

FIVE WORKING GENERATIONS

	Traditional	Baby Boomer	Generation X	Millennial/Gen Y	Generation Z
Core Values	Adhere to rules Their word is their bond Committed to company Discipline Give to collective good Respect authority	Optimism Work Health, wellness, nature Personal growth Authenticity Idealistic	Self-reliance Resourcefulness Independent Techno-literacy Skeptical Informality	Socially responsible Multicultural Ambitious Morality, Integrity, Ethical Confident Sociability	Realistic Creativity Individuality Equality, Social Justice Stability Pragmatic
Family Identification	Core focus	Disintegrating	Parents worked/Divorce	Merged/Multiple generations	Blended/Global
Family Life	Treated as children	Indulged as children	Alienated as children	Protected as children	Respected as children
Attitude: Life & Work	Work is life	Live to work	Work to live (work/life balance)	Live then work (work/life integration)	Work hard...with conditions
Rewards	No news is good news	Title & corner office	Freedom not to do	Meaningful work	Role-Hopping
Loyalty to Institutions	Unquestioned	Devoted	Considered naïve	Cynical	Open...if mutual
Education Pursuits	Dream	Expected	End result	Expense	Other than college
Technology	Awe	Tolerate	Savvy / Resourceful	Entrepreneurial	Digital Natives
Motivation	Private messages	Compensation	Flexibility / Freedom	Acknowledgement	Mentorship
Communication Style	Face to face	Written memo	Email	Mobile / Cell	Text / Face to face
Learning Format	Formal / Hierarchal	Relaxed / Structured	Spontaneous / Interactive	Multi-sensory / Visual	On-Demand / YouTube
Learning Environment	Individual-style & purposeful	Classroom-style & quiet	Roundtable-style & relaxed	Café-style & multi-modal	Just-in-time & on-the-job
Training Focus	Organizational/Testimonials	Data/Evidence	Practical/Case studies	Participative/Stories	Intentional/Videos
Influencers	Trusted Elders	Evidential Experts	Pragmatic Practitioners	Experiential Peers	Effective Connectors
Ideal Leaders	Sacrificing Managers	Commanding Thinkers	Coordinating Doers	Empowering Collaborators	Engaging Communicators
Career Goals	Build a secure career	Build a stellar career	Build a portable career	Build parallel careers	Build stable careers