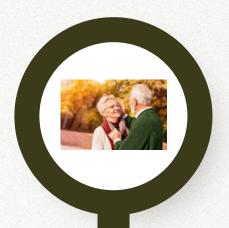


#### GENERATIONAL TIMELINE & COMPARISON



Generations are shaped by the events, culture, and technologies of their formative years.

#### **The Traditionalists**



## Baby Boomers (1946-1964)

**Shaped By:** Economic boom, civil rights, Vietnam War

**Communication**: Landline phones

Workplace Impact: Loyalty & competitiveness

**Age in 2025**: 61–79 years

#### **The Skeptics**



#### Millennials (Gen Y) (1981-1996)

**Shaped By:** Internet boom, 9/11, Great Recession

Communication: Texts, email,

social media

Workplace Impact: Purpose-

driven, collaborative **Age in 2025**: 29–44 years

#### The Social Innovators



### Generation Alpha (2013-Present)

Shaped By: Al, automation, digital

learning

Communication: Smart devices,

voice assistants

Traits: Still forming - youngest

generation

**Age in 2025**: 0–12 years



# Silent Generation (1928-1945)

**Shaped By:** WWII, post-war rebuilding, early TV

Communication: Telephone,

newspapers

**Age in 2025**: 80–97 years



### **Generation X** (1965-1980)

Shaped By: Cold War, MTV, early

personal computers

Communication: Email, pagers
Workplace Impact: Independent,

resourceful

**Age in 2025**: 45–60 years



#### The Digital Pioneers

### **Generation Z** (1997-2012)

**Shaped By:** Smartphones, social media, climate change, COVID-19 **Communication**: TikTok, DMs, memes

Workplace Impact: Inclusive, entrepreneurial, digital natives Age in 2025: 13–28 years



The Future Builders