

Working With Generations

Generations	Common Understanding	Ways of Working and Learning	Practices	Communication Styles	What They Want
Baby Boomers 57–75 years	Named because of the magnitude of its demographic size relative to its preceding and following generations, and by the special post World War II environment characterized by economic growth and expansion.	Classroom style, commanding and hierarchical, positive view of tradition and authority.	Routine work, long hours, competitive environments, and specialist positions.	One-on-one meetings are their preferred style. Telephone calls, sometimes email.	Job security, financial planning and possible retirement.
Gen X 41–56 years	Uncertainty regarding their futures, using X as a placeholder waiting to be filled once the postwar future became more certain.	Practitioners. Higher organizational commitment.	Information abundance, knowledge based worker, manipulator of information and data.	Email, sometimes text or phone calls, but they need to be direct and to the point.	Make a difference, work-life balance, family and the environment.
Millennials 26–40 years	Show certain aversion to labels and institutions. Not associated with traditional milestones.	Experience more than by theory. Rise of global internet, multitask culture increase.	Creator, synthesizer, designer, empathizer, systems thinker, engaging with climate change using alternative sources of energy.	Technological means of communication. Recruiting through social media. Remote working.	Being heard, freedom and flexibility. Sort endurance to reach a high-level position.
Gen Z 18–24 years	Hardworking, entrepreneurial, and anxious. Used to a more diverse world than previous generations. More engaged in social media, and new ways of learning new skills like video tutorials.	Multimodal, multitask, interactive, user generated. Prefer to use devices to communicate.	Research on their own means, social media presence and instant sharing of information.	Prefer technological ways of communication, texting, instant message, social media.	Security and stability, constant feedback.