



TRADITIONALISTS: Born 1922-1944 (Current Age 73-95)

- Value privacy, trust, hard work
- Believe in paying their dues
- Respect authority & social order
- Conformists, historically orientated, loyal
- Needs details, uncomfortable with ambiguity



BABY BOOMERS: Born 1945-1964 (Current Age 53-72)

- 76 million strong
- Majority of today's workers
- Love to be challenged
- First generation of TV addicts
- Speak clearly and directly
- Like face-to-face meetings with follow up emails
- Career ladder development



GENERATION X: Born 1965-1979 (Current Age 38-52)

- Value portable careers
- Looking for a chance to go global
- Don't climb ladders
- Looking for a leader or mentor, not necessarily a boss
- The most misunderstood generation



MILLENNIALS: Born 1980-1996 (Current Age 21-37)

- Generation "Why"
- Children of Boomers, nearly 76 million strong
- Sociable & optimistic
- Talented and a hot commodity in the job market
- Higher expectations & little experience
- Multitaskers, confident and loyal
- Create "lattice framework" of experience



GENERATION Z: Born 1997 and after (Current Age 20 and under)

- Multi-task at warp speed
- Prefer digital conversations
- Require connectivity between home, school & life
- Realistic not idealistic
- Want to start their own business
- Very private about personal life & don't over share
- Passionate about learning
- Hyper aware of branding & marketing that isn't authentic
- Financially diligent about preparing for the future