

The future of work is now.



Positive

- Great team players
- Very hard workers & loyal
- Will go the extra mile
- See the bigger picture
- Dedicated to company mission

Baby Boomer. Born 1946-1964

Negative

- Work long hours to establish self worth
- Invented 60-hour work week
- Want respect from young workers
- Don't like change
- Climb the corporate ladder
- Bound by social norms / politeness

Today they are aged 57-75



Positive

- Adapt well to change
- Change career more
- Look for meaningful
- Less organisational loyalty
- Start of the 'work/life balance'

Generation X. Born 1965-1980

Negative

- Cynical / Skeptical
- Direct communicators
- Challenge others – especially authority
- Productivity over long hours
- Gifted in political correctness
- Get in, get the work done, move on

Today they are aged 41-56



Positive

- Lovers of technology
- Social & collaborative, team players
- Communicate via digital platforms
- Motivated by value and purpose
- The ultimate multi-taskers•Love flexible working

Millennial. Born 1981-1996

Negative

- Lazy & entitled
- narcissistic
- Pampered & Selfish
- Short attention span
- Difficult to manage

Today they are aged 25-40



Positive

- The ultimate task master x10
- Less entitled than Millennials
- Motivated by security and money
- Very independent – like to work alone
- Prefer to communicate face-to-face
- Don't know a world without digital tech

Gen Z/Centennial. Born 1997 onwards

Negative

- Competitive & stubborn
- Children of crisis with no patience
- Non-team players & stressed about future
- Labelled screen addicts

Today they are aged under 24