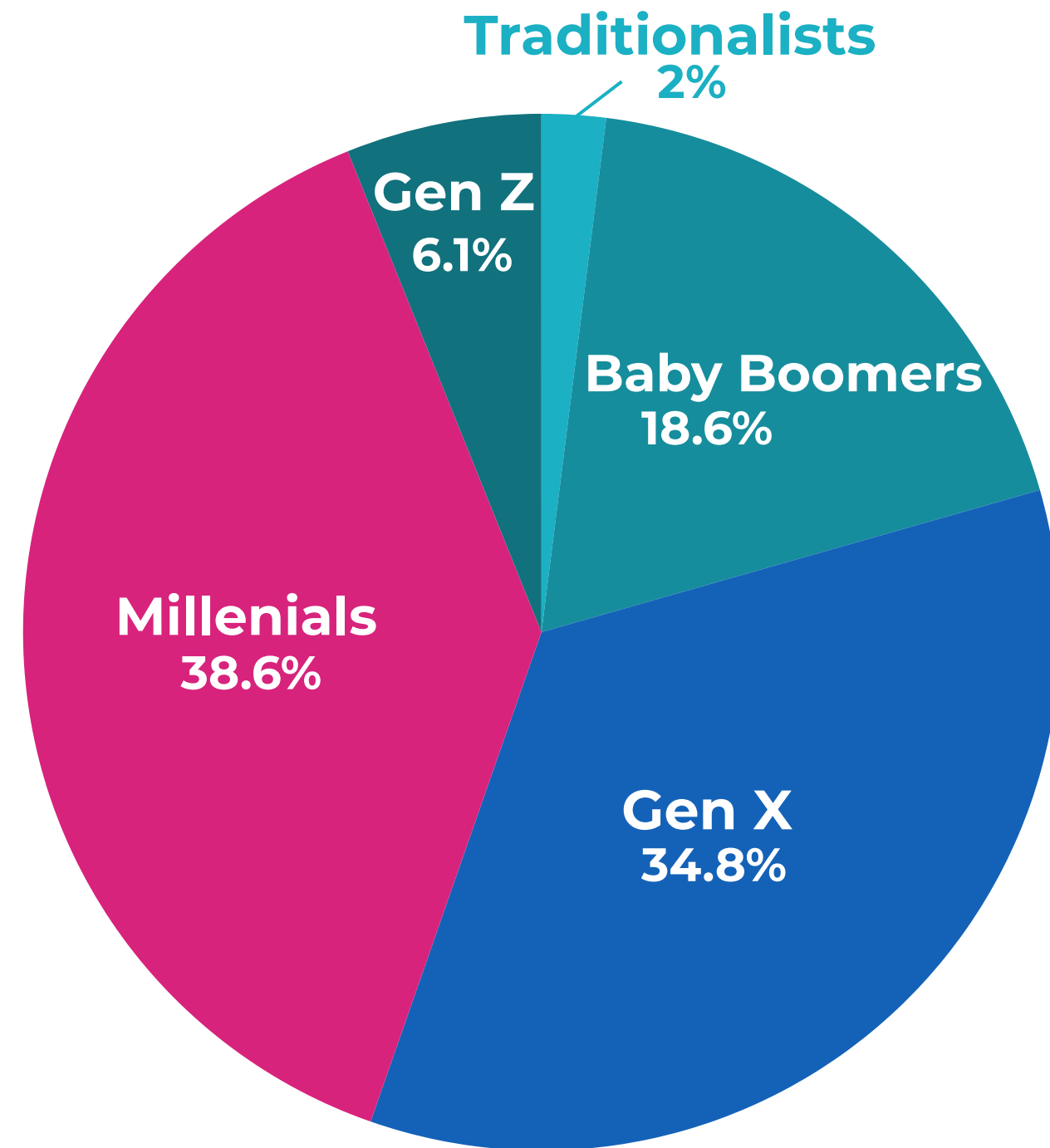


# Five Generations

## Why that matters



### Traditionalists

**Values:**

loyalty, respect, and discipline

**Work Styles:**

transactional leadership, appreciate hierarchies and procedures, separate personal from professional

### Baby Boomers

**Values:**

hard work and paying their dues, authoritative leadership, sense of duty

**Work Styles:**

structure, clear goals, deadlines, appreciate recognition

### Gen X

**Values:**

diversity, personal development, competence over rank

**Work Styles:**

independent, adaptable, immediate and clear feedback, efficiency over form

### Millennials

**Values:**

part of something bigger than just profits, sustainability, belonging

**Work Styles:**

flexibility, work life balance, preference for self care to avoid burnout

### Gen Z

**Values:**

personal connection, empathy, open communication, mental health

**Work Styles:**

preference for video calls, 1:1 meetings, activities to build personal connections