

THE GENERATIONS	AGE	NUMBERS
GENERATION Z	<i>< 20</i>	<i>50+ million</i>
MILLENNIALS	<i>21-37</i>	<i>76 million</i>
GENERATION X	<i>38-53</i>	<i>51 million</i>
BABY BOOMERS	<i>54-72</i>	<i>75 million</i>
BUILDERS	<i>73-90</i>	<i>56 million*</i>
G.I. GENERATION	<i>91+</i>	<i>60 million*</i>

LEARNING

different perspectives

	BOOMERS	GENERATION X	MILLENNIALS	GENERATION Z
SUMMARY	ONE-TO-ONE	ONE-TO-MANY	MANY-TO-ONE	INDIVIDUALIZED AND COMMUNAL
VIEW	ON-THE-JOB AND CLASSROOM	E-LEARNING	MICRO AND ON-DEMAND	MOBILE, V.R. AND A.R.
ATTITUDE	REFINE NICHE EXPERTISE	FORMAL AND TOP-DOWN APPROACH	WAY TO GET AHEAD	CONSTANT AND CONTINUOUS

COMMUNICATION

different preferences

	BOOMERS	GENERATION X	MILLENNIALS	GENERATION Z
SUMMARY	FORMAL & DIRECT	INFORMAL & FLEXIBLE	AUTHENTIC & FAST	TRANSPARENT & HIGHLY VISUAL
VIEW	FACE-TO-FACE, PHONE & EMAIL	EMAIL, TEXT & FACEBOOK	TEXT, INSTAGRAM, SKYPE & SLACK	SNAPCHAT, BITMOJI, FACETIME, GROUP ME & YOUTUBE
ATTITUDE	NEED BACKGROUND INFO & DETAILS	KEEP PROFESSIONAL	EFFICIENT & MOBILE FRIENDLY	MOBILE FIRST & OPTIONS (VOICE)

LEADERSHIP

different preferences

	BOOMERS	GEN X	MILLENNIALS	GEN Z
SUMMARY	AUTHORITATIVE	HIERARCHICAL	COACH	NETWORKED
VIEW	SAGE	SERPA	SOLIDER	STUDENT
ATTITUDE	NO NEWS IS GOOD NEWS	SEMI-ANNUAL REVIEWS	ROUTINE CHECK-INS	360° REAL-TIME FEEDBACK

TECHNOLOGY

different preferences

	BOOMERS	GENERATION X	MILLENNIALS	GENERATION Z
SUMMARY	SOME TECH	HIGH TECH	ALL TECH	WHAT TECH?
VIEW	ENHANCER	BALANCER	AMPLIFIER	EXTENSION OF ONESELF
ATTITUDE	WANT TO MASTER IT	WANT TO ENJOY IT	NEED TO EMPLOY IT	HAVE TO MANAGE IT