



# Memo

**To:** A Millennial  
**From:** A Baby-Boomer/Gen X Hybrid (who 'gets' you)  
**cc:** All interested parties  
**Date:** August 10, 2017  
**Re:** What is a Millennial?

---

I came across this interesting article in The Guardian at the weekend – ["Millennials v baby boomers? We all have more in common than we realise."](#)

'Baby Boomers' were the first generation to be 'tagged' in this way. Definitions of 'Baby Boomer' vary, but are generally accepted to be the post-war generation born between 1946 and 1964. According to data from the Office of National Statistics, 'Baby Boomers' make up 23% of the UK population.

I fall somewhere in the middle between being a Boomer and a Gen X'er – I was a child of the Thatcher generation – starting work in 1982 when anything and everything seemed possible and within our reach.

Do a search online for 'Baby Boomers' and they come out remarkably well, they are apparently Self-Assured, Competitive, Disciplined and Resourceful. The most negative comments would be that they are excessive consumerists!

A similar search for Generation Y (or Millennials) throws up thousands of results, some of them less than kind with phrases such as 'Selfish' and 'Entitled' springing up regularly, particularly in the 'popular press'.

With over 35 years' experience in the Recruitment industry, it is fair to say that I have extensive knowledge of Baby Boomers, Gen X'ers, Millennials and (as a mother) the 'newbies' – Generation Z. This begs the question, how much store do I put on perceived characteristics? The answer may surprise you, but here it is – **very little**.

My belief (and the belief I instil in all of my colleagues) is that is wrong (and very short-sighted) to subscribe to sweeping generalisations about a particular age group. Every candidate (and client!) who crosses our threshold is treated very much as an individual. Right at the beginning of their relationship with us, our Consultants spend time getting to know the person, what makes them tick, what are their long-term work aspirations?

This personal approach works, often when I look at the background/history for a 'baby boomer' candidate approaching us for help, I will see that we have been working with them for many years – following (and helping in) their career progression - from first jobs to Managing Directors and CEOs. We certainly didn't do that by pigeon holing them right at the beginning of their career.

Isn't it time we were all kinder to the Y Generation? The 'red-tops' would have it that they are indulged and selfish. Where are the superlatives to describe them? This generation are true 'digital natives' many of them bounced tablets on their knee as toddlers and they certainly feel very comfortable with technology and social communities/networks.

That said, here's my list of characteristics that should be added to the list when describing, 'Millennials'.

- Passionate
- Flexible (in an ever-changing workplace)
- Adaptable
- Tech Wizards
- Confident
- Risk Takers (not always a bad thing!)

They are also great fun to be around, with the majority being confident, open minded and happy to indulge us with conversations about their lives and aspirations! **They are our national treasures shaping our futures.**

And what of Gen Z, the 'babies' of the group – well they are still teenagers growing up in a fast-changing world and certainly don't deserve to be labelled – but like the generation before them, the often maligned Generation Y – I have high hopes for them.