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THE TOP 5 MYTHS ABOUT BABY BOOMERS

ERICA DHAWAN is a globally recognized leadership expert whose work with transforming Gen-Y & future-thinking companies changes the world. Working with Erica creates workplaces where profitable innovation, creativity & collaboration can flourish. For *real*.

With Ivy League prowess, Wall Street experience & Bollywood flair, Erica's workshops & keynotes integrate sound business sense with sparkling intuition — and leave audience dancing in their seats. (And often, on their feet.)

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THE TOP 5 MYTHS ABOUT BABY BOOMERS

Myth #1: Baby Boomers are not digitally oriented

We've heard that Baby Boomers don't understand new technology, but if you've ever seen your mom play *Angry Birds*, you know that's not true. They actively use email, video, and social media tools. Most social media users are age 25-45, but the fastest growing demographic for social media is 55 and over. They have iPhones, use online applications, and are much more tech-savvy than most of us realize.

Myth #2: Baby Boomers are leaving the workplace soon

There is an assumption that Baby Boomers are going to leave the workforce soon, but with today's economy? There are fewer Boomers ready to retire completely. The majority don't expect to retire from their careers, rather they plan to work at least part-time and take on "post-peak" roles in an organization or mentor and pass on knowledge to the next generation.

Myth #3: Baby Boomers are not community oriented

Baby Boomers have occasionally been labeled the "Me Generation" - more focused on their own needs rather than those of the community. But studies show that volunteerism and community spirit is strong among this generation. According to the AARP, 70 percent of Baby Boomers feel that they have a responsibility to make the world a better place, and 57 percent buy from companies that give back to the community.

Myth #4: Baby Boomers stereotypes are true

The whole concept of describing a generation is meant to identify attributes of this whole group, yet the challenge is that it generalizes anyone born between 1946 to 1965 into one stereotype. To get a sneak peek at the diversity of this generation, check out this 2006 Duke study called "[The Lives and Times of Baby Boomers.](#)" Baby Boomers are vastly diverse and are shaped by family, cultural upbringing, and experience just as much as historic events and generational trends.

Myth #5: Baby Boomers are work-centric

Baby Boomers have been portrayed as work-centric and less concerned about their family and personal lives. But according to the American Association of Retired Persons (AARP), only one quarter of all Baby Boomers fit that profile. The majority place family of utmost importance in their lives.