

1950 1960 1970 1980 1990 2000 2010 2020

Used to learn new skills (daily)



48%

TikTok



46%

Instagram



42%

YouTube

Words used to describe themselves



51%

Independent



48%

Determined



46%

Creative

Qualities valued in a leader



58%

Approachable



57%

Clear communication



57%

Empathy

Most important when considering a new job



75%

Accessible and approachable leadership



69%

Learning and development opportunities



67%

Career progression opportunities

Gen Z

Born 1995-2009



Top hopes

- 1 Own my own home 63%
- 2 Have full financial freedom and independence 59%
- 3 Travel and see the world 59%

Top fears

- 1 I won't have enough money to live comfortably 58%
- 2 Never being able to buy my own home 47%
- 3 Being stuck in a job that I don't enjoy or find fulfillment in 46%

Influential movies



Harry Potter



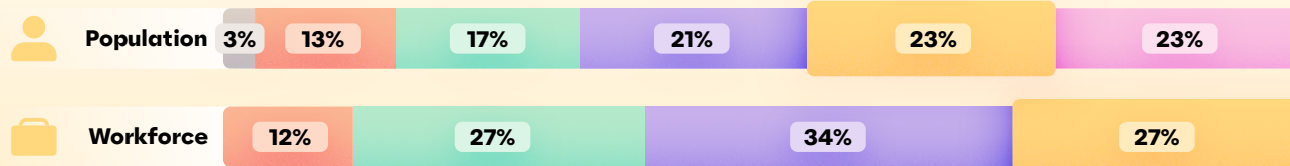
Shrek



Toy Story

Global population and workforce %

Builders Boomers X Y Z Alpha








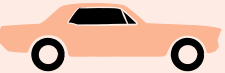





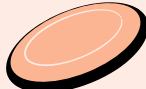










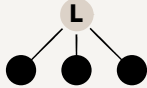
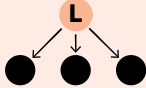
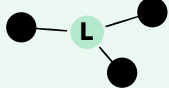
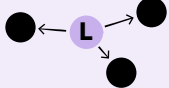
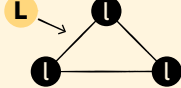



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Category	Builders Born: 1925-1945	Baby Boomers Born: 1946-1964	Generation X Born: 1965-1979	Generation Y Born: 1980-1994	Generation Z Born: 1995-2009	Gen Alpha Born: 2010-2024
Slang terms	 We prefer proper English if you please	 Be cool Peace Groovy 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)