

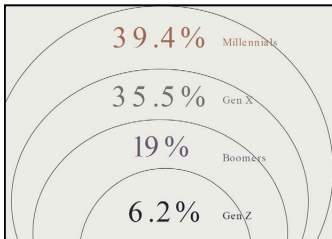
# GENERATIONS

Boomers: 1946–1964  
Gen X: 1965–1980

Millennial: 1981–1996  
Gen Z: 1997–2012

Alpha:  
2013–

## Generations in the Workforce



## What Every Generation Wants:

Meaning Purpose Good Leaders  
Professional Growth Success

## Notable Changes in past 25 years

- Diversity: 48% today vs 18% when boomers were same age
- 65% Traditionalists married by 32, 26% of today's 32 year olds
- 9% of Traditionalist women college educated vs 36% today
- In 1978 58% of teens had summer jobs/ 30% in 2021

## ACTIONS

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## Reminders:

- Stop Generational Shaming
- Common Sense Isn't so
- Common Let go of Nostalgia
- Evaluate Roots and Anchors
- Be Transparent
- Communicate Often Publish Everywhere: COPE

# Communication Preferences by Generation

Generation	Preferred Communication	Tips for Effective Communication
<b>Baby Boomers</b> (Born 1946–1964)	Face-to-face meetings, phone calls, formal emails	Use detailed information, follow up personally, and maintain a formal tone.
<b>Generation X</b> (Born 1965–1980)	Emails, direct communication, balanced tech use	Provide flexibility, mix professionalism with authenticity, and be clear.
<b>Millennials</b> (Born 1981–1996)	Text messages, collaboration tools (e.g., Slack), video calls	Use friendly tones, digital tools for collaboration, and be quick with responses.
<b>Generation Z</b> (Born 1997–2012)	Social media, short-form messaging, visual content	Leverage platforms like Instagram or TikTok, use visuals, and keep it brief.