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Bridging the Gap

Hello Rebecca,

You know about Generation Z, but have you heard of Generation Alpha? Having exhausted the alphabet, the generation namers went back to the beginning, using the Greek equivalent of the letter A as the label for those born after 2010. With few of the "Greatest Generation" still alive, that leaves six generations left: Silent, Baby Boomer, X, Millennial, Z, and Alpha.

From technology to musical preferences and everything in between, each generation is defined by the unique experiences that define their formative years. Despite the biological similarities of parents and children, these differences can often lead to inter-generational frustration and misunderstanding. This is especially true when it comes to money matters, given their importance to our well-being and often zero-sum character, with a gain for one meaning a loss for another.

But it doesn't have to be like that.

Making open, honest conversation about finances among family members a priority can help overcome what too often divides us, bridging the gap between the generations to create a win-win situation with which everyone can feel satisfied.

Given that we're living through the Great Generational Wealth Transfer, with trillions of dollars set to change hands over the next 20 years, this could not be more important for ensuring the future well-being of you and your loved ones.

As always, I'm here to help, so don't be a stranger.



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