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Generational Types

Introduction

- Individuals born and brought up in the same place and era are commonly referred to as a generation.

- They tend to display comparable traits, inclinations, convictions, principles, and prospects, having been impacted by similar significant events in their lives, such as technological, social, political and economic occurrences that impact their lives.

- Additionally, geographical location and parenting can create differences across countries and homes, influencing individuals and groups.

- Understanding generational types is useful for the development of strategies at the workplace, marketplace, political and religious environment.

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Generational Types

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Traditional or Silent Generation

Born: 1925 – 1945	Age 77 - 97

They were affected by WW II, the great depressions, and a culture of silence.

Characteristics

Loyal, hardworking, respectful of authority, diligent financial habits. Wealth of knowledge and expertise to share.

Values

Hierarchy, procedures, stability, fair pay for work. Health care, retirement benefits, flexible work time, paid time off.

Communication Style

Formal, face-to-face, personal interactions

Work Ethic

Strong, follow rules, and expects loyalty.

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Baby Boomers

Born: 1955 – 1964	Age 59 - 68

They were affected by industry growth and expansion.

Characteristics

Ambitious, competitive, confident, mentors, and loyal.

Values

Advancement, public recognition, rewards they can share, work security, structure.
Retirement preparation flexible and reduced work schedules, alternate work hours or work from home

Communication Style

Phone calls and emails, traditional media, in-person meetings, Word of mouth, limited technology.

Work Ethic

Long hours, Respect for autority, Goal-centric and Hard work.

Generation X

Born: 1965 – 1980 | **Age 43 - 58**

They were affected by service growth and expansion , HIV AIDS,

Characteristics

Independent, adaptable, skeptical of authority. Great work experience that can be shared.

Values

Flexible work arrangement, collaboration, physical and psychological space, greater autonomy, less supervision, work life balance.
Active service healthcare, monetary benefit, mortgage, support for their children.

Communication Style

Email and text messaging, prefer automation, but comfortable with face to face.

Work Ethic

Results-oriented, hard working

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Millennials

Born: 1981 – 1996 | **Age 27 - 42**

They are affected by 9/11, the economic recession, technological growth.

Characteristics

Tech-savvy, confident, socially conscious, value personal and professional growth. Quick learners and take up higher responsibilities.

Values

Employee-centric; flexible balance between family, work, hobbies and more. Attractive workplace, career progressions, and mental wellness. Physical and remote working, Community & environmental consciousness, meaningful work, skills development, monetary gifts, Family support and mortgage.

Communication Style

Text messaging and social media, regular feedback, honesty and transparency.

Work Ethic

Collaborative work environment, performance and results oriented.

Generation Z

Born: 1997 – 2012	Age 11 - 26

They are affected by constantly changing technological explosion, equality.

Characteristics

Entrepreneurial, Digital, authenticity, and social justice. Connected to each other through. Focus on the essence of a person and not their race. Opportunity to add value through learning and experience.

Values

Focus on fulfillment, Diversity, inclusion, social and environmental causes, flexibility, social responsibility. Education support, formal training, competitive remuneration.

Communication Style

Social media and messaging apps, prefer visual content, smart digitals. Strong brands, Research issues and institutions before joining them.

Work Ethic

Independent, tech-savvy, seek constant learning opportunities, prioritize salary over benefits, work collaboration, established mission and mentoring, learning and growth opportunity, Job security.

Conclusion

Today's workforce includes members of five different generations. This presents some challenges and creates even more opportunities to benefit from their combined strength when managed right.

- It may be hard for the different groups to see things from other's perspectives, which could result in harmful stereotypes and blame games.

- To realize the benefits and power of a generationally diverse workforce requires a reassessment of the current workforce and a review of the recruitment, talent development and training policies.
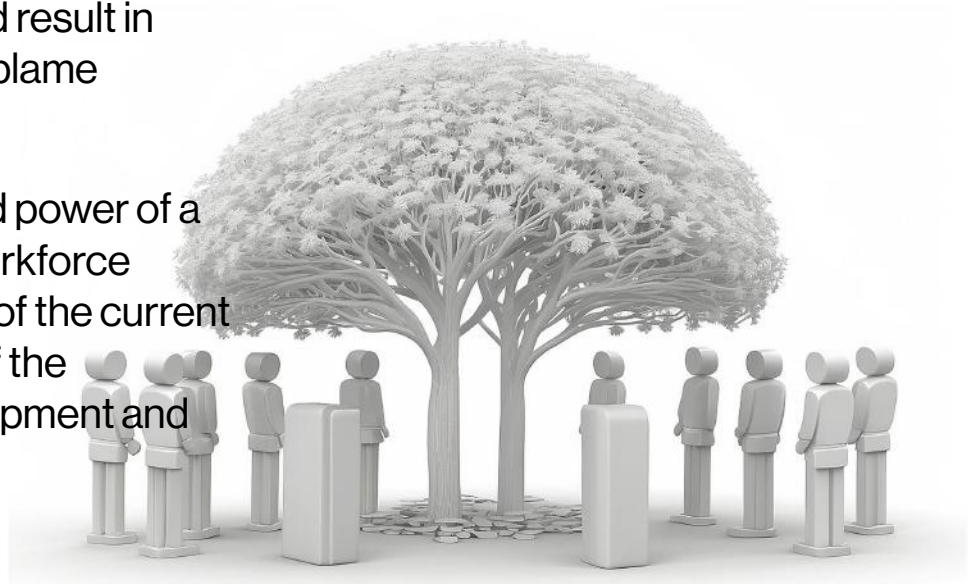
The Strategist

is here to help.

Together, let's put Strategy into action for your success!