

GENERATIONS



| TRADITIONALISTS | BABYBOOMERS | GENERATION X | GENERATION Y | GENERATION Z |
|--|---|--|---|--|
| 1928 – 1944 | 1945 – 1964 | 1965 – 1979 | 1980 – 1994 | 1995+ |
| <ul style="list-style-type: none"> Value authority and a top-down management approach Ranking structures that offer a clear path to promotion Hard working. | <ul style="list-style-type: none"> Expect some degree of deference to their opinions Workaholics Believe time and experience investments are solid paths to advancement. | <ul style="list-style-type: none"> Comfortable with authority Want to be listened to Will work as hard as is needed Importance of work life balance. | <ul style="list-style-type: none"> Respect must be earned Technologically savvy Goal and achievement oriented. | <ul style="list-style-type: none"> Many traits still to emerge as they join the workplace Digital natives Fast decision makers Highly connected. |
| <ul style="list-style-type: none"> 'Be heroic' 'Make do or do without' 'Loyalty and personal sacrifice' | <ul style="list-style-type: none"> 'Be anything you want to be' 'Retirement is freedom' 'Live to work' | <ul style="list-style-type: none"> 'Don't count on it' 'Take care of yourself' | <ul style="list-style-type: none"> 'You are special' 'Achieve now' | <ul style="list-style-type: none"> 'I want to be innovative' 'Don't underestimate me' |

GENERATIONS: PEOPLE WANT DIFFERENT THINGS AT DIFFERENT CAREER STAGES

| TRADITIONALISTS | BABYBOOMERS | GENERATION X | GENERATION Y | GENERATION Z |
|--|--|---|--|---|
| 1928 – 1944 | 1945 – 1964 | 1965 – 1979 | 1980 – 1994 | 1995+ |
| <p>Financial security and respect in the workplace.</p> <p>Appreciate public recognition (without a spectacle), flexible schedules, and symbolic awards.</p> | <p>Focused on expanding their sources of satisfaction.</p> <p>Relationship-driven and prefer on-site, traditional office environments that promote teamwork.</p> <p>Prefer infrequent, formal feedback and believe “all is well unless something is said”.</p> | <p>Aiming to maintain their career achievements.</p> <p>They believe true job security comes from a strong CV and experience so they concentrate on personal development and continual learning.</p> <p>Dislike being micro-managed, typically want to work independently.</p> <p>Expect flexible schedules & engaging company culture.</p> | <p>Establishing themselves in a secure niche and looking for advancement.</p> <p>Focuses on collaboration but seeks recognition for their impact.</p> <p>Expect flexibility, mentoring and benefits to incentivise loyalty to employers.</p> <p>Prefer frequent, real-time, informal feedback from peers, senior colleagues and clients/customers.</p> | <p>Exploring vocational preferences.</p> <p>Embraces technology at work to enhance collaboration between colleagues.</p> <p>Look for mentorship and personal development</p> <p>Appreciate social and gamified reward/benefit schemes to receive appreciation for their contributions at work.</p> <p>Expects flexibility, creative and challenging work environments and diversity in the workplace.</p> |