

THE MULTI-GENERATIONAL WORKFORCE

TRADITIONALISTS (Born before 1945)

INFLUENCED BY:
The Great Depression
World War II
the automobile

VALUES:
rules, conformity

COMMUNICATION:
face-to-face, in writing

They want to be respected for their experience, loyalty and legacy.



BOOMERS (1946 - 1964)

INFLUENCED BY:
Vietnam, Civil Rights
Woodstock,
the television

VALUES:
work ethic, loyalty

COMMUNICATION:
phone, face-to-face

They want to be valued for their dedication and hard work.



GEN X (1965 - 1980)

INFLUENCED BY:
Reagan, Berlin Wall,
Live Aid, divorce rates
the personal computer

VALUES:
progress, informalities

COMMUNICATION:
email, voicemail

They want the tools necessary for a healthy work-life balance.



GEN Y (1981 - 1998)

INFLUENCED BY:
9/11, Iraq conflict,
social media,
mobile devices

VALUES:
feedback, innovation

COMMUNICATION:
text, social, chat

They want freedom, challenges and recognition for their contributions.



GEN Z (Born after 1998)

INFLUENCED BY:
Global warming, cloud
computing, Wiki-leaks,
wearable devices

VALUES:
independence, tech

COMMUNICATION:
text, social

They want to explore options with control and stability.

