

THE MULTIGENERATIONAL WORKFORCE:

FOUR GENERATIONS WORKING TOGETHER AND WHAT THAT MEANS FOR EMPLOYERS

For the first time in modern history, four generations are working side-by-side: Baby Boomers, Gen X, Millennials and Gen Z. As we move towards 2030, the percentages will change—and so will each group's level of influence. Employers need to think holistically about their EVP and what they can offer different demographics. Understanding generational differences can help create an inclusive culture where all employees are motivated and able to thrive.

BABY BOOMERS (Born 1946 – 1964)

<p>BY 2030, all Baby Boomers will have reached 65, the general retirement age threshold</p>	<p>2 MILLION Baby Boomers retire every year</p>	<p>1 IN 6 RETIREES are considering returning to work</p>
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WHO THEY ARE:



- Known for their strong work ethic and experience
- Have institutional knowledge from years on the job

WHAT THEY WANT:



Flexibility and work/life balance to accommodate family caring responsibilities



Opportunities to keep learning and also to share their knowledge

[Learn more](#) [How to Hire and Retain Older Workers](#)

GENERATION X (Born 1965 – 1980)

<p>MAKE UP OVER 1/3 of the workforce and over 1/2 of managers</p>	<p>79% OF GEN X says they're forgotten in the workplace</p>	<p>Gen Xers are promoted at RATES 20% TO 30% slower than millennials</p>
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WHO THEY ARE:



- Independent and self-reliant
- Comfortable with the pace of technological advancement

WHAT THEY WANT:



Flexible work options like remote work, non-traditional schedules and job sharing




Clear opportunities for career development and progression

[Learn more](#) [Has Gen X Been Overlooked in the Workplace?](#)

MILLENNIALS (Born 1981 – 1995)

<p>Millennials will MAKE UP OVER 50% of all workers by 2025</p>	<p>41% OF MILLENNIALS choose to communicate electronically instead of face-to-face</p>	<p>54% research a brand's environmental impact and policies before accepting a job offer</p>
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WHO THEY ARE:



- Tech savvy and connected 24/7
- Confident, curious and open-minded

WHAT THEY WANT:



Meaningful work and strong corporate ethics



Opportunities to develop technology and interpersonal skills to prepare them for leadership roles

[Learn more](#) [Keeping Millennials Motivated](#)

GENERATION Z (Born 1996 – 2010)

<p>AT 2 BILLION people, Gen Z is the biggest generation in history</p>	<p>37% OF GEN Z feels worried that technology weakens their ability to develop people skills</p>	<p>1 IN 10 say they never intend to start working</p>
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WHO THEY ARE:



- True digital natives and voracious consumers and creators of digital media
- Entrepreneurial and reject work as the basis for their identity

WHAT THEY WANT:



Authentic DE&I action and corporate mission they identify with



Skills development especially for soft skills like resilience and relationship building

[Learn more](#) [Gen Z in the Workplace](#)

Learn more about these shifting demographic dynamics and how they will shape the future of work in *Destination 2030: 10 Predictions for What's NEXT in the World of Work.*

GET THE EBOOK

1. <https://www.pewresearch.org/fact-tank/2020/11/09/the-pace-of-boomer-retirements-has-accelerated-in-the-past-year/>
 2. <https://www.paychex.com/articles/human-resources/retirees-rejoining-the-workforce>
 3. <https://www.tivian.com/uk/generation-x/>
 4. <https://www.forbes.com/sites/forbescoachescouncil/2021/08/03/whats-your-workplace-language-how-millennials-are-reshaping-office-culture/>
 5. <https://www.pwc.com/co/es/publicaciones/assets/millennials-at-work.pdf>
 6. <https://www2.deloitte.com/uk/en/insights/topics/talent/recruiting-gen-z-and-millennials.html>
 7. <https://www.peoplescout.com/insights/gen-z-in-the-workplace/>
 8. <https://www.telegraph.co.uk/business/2022/12/05/200000-leave-workforce-reported-long-covid/>