

Baby Boomers

Generation X

Generation Y

Generation Z

Generation Alpha

1950

1960

1970

1980

1990

2000

2010

2020

## Used to learn new skills (daily)



35%

Websites



27%

YouTube



16%

Instagram

## Words used to describe themselves



58%

Dependable



57%

Independent



51%

Resilient

## Qualities valued in a leader



70%

Approachable



64%

Clear communication



60%

Integrity

## Most important when considering a new job



71%

Remuneration



70%

Accessible and approachable leadership



69%

Convenient location

## Gen X

Born 1965-1979



## Top hopes

- 1 Have full financial freedom and independence 66%
- 2 Travel and see the world 55%
- 3 Pursue interests and hobbies 54%

## Top fears

- 1 I won't have enough money to live comfortably 67%
- 2 Suffering a long term illness 51%
- 3 Not reaching my full potential 25%

## Influential movies



Star Wars



Grease



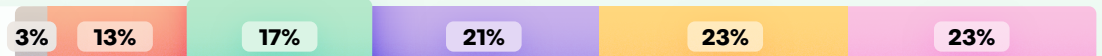
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## Global population and workforce %

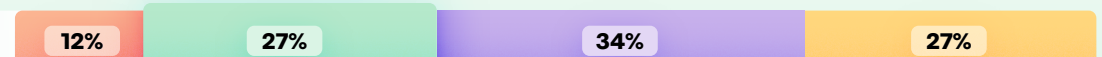
Builders Boomers X Y Z Alpha








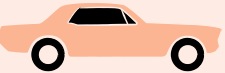





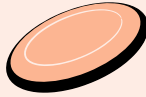










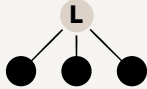
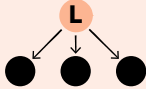
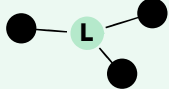
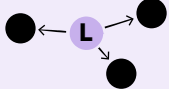
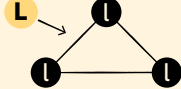
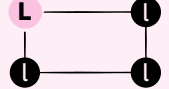


Population



Workforce



Category	Builders Born: 1925-1945	Baby Boomers Born: 1946-1964	Generation X Born: 1965-1979	Generation Y Born: 1980-1994	Generation Z Born: 1995-2009	Gen Alpha Born: 2010-2024
Slang terms	 We prefer proper English if you please	 Be cool Peace Groovy Way out	 Dude Ace Rad As if Wicked	 Bling Funky Doh Foshizz Whassup?	 Fam GOAT Slay Yass queen	 lit yeet hundo oof rn idrc
Social markers	World War II 1939-1945	Moon landing 1969	Stock market crash 1987	September 11 2001	GFC 2008	COVID-19 2020
Iconic cars	 Model T Ford Final, 1927	 Ford Mustang 1964	 Holden Commodore 1978	 Toyota Prius 1997	 Tesla Model S 2012	 Autonomous vehicles 2020s
Iconic toys	 Roller skates	 Frisbee	 Rubix cube	 BMX bike	 Folding scooter	 Fidget spinner
Music devices	 Record player LP, 1948	 Audio cassette 1962	 Walkman 1979	 iPod 2001	 Spotify 2008	 Smart speakers Now
Leadership style	 Controlling	 Directing	 Coordinating	 Guiding	 Empowering	 Inspiring
Ideal leader	Commander	Thinker	Doer	Supporter	Collaborator	Co-creator
Learning style	Formal	Structured	Participative	Interactive	Multi-modal	Virtual
Influence Advice	Officials	Experts	Practitioners	Peers	Forums	Chatbots
Marketing	Print (traditional)	Broadcast (mass)	Direct (targeted)	Online (linked)	Digital (social)	In situ (real-time)