



The Generation Game



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Times they are a changing...



Median age of first marriage:

1970 – women 21.8, men 23.7

2003 – women 30.6, men 32.9

Median age of women at first childbirth

1970 – 26.1

2005 – 29.2

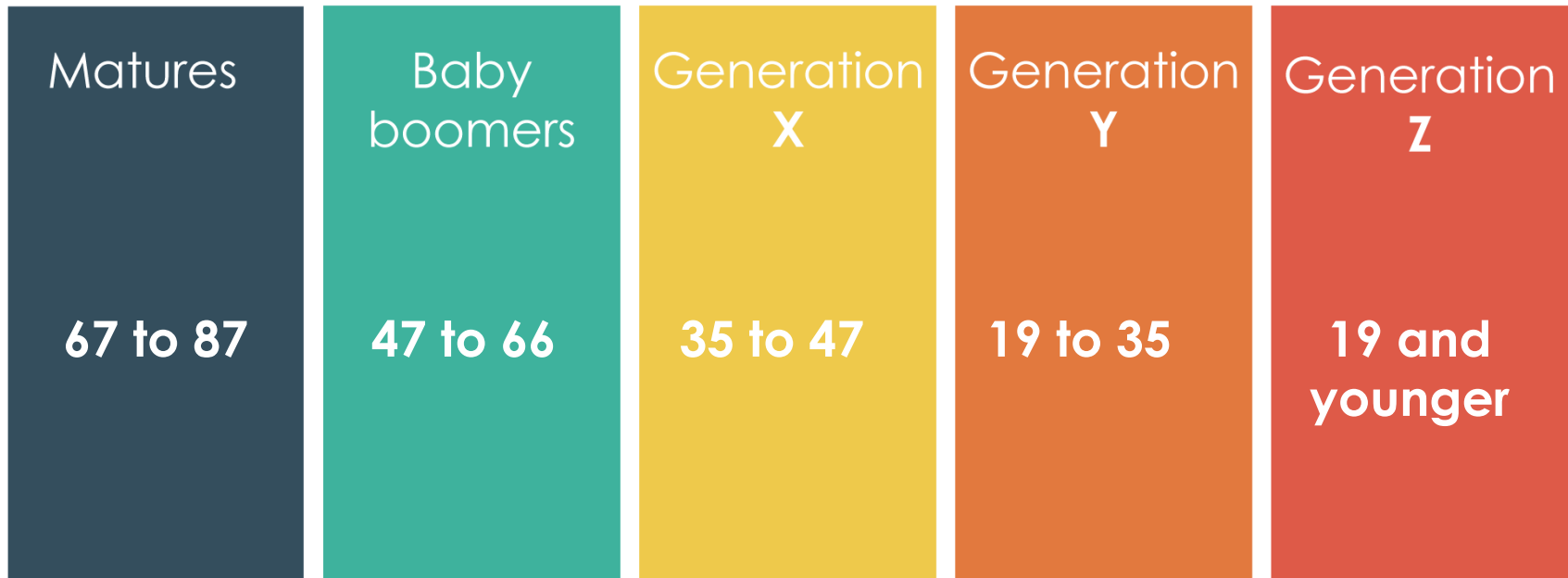
Average age of retirement 2016

Men – 64.7

Women – 63.1



The 5 generations



The Matures

Duty, honour, country

Dedication, sacrifice

Conformity,
blending, unity –

Patience

The Matures
70-90 years old

Born between
1925 & 1945

Hard, hard times
then prosperity

National pride

Doing a good job was
most important

Age = Seniority

Baby boomers

Work ethic = worth ethic

**“Workaholic”;
competitive**

**Success is largely
visible – trophies,
plaques, lifestyle**

Optimistic

Baby Boomers

50-69 years old

Born between
1946 & 1965

Consume

Defined by their job

Personal

**We are the world; we
are the children**

Generation X

Taught to question authority at a young

**Saw lifelong employment end.
Nothing is guaranteed**

Time is a currency equivalent to money

Gen X
38-50 years old
Born between
1965 & 1977

Question the sacrifices the Boomers have made to achieve their “success”

Latchkey kids...raised as their parents’

Independent, loners, nomads, poor team players

“Prove it to me”

Generation Y

Optimistic

**Individualistic yet
group oriented**

Time = currency

**Have a hard time
focusing on anything**

Busy

Gen Y

21-37 years old

**Like “X”, raised as their
parents friends**

**Time horizons are very
close. “Future”**

**View their generation
as “problem solvers”**

**Huge goals. Clueless
on the execution**

Generation Z

Will live longer than any generation in history

2008 life expectancy projected

Female

89.2

years

Male

88.6

years

Lowest infant mortality rate ever

2008

4.5

deaths

Per 1000 live births

1980

12

deaths

Gen Z

Born after 1994
and before
2004

Parented by older parents

Average age at first childbirth in
England and Wales in 2008

Mother

29.3

years

Father

32.4

years

Active consumers

Believe they can “make
a difference”

Used to relentless testing
from nursery onwards

(Source Office of National Statistics)

Time

Matures

work ethic defined by the punch clock

Boomers

visibility is the key. Workaholics

Gen X

“What does it matter when, from where, or how long I work, as long as I get the job done”

Balance = Success

Gen Y

“It is five o'clock – I have another life to get to”

Management, Retention & Engagement

What makes them tick?

What do they require?

Train managers to understand their workforce

Adapt to thrive

A decorative graphic at the bottom right of the slide, featuring three overlapping circles in shades of blue and grey, creating a modern, abstract design.

The cuddly toy.....

