

Influences and Characteristics Across Generations

Different Names for Generations	Mature/ Traditionalists/ Silent Generation	Baby Boomers	Generation X/ Nexus Generation	Millennials/Generation Y/ Echo Boomers/Nexters	Gen Z/Gen Edge/ Selfie Generation/iGen/ Post-millennials/Digital Natives
Birth years Age in 2021	1922 to 1945 • age 76 +	1946 to 1964 • age 57 - 75	1965 to 1980 • age 41 - 56	1981 to 1996 • age 25 - 40	1997 to 2015 • age 24 and under
Influences	<ul style="list-style-type: none"> World Wars and Great Depression Authority was respected Boss – “He” was not questioned Entered workforce when future was predictable 	<ul style="list-style-type: none"> Expecting best from life Era of social unrest Vietnam war Civil rights Woodstock Assassinations of Kennedy and King Sexual revolution Space exploration Cold war 	<ul style="list-style-type: none"> Grew up when economy was expanding and arrived in workplace during economic downturn/layoffs Hard to find full time work Financial, family and societal insecurity Diversity Homes where both parents worked Energy crisis Better education 	<ul style="list-style-type: none"> Generation X Born into a wired world Truly Global citizens 9/11 and Tsunami in Asia 2004 Climate change Saw parents downsized Escalating divorce rate Lots of positive feedback from teachers and parents 	<ul style="list-style-type: none"> Cannot remember world without internet Aftermath of recession Experienced violence – school shootings, Paris terrorism Different experience of family – same-sex household, stay-at-home dads, three-parent families Sense of overwhelm with climate change, racism, etc Everything personalized– playlists, newsfeeds, product features
Characteristics & strengths	<ul style="list-style-type: none"> Civic minded Loyal stick with one employer Work as part of structured team – longer term projects Quality work Rely more on phone, desktop computers Not afraid of technology 	<ul style="list-style-type: none"> Experience - Stay in same field – identity defined by profession Switch employers more than traditionals Focus on individual performance and climbing the organizational ladder Less likely to use social media at work or smartphones - Email 	<ul style="list-style-type: none"> More independent – use team to support individual effort Value authority less - more likely to walk away from an inflexible workplace Cautious & cynical Comfort with diversity Email, smartphones, laptops and tablets, video conferencing and team based digital workspaces 	<ul style="list-style-type: none"> Crave interaction, feedback and collaboration More informal than gen x Driven by sense of purpose & crave continuous learning & growth Critical thinking Voice opinions Socially active Appetite for work – can do Text, instant messaging and social media 	<ul style="list-style-type: none"> New to workplace Aware of & care about social & political issues Inquisitive More ethnically diverse Cautious & risk averse Fast paced, Independent and competitive Technologically advanced Prefer face to face communication at work – like video conferencing

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Expected from Employer or Workplace	<ul style="list-style-type: none"> • Very little in employer performance evaluation • Clarity on rationale • OK with Top-down leadership • Be heard, valued and respected 	<ul style="list-style-type: none"> • Recognition & rewards • Meaningful role & fair pay • Regular evaluation • Favour top-down approaches • Professional development • Organization is stable financially • Motivate through public recognition • Be valued & treated with respect 	<ul style="list-style-type: none"> • Immediate & constant feedback, directness • Promoted quickly • Balance personal goals & organizational goals • Organization is stable financially • Authentic & ethical leadership • Low tolerance for bureaucracy & rules • Healthy workplace relationships • Employee wellbeing • Work/life balance • Motivate with flexibility • Be valued & treated with respect 	<ul style="list-style-type: none"> • Feedback at push of a button • Meaningful work • Voice in decisions • Collaborative team environment • Ethical leadership • Inclusive workplace • Work/life balance • Employee wellbeing • Motivate through colleagues • Be valued & treated with respect 	<ul style="list-style-type: none"> • Want details of task & expectations • Stable job • Skill development • Ethical leadership • Inclusive workplace • Employee wellbeing • Support with stress management • Motivate through meaning • Be valued & treated with respect

Various sources:

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