



# 6 tips on how cooperate 6 generations

Panel Discussion, HSE360° Summit, Berlin

# Which Generation ?

## THE DIFFERENT GENERATIONS YOU NEED TO KNOW

### GEN ALPHA

EARLY 2010S-2020S

The most materially endowed and tech-savvy generation. Born into the age of iPads, these are "screenagers" who cannot be away from screens.



### GEN Z:

1997-2012

Social natives who are always digitally connected. Probably the most "woke" generation, always discussing global and social issues.

### GEN Y/ MILLENNIALS

1981-1996

Considered book smart and tech-savvy, have the mentality of "fun first, work later".



### GEN X

1965-1980

They are known to be street smart, though highly skeptical. They are not in the mood for drama and always strive to get things done.

### BABY BOOMERS

1946-1964

Makes up about 73 million of the U.S population. Considered an economically influential generation because of their economic success.

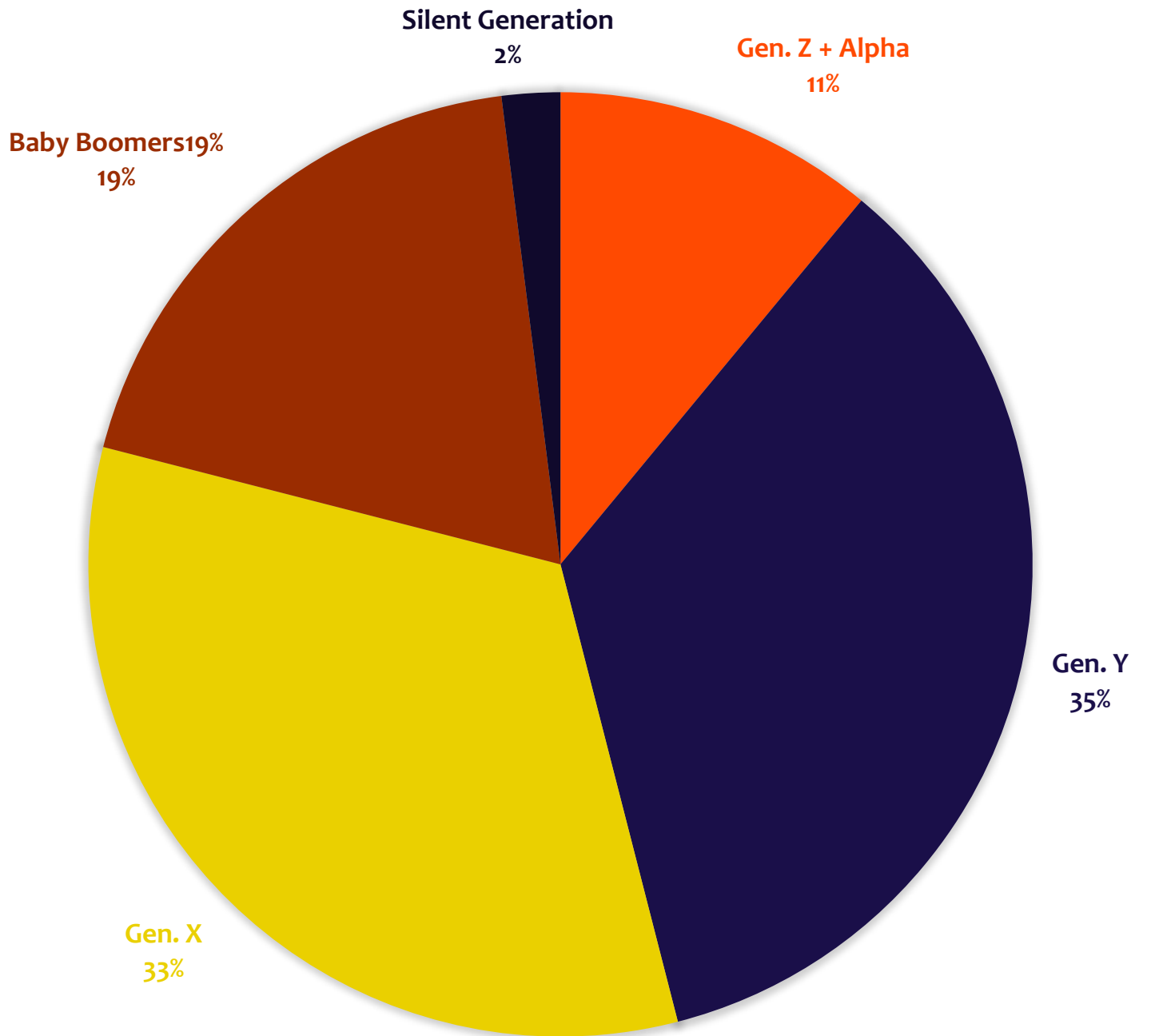


### SILENT GENERATION

1928-1945

A generation that was born into the Great Depression and political instability. Known to be thrifty, respectful and loyal.

# Identifying the working generations of 2030



# Understanding Features Across Generations

Generation	Silent	Boomer	Generation X	Generation Y	Generation Z
Nickname	Traditionalists/ Veterans	Baby Boomers	Xers/Latchkey	Millennials	Gamers
Age Range	77-94	58-76	43-57	27-42	<26
Features	<ul style="list-style-type: none"> <li>• Patriotic</li> <li>• Sacrificing</li> <li>• Loyal</li> <li>• Dependable</li> <li>• Respect for authority</li> <li>• Disciplined</li> <li>• Conformists</li> <li>• Responsible</li> </ul>	<ul style="list-style-type: none"> <li>• Involved</li> <li>• Optimistic</li> <li>• Equal rights</li> <li>• Personal growth</li> <li>• Teamwork</li> <li>• Competitive</li> <li>• Want to “make a difference”</li> </ul>	<ul style="list-style-type: none"> <li>• Edgy and skeptical</li> <li>• Change masters</li> <li>• Self-reliant and unimpressed by authority</li> <li>• Pragmatic</li> <li>• Free agents</li> <li>• Self-starters</li> </ul>	<ul style="list-style-type: none"> <li>• Realistic</li> <li>• Confident</li> <li>• Tech savvy</li> <li>• Global community</li> <li>• Diversity</li> <li>• Activism and civic duty</li> <li>• Competitive</li> </ul>	<ul style="list-style-type: none"> <li>• Flexible</li> <li>• Digital natives</li> <li>• Focus on mental health</li> <li>• Progressive</li> <li>• Driven</li> <li>• Independent</li> </ul>





**Thank You**