

# Generational Differences

	Mantra	Values	Style
<b>Baby Boomers</b> (1946-1964)	<b>LIVE TO WORK:</b> <i>Work hard because it defines you, and you can make a difference</i>	<ul style="list-style-type: none"> <li>● Efficiency</li> <li>● Quality</li> <li>● Personal fulfillment</li> </ul>	<ul style="list-style-type: none"> <li>● Team Player</li> <li>● In-person communications</li> <li>● Status and money matter</li> </ul>
<b>Generation X</b> (1965-1979)	<b>WORK TO LIVE:</b> <i>Work hard so then you can play hard</i>	<ul style="list-style-type: none"> <li>● Autonomy</li> <li>● Self-reliance</li> <li>● Work-life balance</li> </ul>	<ul style="list-style-type: none"> <li>● Entrepreneur</li> <li>● Direct and immediate communications</li> <li>● Freedom matters</li> </ul>
<b>Millennials</b> (1980-1996)	<b>WORK TO FULLFILL:</b> <i>Work hard at work that has meaning</i>	<ul style="list-style-type: none"> <li>● Multi-tasking</li> <li>● Tenacity</li> <li>● Goal-oriented</li> </ul>	<ul style="list-style-type: none"> <li>● Collaborative</li> <li>● Instant communications</li> <li>● Meaning matters</li> </ul>
<b>Gen Z</b> (1997-2012)	<b>WORK TO WORK:</b> <i>Work hard to achieve independence and your goals</i>	<ul style="list-style-type: none"> <li>● Flexibility</li> <li>● Resilience</li> <li>● Security</li> </ul>	<ul style="list-style-type: none"> <li>● Independent</li> <li>● Instant and transparent communications</li> <li>● Authenticity matters</li> </ul>