

Value Population - Key Workplace Attributes

| Key Attribute | Patriots (Born 1920–1937) | Performers (Born 1938–1957) | Techticians (Born 1958–1971) | Believers (Born 1972–1983) | Transformers (Born 1984–1995) |
|-------------------------------|------------------------------|--------------------------------|---------------------------------|-------------------------------|----------------------------------|
| Big Metaphor: | Military | Theater | Control Room | Social Club | Street Gang |
| Work Nature: | Defensive | Strategic | Tactical | Communal | Assured |
| The Leader: | Drill Sergeant | Star | Administrator | Consensus Developer | Champion |
| The Follower: | Soldier | Actor | Service Provider | Team Player | Challenger |
| Key Strength: | Loyalty | Curiosity | Industriousness | Charm | Courage |
| Fear / Vulnerability: | Loss of Security | Personal Disrespect | Outdated Skills | Peer Conflict | Marginalization |
| Conflict Technique: | Defensiveness | Self-importance | Sabotage | Passive Resistance | Engagement |
| Resolution Technique: | Assurance | Concern | Interest | Appreciation | Compromise |
| Tends to Avoid: | Innovation | Detail Work | Conceptual Work | Conflict | The Weak |
| Training: | Group Instructions | Interactive | Self-administered | Group Participation | Competency-based |
| Rejuvenation: | Rest | Travel and Adventure | Continuing Education | Socializing | Competition |
| Reward Beside Dollars: | Security | Status | Personal Development | Inclusion | Responsibility |
| Coin of the Realm: | Money | Enthusiasm | Information | Relationship | Power |