

A quick overview of "Workforce Generations"^[1]

Lost Generation – 1883 – 1900^[2]

Also known as: *The generation who 'came of age' during the first world war*

Notable cultural and technological milestones:

- 1885 – Statue of Liberty made in France and gifted to New York
- 1897 – Bram Stoker publishes Dracula
- 1898 – Rudolf Diesel gets a patent for the Diesel engine

Notable member:

- Charlie Chaplin



Silent Generation – 1925–1945

Also known as: *The Great Generation, Traditionalists*

Notable cultural and technological milestones:

- 1928 – Alexander Fleming discovers antibiotics
- 1939 – Raymond Chandler publishes The Big Sleep
- 1944 – Willem Kolff develops Kidney dialysis.

Notable member:

- Elvis Presley



G.I. Generation – early 1900s

Also known as: *The Greatest Generation, The WWII Generation*

Notable cultural and technological milestones:

- 1903 – Willem Einthoven invents the Electrocardiogram
- 1904 – August and Lumière present first colour photograph.
- 1911 – JM Barrie publishes Peter Pan

Notable member:

- The Queen Mother

Baby Boomers 1946–1964^[5]

Also known as: *Post-War Children*

Notable cultural and technological milestones:

- 1946 – Percy L. S. invents the microwave
- 1951 – J. D Salinger publishes The Catcher in the Rye
- 1963 – Sylvia Plath's The Bell Jar

Learning Characteristics

- Skills are ingredients to success, will take risks [1]

Notable member:

- Steve Jobs



Generation X – 1965–1979

Also known as: *GenX*

Notable cultural and technological milestones:

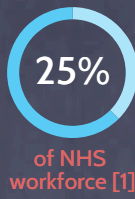
- 1969 – Man lands on the moon
- 1970 – Yoshiro Nakamatsu invents the Floppy Disk
- 1979 – Douglas Adams publishes The Hitchhiker's Guide to the Galaxy

Learning Characteristics

- Can multi-task, like rewards and gratification [1]

Notable member:

- Jennifer Aniston



Generation Z – 1995–2020

Also known as: *Digital Natives, Generation Connected, iGen, Screenagers, Digital Integrators, The Zeds, Dot Com Kids, Google Generation, Centennial, Post-Millennials, Gen Wii* [3]

Notable cultural and technological milestones:

- 1997 – JK Rowling publishes Harry Potter and the Philosopher's Stone
- 1998 – Google founded
- 2006 – Facebook opens to the public

Learning Characteristics

- Connectivity important, self-directed learners [1]

Notable member:

- Malala Yousafzai



Generation Y – 1980–1994

Also known as: *Millennials, Google Generation (after 1993)*

Notable cultural and technological milestones:

- 1984 – IBM and Macintosh release the first Personal Computer
- 1989 – Roald Dahl publishes Matilda
- 1989 – Tim Berners-Lee invents the WWW

Learning Characteristics

- Need mentorship, coaching and reassurance. Like a sense of community in the workplace. [1]

Notable member:

- Mark Zuckerberg



Generation Alpha 2010–2025^[4]

Also known as: *The children of Millennials, Upagers, Generation Glass, Global Gen, Multi-Modals*

Notable cultural and technological milestones:

- 2010 – iPad launched
- 2011 – SnapChat launched
- 2014 – Andy Weir publishes The Martian



1. Adapted from 'Mind the Gap' report https://www.hee.nhs.uk/sites/default/files/documents/Mind%20the%20Gap%20Report_O.pdf

2. William Strauss and Neil Howe (1991), *Generations*, William Marrow: London.

3. <http://mccrindle.com.au/the-mccrindle-blog/what-comes-after-generation-z-introducing-generation-alpha>

4. <https://www.com/sites/christinecarter/2016/12/21/the-complete-guide-to-generation-alpha-the-children-of-millennials/#7afccbf3623>

5. <http://www.telegraph.co.uk/news/features/11002767/Gen-Z-Gen-Y-baby-boomers-a-guide-to-the-generations.html>