## **TRADITIONALIST**

a homerun...

THE WORKPLACE ALL-STAR LINEUP

Here's the generational rundown. Know

meet the

DI AYFRS

**BABY BOOMER** 

37%

VITAL STATS:

Representing: 32%-37% of

by the "live to work" motto.

enjoy items that keep them connected to their past and

**Traits:** Independent and abide

Characteristics: Nostalgic and

Born: 1946 - 1964

the workforce

achievements.

your team and get ready to hit



## **VITAL STATS:**

**Born:** 1925 - 1945

Representing: 4%-9% of the workforce and declining

This hard working, loyal and respectful generation have strong job loyalty. They are conscious of money and buy things because they have to.

### **GENERATION X**

CEDIN



#### VITAL STATS:

**Born:** 1965 - 1979

**Representing:** 22% of the

Traits: Highly educated, focus on long-term goals and idolize their leaders.

Characteristics: Family is very

# MILLENNIALS

OYAL

VERSE



# **VITAL STATS:**

Born after: 1980 - 1995

**Representing:** 36% of the

Traits: Socially connected. Celebrate diversity and

**Characteristics:** Socially conscious and into and purchasing products that support a cause.

## VITAL STATS:

Born: 1996 - 2010 est.

**Representing:** 1% of the workforce and growing

**GENERATION Z** 

20 Team;

The five generations in the US workforce present many unique

challenges. Organized into distinct teams, each group has their own

unique stats and standings. With

the right generational knowledge, organizations can coach, manage

and recognize better.

This generation is just entering the workforce. They are the most tech savvy generation and want to make an impact on the world.

