

Differences in the Workplace and Marketplace

BETWEEN GENERATIONS

TRAINING/ EDUCATION	TECHNOLOGY	FLEXIBILITY/ BALANCE	BIGGEST CONCERN	RECOGNITION/ INCENTIVES
TRADITIONALISTS				
Not a priority	Know enough to complete work	Clear distinction between work and personal	Retirement	Appreciated in private
BABY BOOMERS				
Strong desire for continuous learning	Savvy, want to use latest tools, but not required	Heavy distinction between work and personal	Legacy Retirement	Appreciated in a public and formal way Incentives through competition
GENERATION X				
Significant value in personal development and skill building	Savvy, want to use tools to better work remotely	Insist on increased flexibility to further work-life balance	Family time Retirement	Appreciated in private Incentives through paid time off
MILLENNIALS				
Expect continuous learning	Savvy, expect to use latest both in and out of office Social media experts	Insist on increased flexibility to further work-life balance	Career growth and advancement opportunities Financial stability	Appreciated in a public and informal way Incentives through experiences (travel, community)

IN THE WORKPLACE

PRICE	BRAND	TECHNOLOGY	RETIREMENT SAVING
TRADITIONALISTS			
Look for deals, senior pricing	Least brand loyal	Favor grocery and drug stores Some online shopping	Entering or already in retirement, looking for savings to work for them
BABY BOOMERS			
Least price sensitive Look for deals	Somewhat brand loyal	Online shoppers	Save when they can Relying on employers, government for retirement
GENERATION X			
Somewhat sensitive – time more important than deal	Most brand loyal	Online shoppers Price search via online	Significant savers Have discounted government as retirement option
MILLENNIALS			
Highly price sensitive, but won't compromise quality	Not brand loyal	Online shoppers Price search via online Peer reviews important Social media	Significant savers Have discounted employers or government as retirement option

IN THE MARKETPLACE