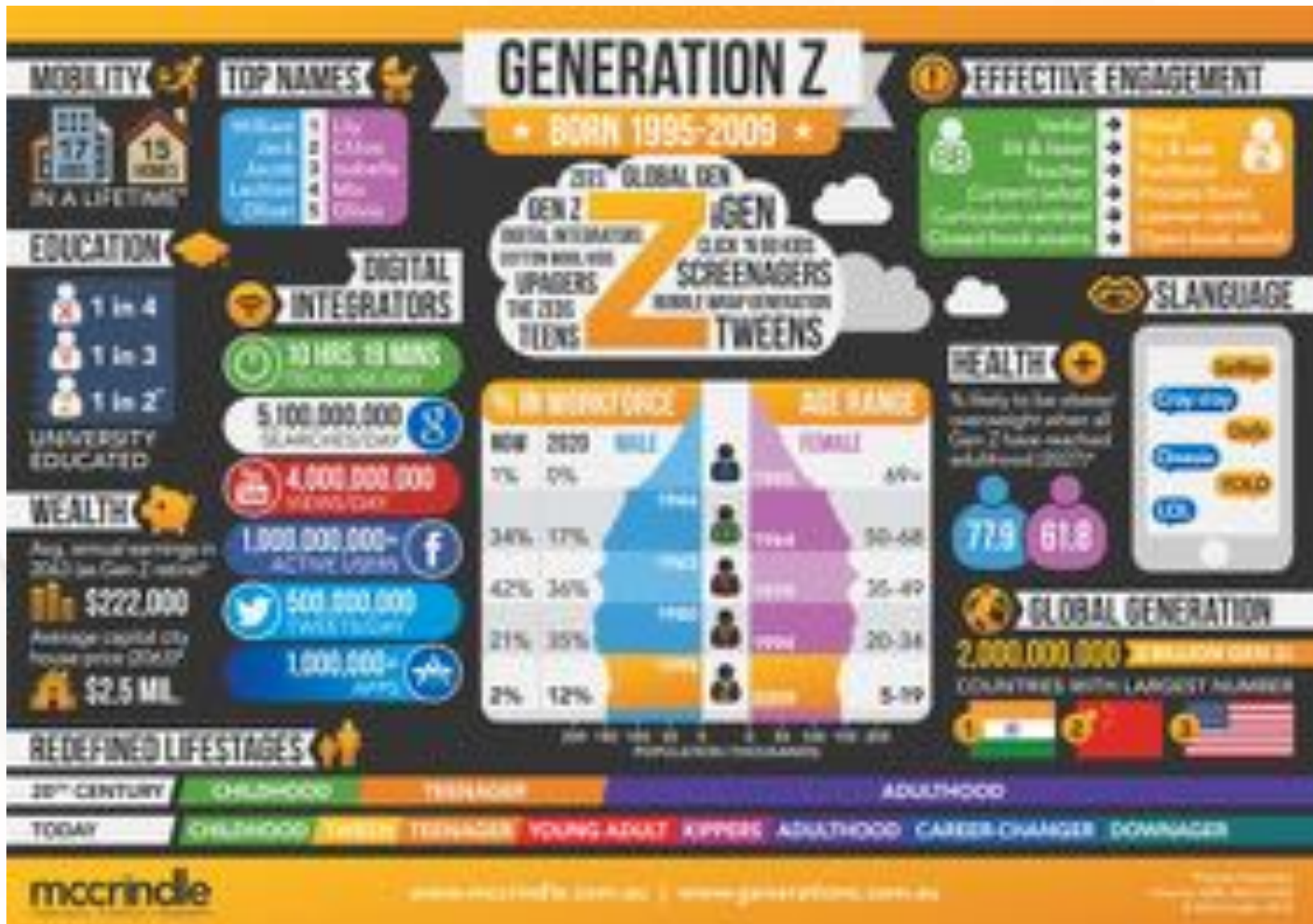
Generation Y / Millenials



Generation Z / iGeneration



Generation Y vs Generation Z



GENERATIONS AT A GLANCE

BY ALISON HOLT AND ELIZABETH LISTA

THE SILENT GENERATION

THE BABY BOOMER GENERATION

GENERATION X

THE MILLENNIALS

WORK IS:

AN OBLIGATION

AN EXCITING ADVENTURE

A CONTRACT

A MEANS TO AN END

GREW UP COMMUNICATING BY:

LETTER



TOUCH-TONE TELEPHONE

CELL



E-MAIL, FACEBOOK, TWITTER, TEXT

MOST LIKELY TO GIVE TO:

RELIGIOUS INSTITUTIONS

HOSPITALS

AIDS RELIEF

GRASSROOTS ENVIRONMENTAL INITIATIVES

TELLS WAR STORIES FROM:

WWII

VIETNAM



THE COLD WAR

AFGHANISTAN/IRAQ

MOST NOTABLE CAUSE:

WOMEN'S SUFFRAGE



CIVIL RIGHTS



HIV/AIDS

ENVIRONMENTALISM



FOUND READING:

ERNEST HEMINGWAY

MARGARET ATWOOD

DOUGLAS COUPLAND



J.K. ROWLING

DEFINING DESIGNER:

COCO CHANEL



LEVI STRAUSS

ALEXANDER MCQUEEN



MARC JACOBS

EDUCATION IS:

A DREAM

A BIRTHRIGHT

A WAY TO GET THERE

AN INCREDIBLE EXPENSE

PREFER LIVING IN:

CITIES

SUBURBS



LOFTS

AT HOME WITH THEIR PARENTS



DEALINGS WITH MONEY:

SAVE IT AND PAY CASH

BUY NOW, PAY LATER

MOST INDEBTED

EARN TO SPEND



Motivations

FRIENDSHIP

FAMILY GUY



Spiritual Growth

Responsibility

Justice

PERSONAL GROWTH

INTEGRITY



LOYALTY

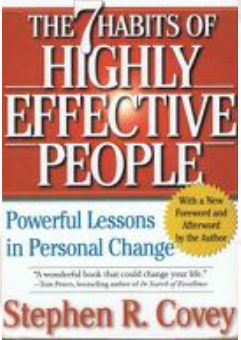
TRADITION



Recognition



ob-li-ga-tion



TOLERANCE

OPPORTUNITY

equity



PLEASURE



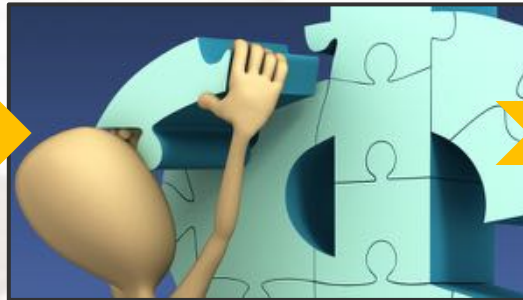
COMPASSi+n

Helping POWER

Unlocking the Mystery of Different Values



- What are your top 3 motivators?
- What are the bottom 3?



- What was the last philanthropic decision that you made?
- Does it align with your values?



- What are you family's values?
- (Do you even know them?)
- Do they align with yours?

Action Research Cycle

A never-ending story





Lay It On The Line

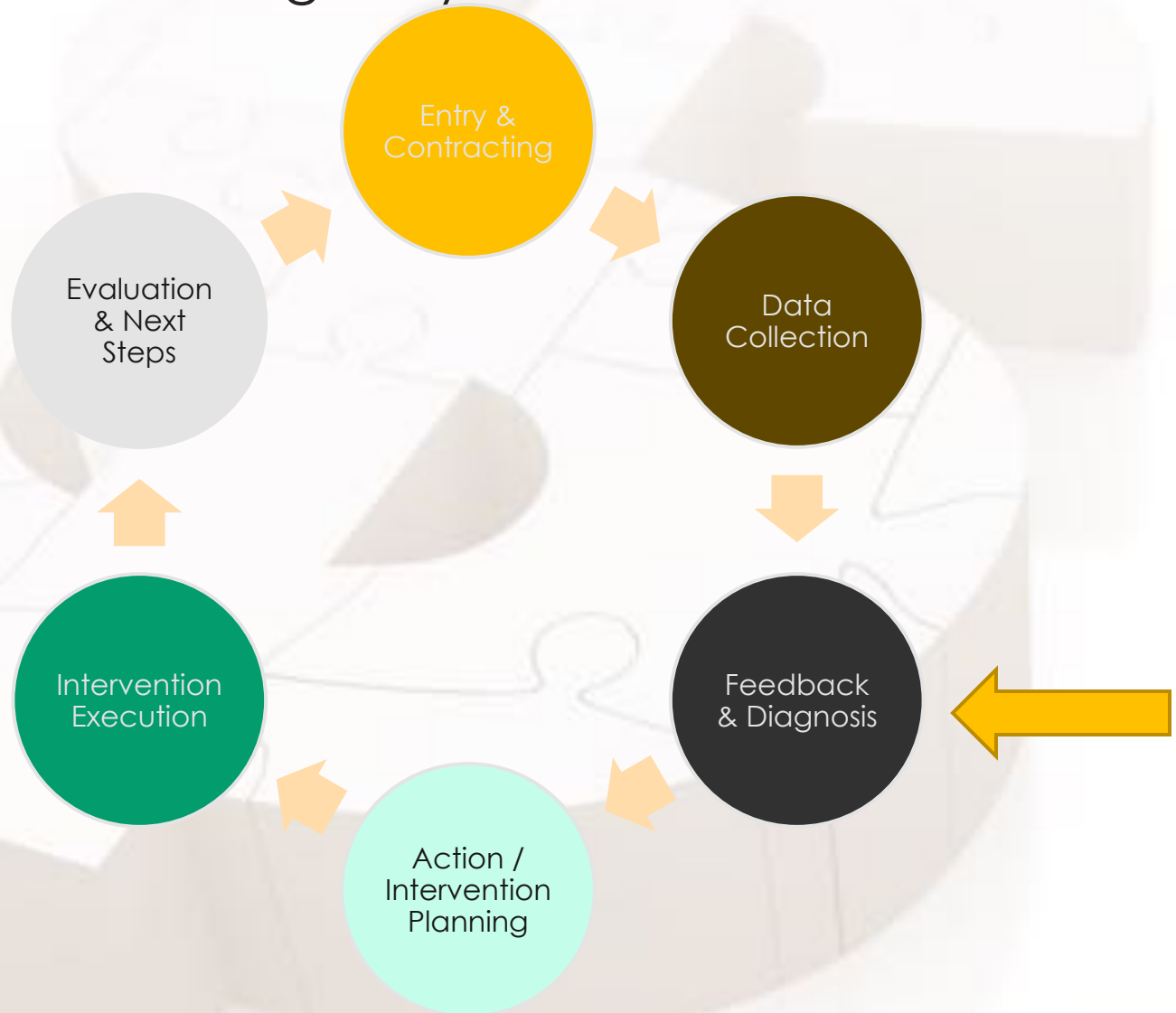


Not at
all (1)

Always
(5)

Action Research Cycle

A never-ending story



Action Research Cycle

A never-ending story

