



WORKING WITH DIFFERENT GENERATIONS

V VETERANS (The silent generation)	B BABYBOOMERS (The boomer generation)	X GENERATION X (The lost generation)	Y GENERATION Y (The millennial generation)
born before 1946	1946 -1964	1965 - 1980	Born after 1980
<i>Control</i>	<i>Open mind</i>	<i>Individualism</i>	<i>Selfconscious</i>
Traditional Disciplined Consistent Respectful Needs rules Attached to order Working is a need Interested in own career Likes to keep things under control	Creative Independent Optimistic Loyal Ambitious Focused on output Politically involved Attached to status Likes to coach others	Flexible Individualistic Results oriented Focused on short term Not afraid of changes Not very loyal to organisations Appreciates feedback Finds status less important Attached to own rights	Optimistic Selfconscious Longs for flexibility Socially involved Teamplayers Sets the bar high Multitaskers Not afraid to make mistakes Technology is second nature



WHAT DOES GENERATION **Y** EXPECT AT WORK?

Feedback

Generation Y expects to receive feedback all the time. They want to be challenged and they ask for regular evaluations.

Recognition

Generation Y wants to be recognised. Whereas other generations see the completion of projects as a normal expectation, gen Y wants to hear that they did a good job.

Flexibility

Generation Y cares about flexibility, such as working from home or limiting long hours.

Involvement

The working environment matters for generation Y: having close colleagues, working for a good cause and/or product, and feeling that their work adds value to society and provides meaning.

Challenges

Generation Y is driven by change. They are constantly looking for different challenges and new things to learn and do. Repetition does not stimulate them.

Work/life balance

Generation Y cares about personal life as much as business life. Work is interesting but only as long as it is balanced evenly with private life.

Salary

Generation Y expects to receive fair-market value for their services. They prepare and inform themselves thoroughly (via the Internet, salary surveys, etc.) before starting discussions on remuneration, and they know very well what they are worth and how much they should receive.