

Value Population - Core Values

Patriots (Born 1920–1937)	Performers (Born 1938–1957)	Technicians (Born 1958–1971)	Believers (Born 1972–1983)	Transformers (Born 1984–1995)
Familiarity	Personal Freedom	Self-reliance	Friendship & Love	Power
Creature Comforts	A Place in the Sun	Service	Suspicion of Leaders	Edge
Wealth	Courage & Adventure	Pragmatism	Feminism	Control
Affection	Creativity	Data & Logic	Peace & Diplomacy	Challenge & Competition
A Place in the Collective	Youthfulness	Time	Comfort & Ease	Loyalty
Loyalty	Romance	Skill	Justice	Tradition
Virtue	Glamour & Style	Technology	Patience	Enhanced Perception
Courage	Broad Generalizations	Alienation	Grace	Money
Defense & Security	Friendship	Nature	Art	Transcendence

Value Population - Key Workplace Attributes

Key Attribute	Patriots (Born 1920–1937)	Performers (Born 1938–1957)	Techicians (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Fear / Vulnerability:	Loss of Security	Personal Disrespect	Outdated Skills	Peer Conflict	Marginalization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