Welcome the Gen Zs

Traditionals 
1925-1945
WWII
GI Generation
Silent Generation
Duty First
Live to work
By the book
Loyal
Faith in Institution
Move to the Suburbs

Baby Boomers
1946-1964
Vietnam War
Get it Done
Live to Work
Competitive
Consumers
They are what they do
Civil & Woman’s
Rights
Personal Computers

Gen X
1965-1980
Gulf War
Entrepreneurial
Work / life balance
Latchkey generation
Question authority
Self reliant
What’s in it for me?
Internet/Mobile Phones

Millennials
1980-2000
9/11 Attacks
Work to deadlines
Technology rules
Connected 24/7
Global Network
What are you doing for me?
Team oriented
Google/Facebook

Gen Z
2000-2020
Militant Extremist
Optimistic
Genuine Experience
High Expectations
Social Network
Multi-modal
Embedded Tech
Apps
Appealing to Gen Z

Gen X parents seek relief from chaos and stability

Workplace Traits

- Multi-taskers
- Blend personal and professional personas
- Seek openness, transparency
- Homey feeling
- Seek clarity, avoid ambiguity
- Value stability, order and predictability
- EQ challenged
- Easily distracted
- Collaborative
Workplace of the Future

Gen Z and Aging Gen Xers will have similar workplace needs, but for different reasons:

GEN X: Aging eyes, need for more contrast and higher lighting level
GEN Z: Need less chaos, less visual confusion, simplicity

- Less visual clutter
- Easy navigation
- Reduce stress
- Visual connection
- Encourage movement
- Provides options and choice