



For the first time in history, the workforce is the most age-diverse—presenting unique opportunities and challenges. Understand key differences so you can manage a multigenerational partner network.



Traditionalists
(The "Silent Generation")

Born: 1928-1945

Famous Traditionalists: Helen Mirren, James Hong, Julie Andrews, Morgan Freeman

- Career view:** Earn your way through hard work
- Communication style:** One-on-one approach
- Feedback:** Straightforward—"No news is good news"
- Core values:** Loyalty/Service/Family/Strong willpower
- Work style:** Respect for authority. Strict rule followers
- Learning preference:** Detailed big-picture approach with real-world examples
- Compensation sense:** Creative compensation packages

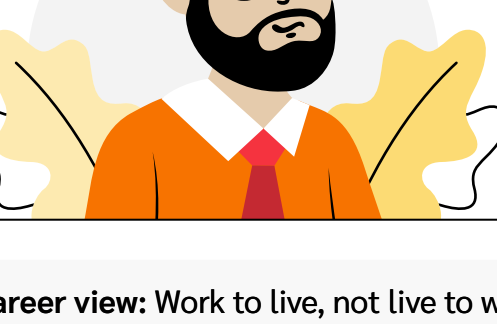


Baby Boomers
(The "Me Generation")

Born: 1946-1964

Famous Boomers: Keanu Reeves, Cher, Melinda Gates, Denzel Washington

- Career view:** Work to live
- Communication style:** Channels that reduce misunderstanding, like phone calls
- Feedback:** Evidence-backed in a "conventional" format, like performance reviews
- Core values:** Equality/Personal growth/Work/Teamwork/Involvement
- Work style:** Hard-working. Achievement-oriented. Motivated by perks and prestige
- Learning preference:** Facilitated. instructor-led methods
- Compensation sense:** Rewards and benefits based on hard work, like tiered-based compensation

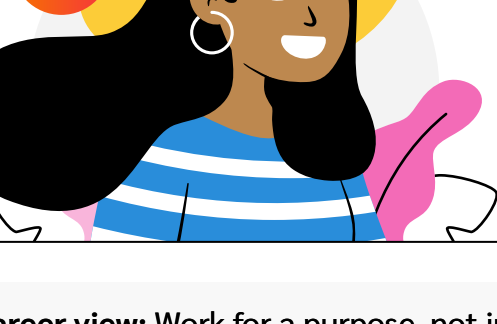


Gen X
(The "Forgotten Generation")

Born: 1965-1980

Famous Gen Xers: Tom Brady, Mindy Kaling, Snoop Dogg, Jennifer Lopez

- Career view:** Work to live, not live to work
- Communication style:** Flexible and informal channels, like email or text
- Feedback:** Goal-oriented and result-driven feedback. Delivered in a private setting
- Core values:** Diversity and Equity/Flexibility/Self-reliance/Work/Life balance
- Work style:** Self-starter. Problem-solvers. Collaborative. "Work hard, play hard" outlook
- Learning preference:** Learn by doing. Traditional development methods like training courses
- Compensation sense:** Incentives tied to individual results. Pay for performance

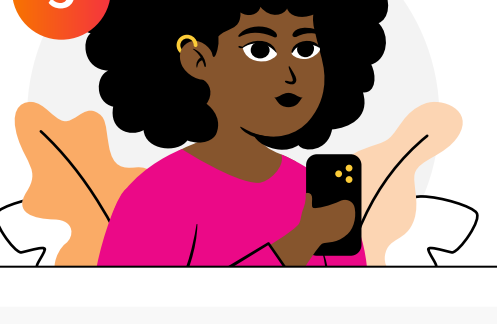


Millennials
(The "Generation Next")

Born: 1981-1996

Famous Millennials: Mark Zuckerberg, Rihanna, Cristiano Ronaldo, Adele

- Career view:** Work for a purpose, not just a paycheck
- Communication style:** Written channels like email and instant messaging
- Feedback:** Continuous feedback. Positive reinforcement
- Core values:** Inclusion and Belonging/Creativity/Self-expression/Social responsibility
- Work style:** Collaborative. Adaptable. Passion-focused
- Learning preference:** Interactive and collaborative learning using visual and auditory methods
- Compensation sense:** Spot awards and non-financial incentives like charitable and travel rewards



Gen Z
(The "iGeneration")

Born: 1997-2012

Famous Gen Z Celebs: Greta Thunberg, Jaden Smith, Zendaya, Marcus Rashford

- Career view:** Work on your terms
- Communication style:** Direct channels like instant messaging and social media
- Feedback:** Critical feedback and straightforward dialogue
- Core values:** Authenticity/Social justice and impact/Technology/Personal wellbeing
- Work style:** Independent. Prioritize work-life balance. Collaborative
- Learning preference:** Hybrid model, which facilitates in-person connections and tech
- Compensation sense:** Benefits related to physical wellbeing, mental health, and social issues

5 TOP benefits of building a multigenerational partner mix

- Increases innovation and creativity
- Boosts productivity
- Taps into diverse markets
- Introduces new revenue streams
- Improves decision-making and problem-solving



4 TIPS on building and working with a multigenerational partner mix

- Accommodate diverse working preferences to attract the finest partners.
- Explore various communication styles—text-based or video communication methods.
- Encourage knowledge-sharing to create collaborative and engaged partnerships.
- Develop a compensation strategy that is equitable and that caters to different multigenerational partners.