

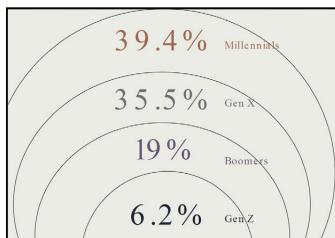
GENERATIONS

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

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