



# MILLANIALS AND GNERATION Z

# CHARACTERISTICS OF THE SUCCEEDING GENERA- TIONS OF WORKERS



# MILLANIALS



MORE FOCUSED ON PEOPLE AND  
PURPOSE



MILLANIALS ATTREBUTES ARE RELATED  
TO ECONOMICS



HIGHLY EDUCATED

- > WHY IS IT US?
- > INTERNET IS MORE LIKELY TO ROCKET SCIENCE
- > FLEXIBLE WORKING HOURS
- > MIX WORK WITH FREE TIME



**GENERATION**  
1980 - 1995



# LIFE GOALS GEN Y

89%

Independence to determine one's life for oneself

87%

To have fun, to enjoy life

87%

To have a meaningful, fulfilling job

58%

To be able to afford a lot

58%

Much to travel to foreign countries

57%

To be individual, to differ from the masses

- VISION OF IMPLEMENTET CHIP
- GREW UP WITH TECHNOLOGY
- CHANGED JOB MARKET
- SELF IMPROVING OF KNOWLEGE

**GENERATION**  
1995 - 2010



# GEN Z

#CONNECTIVITY

This makes them pioneers of digital change

#INDIVIDUALIZATION

- social change, dissolving rigid life timetables
- „youthfulness“ becomes a lifestyle principle

#NEW LEARNING

expands traditional forms and methods through digital / globalized opportunities



Thank you very much for your attention!