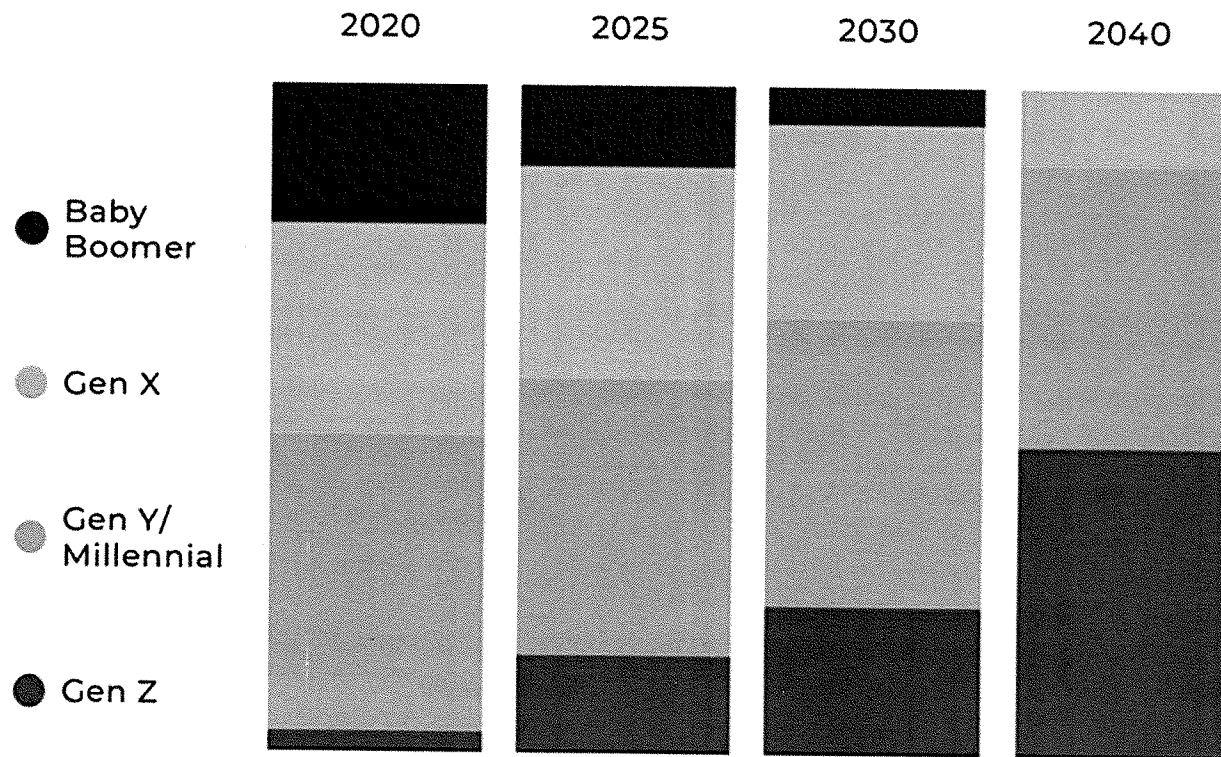


# GENs at Work

SILENT GENERATION	BABY BOOMERS	GEN X	MILLENNIALS	GEN Z
Traditionalists	Boomers	MTV Generation	Gen Y	iGEN
<b>Experienced:</b> The Great Depression WW2 Social security	<b>Experienced:</b> Civil/ women's rights Cold war Moon landing	<b>Experienced:</b> Fall of the Berlin wall Computer revolution September 11	<b>Experienced:</b> New Millennium Dot-com bubble 2008 recession	<b>Experienced:</b> COVID-19 2008 recession Rise of social networking
<b>Characteristics:</b> Dependable Straightforward Loyal	<b>Characteristics:</b> Risk-taking Ambitious Work-centric	<b>Characteristics:</b> Flexible Informal Independent	<b>Characteristics:</b> Civic and open-minded Achievement-oriented Digital savvy	<b>Characteristics:</b> Progressive Entrepreneurial Technology-reliant
<b>Work attitude:</b> Follow established rules and policies	<b>Work attitude:</b> Have a strong sense of company loyalty	<b>Work attitude:</b> Prefer freedom to manage their work	<b>Work attitude:</b> Work collaboratively and are socially engaged	<b>Work attitude:</b> "Technoholics", often entirely depend on IT for doing things
<b>Aspirations:</b> The same loyalty from their employer	<b>Aspirations:</b> To be valued and needed	<b>Aspirations:</b> Work-life balance and independence	<b>Aspirations:</b> Seek order in the world and meaning in their work	<b>Aspirations:</b> Security and stability
<b>Job changing:</b> Unwise	<b>Job changing:</b> Sets me back	<b>Job changing:</b> Necessary	<b>Job changing:</b> Part of my daily routine	<b>Job changing:</b> What's a job? I have gigs
<b>Career path:</b> Slow and steady	<b>Career path:</b> Upward mobility	<b>Career path:</b> Need to know options now	<b>Career path:</b> Switch frequently and fast	<b>Career path:</b> Career "multitaskers"
<b>% of the workforce*:</b>	<b>% of the workforce*:</b> <b>6%</b>	<b>% of the workforce*:</b> <b>35%</b>	<b>% of the workforce*:</b> <b>35%</b>	<b>% of the workforce*:</b> <b>24%</b>

# Workforce Percentages



Source: U.S. Census Bureau

	<b>Silent Generation "Traditionalists"</b>	<b>Baby Boomers "Boomers"</b>	<b>Generation X "Slackers"</b>	<b>Millennials "Generation Y"</b>	<b>Generation Z "iGeneration"</b>
<b>Birth Years</b>	1925 - 1946	1947 - 1964	1965 - 1979	1980 - 1997	1998 - 2016
<b>Life Motto</b>	"Never give up"	"Always work hard"	"Work hard, play hard"	"I need it now"	"I'll find it somewhere else"
<b>Values</b>	Communication, teamwork, collaboration	Competition, discipline, teamwork	Creativity, maintaining a work/life balance	Inclusivity, flexibility, collaboration	Flexibility, technology
<b>Work Ethic</b>	Determined to get the job done	Will continue working to save for retirement	Work smarter, not harder	Will work hard as long as needs are met	Will work hard as long as they can do it from home
<b>Technology</b>	No experience	Moderate	Proficient	Excellent	Master
<b>View of Authority</b>	Respect them	Endure them	Ignore them	Choose them	Distrust them
<b>Communication</b>	In-person	In-person	Email	Email	Online Chat