

# From Boomers to Zoomers

A guide to understanding the characteristics and needs of each generation.

Generational diversity in the workplace is common. Each generation brings their own set of preferences, qualities, viewpoints, and experiences. While there can be big differences, we also have commonalities: We want to feel valued and respected. That we're making a difference and that what we are doing is meaningful.

# BABY BOOMERS

(1946 – 1964)



## Characteristics

- Dedicated workers
- Competitive and driven
- Value recognition
- Strong work ethic
- Loyal and committed
- Goal oriented
- Longer length of stay with an employer
- Job satisfaction higher when working in the office

Optimistic

Competitive

Workaholic

Team-oriented

## Employers should?

- Recognise accomplishments
- Enable face to face interactions
- Provide an age diverse workplace
- Set clear goals and deadlines
- Allow them to be mentors to other colleagues

Communication  
preference

Most convenient



Aspiration

Job security

Biggest fear

Becoming irrelevant

Age

58-76

# GENERATION X

(1965 – 1980)



## Characteristics

- Independent
- Well educated
- Prefer autonomy
- Comfortable with technology
- Value work-life balance
- Embrace continued learning
- Problem solvers
- Workaholics

Flexible

Informal

Sceptical

Independent

## Employers should?

- Provide leadership opportunities
- Offer continued education
- Encourage work/life balance
- Give in-the-moment feedback
- Flexible work arrangements
- Allow time for personal development

## Communication preference

Texts or email



## Aspiration

Work-life balance

## Biggest fear

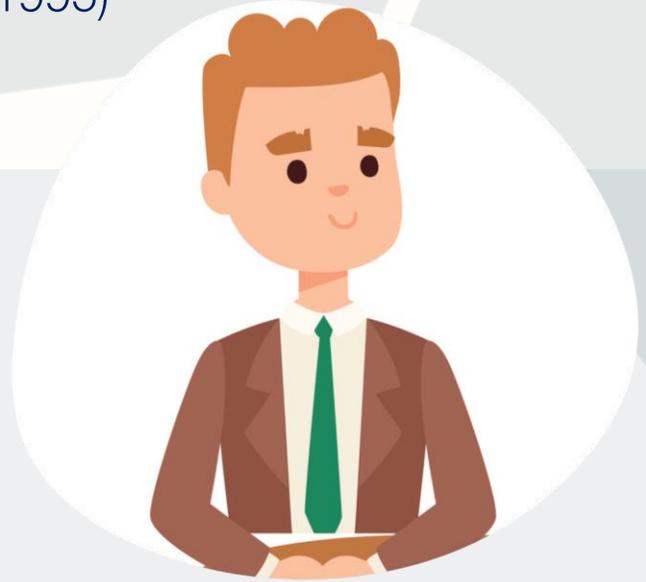
Age discrimination

## Age

42-57

# MILLENNIALS

(1981 – 1995)



## Characteristics

- Collaborative
- Meaningful work
- Embraces creativity
- Need to know work is impactful
- Intuitive knowledge of technology
- Adapt to change
- Less likely to retain
- 'Me' generation

Competitive

Civic

Open minded

Achievement

## Employers should?

- Provide opportunities for collaboration
- Give constructive feedback
- Explain the impact of their contribution
- Communicate honestly
- Manage by results
- Be flexible on schedules and due dates

Communication  
preference

Texts & social



Aspiration

Freedom and  
flexibility

Biggest fear

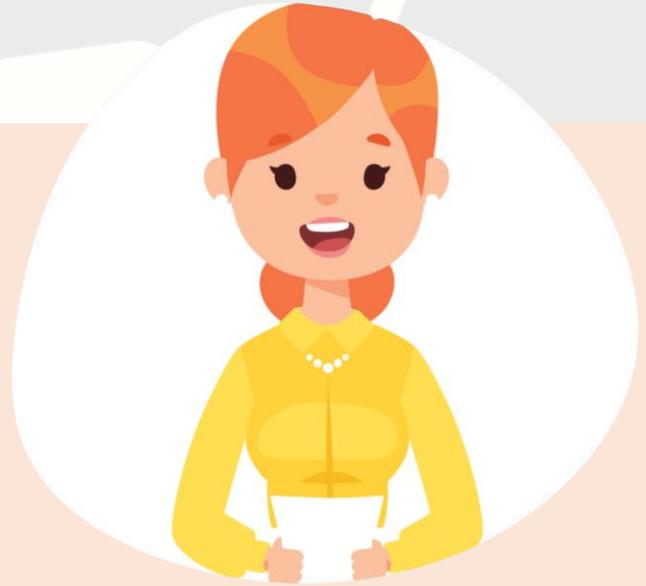
Not being rewarded

Age

**27-41**

# GENERATION Z

(1996 – 2015)



## Characteristics

- Optimistic
- Multi-tasker
- Value social responsibility
- Expect to use modern technology
- Limited attention span
- Pay and benefits very important
- Prefer remote work
- Less likely to retain
- 'Now' generation

Global

Entrepreneurial

Progressive

Less focused

## Employers should?

- Offer a diverse and inclusive workplace
- Provide development opportunities
- Embrace flexibility
- Provide the right support and resources
- Give multiple projects to work on
- Allow independence
- Allow self direction

Communication  
preference

Facetime



Aspiration

Security and stability

Biggest fear

Low batteries

Age

7-26