

# Go BoomZ!

Harnessing the power  
of a multi-generation  
team in a hybrid era

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04|04|23

**NEXT  
BIG THING**  
Understanding Tomorrow Today



# Introduction

# Working Together

1. Generation Why?
2. Generation Expectations
3. A-Z of Gen Z
4. Diversity -> Prosperity



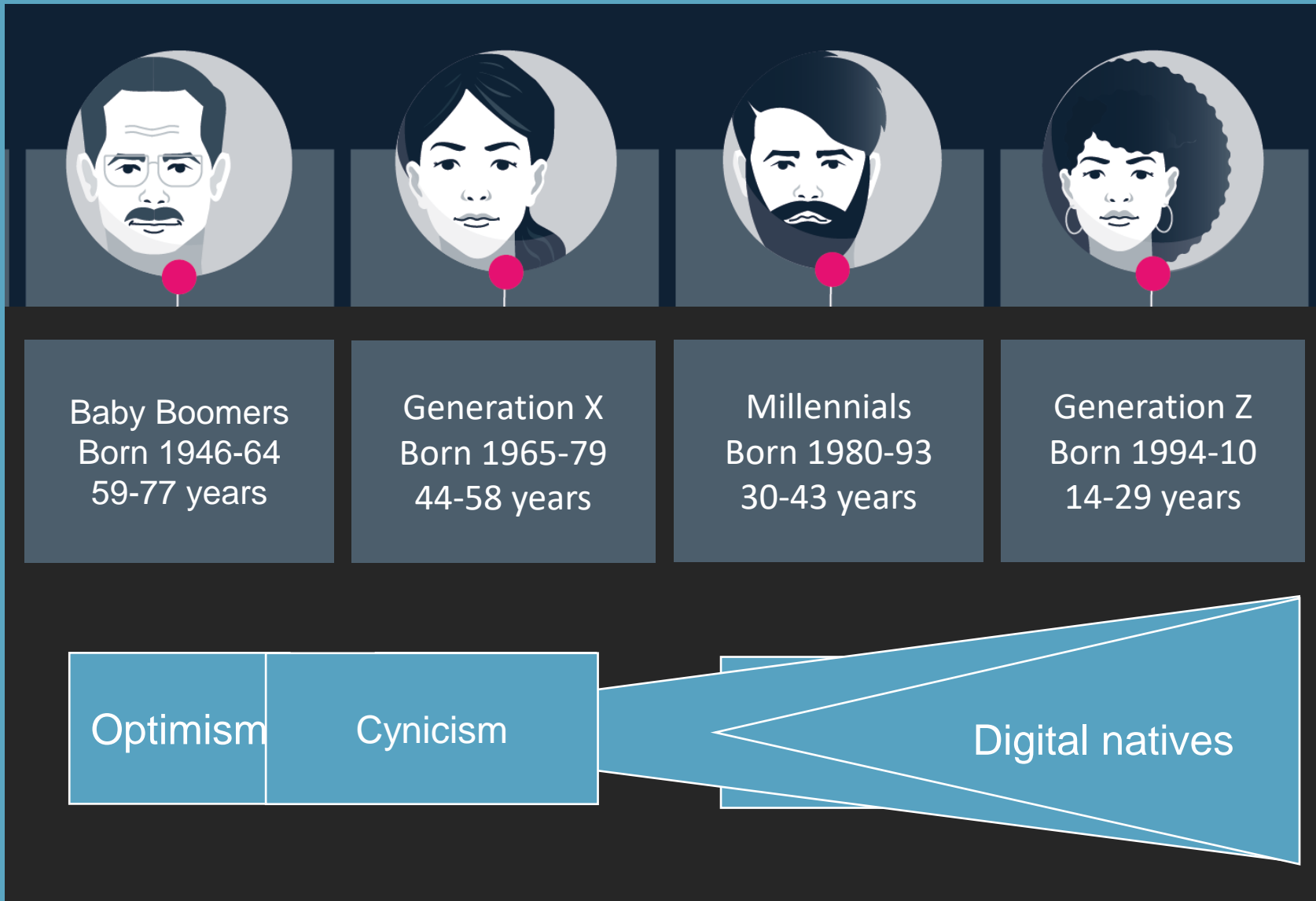
“Strength lies in differences, not in similarities.”

Stephen  
Covey

# 1. Generation Why?



Age difference ... isn't just about age



# 2. Generation Expectations



Born 1946-64 | Baby Boomers | Aged 59—77 years



Confidence | Leadership | Communication | Career-oriented

Born 1965-79 | Generation X | Aged 44-58 years



Autonomous | Disruptive | Entrepreneurial | Work/Life

Born 1980-93 | Millennials | Aged 30-43 years



Confident | Iconoclastic | Mobile | Ambitious | Influencers

# 3. A-Z of Gen Z

Gen Z ... Born 1994-2010 ... Aged 14-29 years



# Responsibility

Safety  
Determination  
Adaptability  
Ethics

Gen Z are 29% more likely than other generations to say they're money-driven. (GWI, February 2023)

*Abstention*  
*Work ethic*  
*Fluidity*  
*Values*

77% say it's important they work at a company whose values align with their own (Deloitte, September 2019)

# Community

Belonging  
Collaboration  
Diversity  
Empathy

81% Gen Z rely on online communities to inform them about real world issues. (Impero, March 2022)

*F(r)amily  
Corporation  
Equality  
Service*

63% of Gen Z prefer shopping in bricks and mortar stores than do online (Retail Week, January 2019)

A young girl with curly hair is running towards the camera, holding a brown football. She is wearing a light blue long-sleeved shirt and denim shorts. In the background, four other children are watching her. A boy in a dark blue shirt and khaki pants stands on the left. A boy in a light blue shirt and dark pants stands in the center. A girl in a pink shirt and light blue shorts stands to the right of the runner. A girl in a light blue dress stands on the far right. They are all on a grassy field with a green fence and trees in the background.

Generation Alpha  
Born: 2010-25  
0-13 years



# 4. Diversity -> Prosperity

# *New companies* for a new world

Reactive

Adaptable

Innovative

Digital

Automated

Augmented intelligence

Teams-based

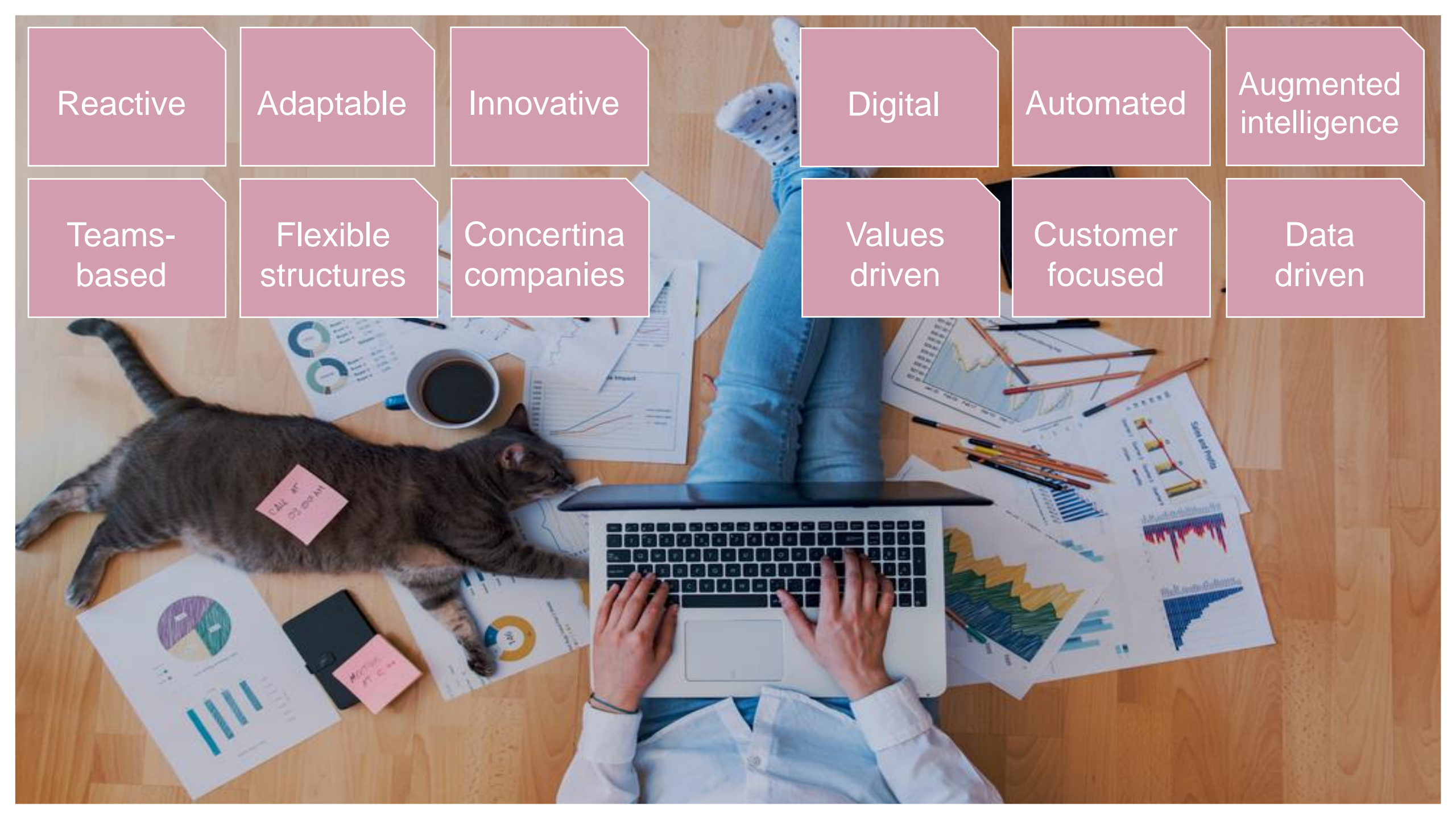
Flexible structures

Concertina companies

Values driven

Customer focused

Data driven



# New *skills* for a new world



Reactive

Adaptable

Innovative

Digital

Automated

Augmented intelligence

Teams-based

Flexible structures

Concertina companies

Values driven

Customer focused

Data driven

Flexibility

Multiple skills

Disruption

Digital skills

Continuous learning

Critical thinking

Autonomy

Collab'n

Leadership

Ethics

Empathy

Soft Skills

# New *workforce* for a new world



Boomers

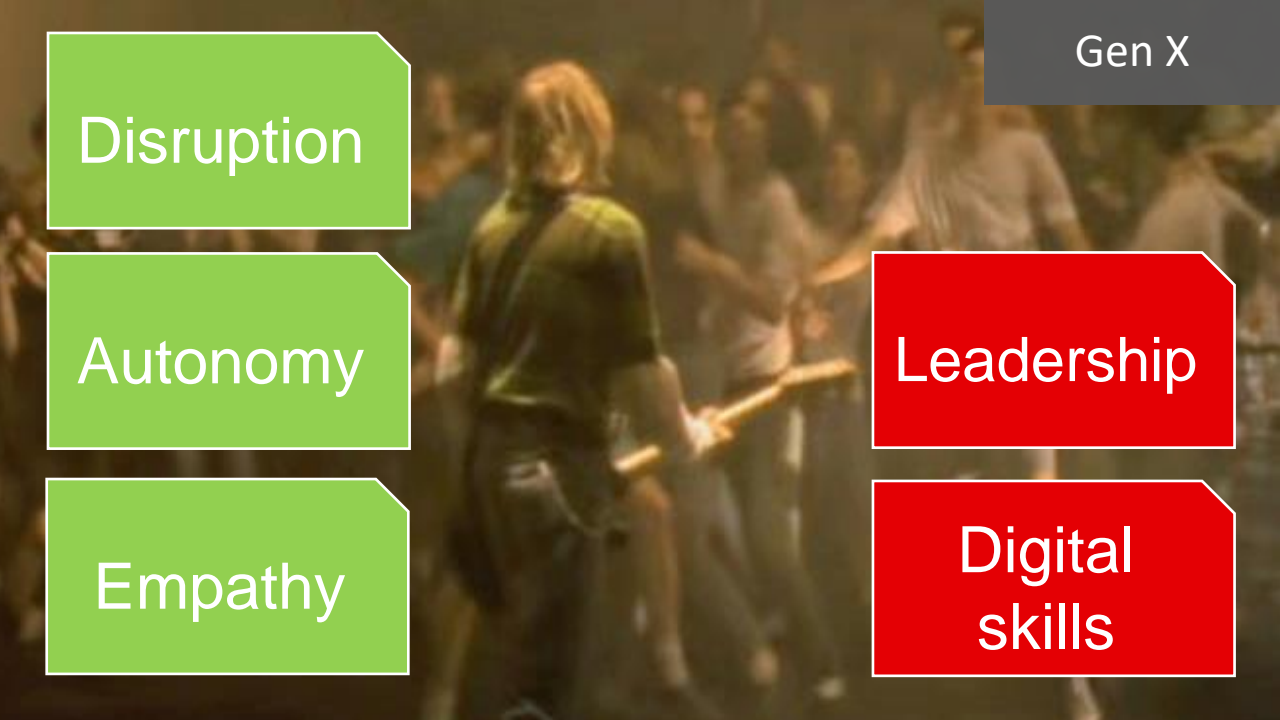
Leadership

Critical thinking

Soft skills

Disruption

Digital skills



Gen X

Disruption

Autonomy

Empathy

Leadership

Digital skills



Gen Z

Flexibility

Collab'n

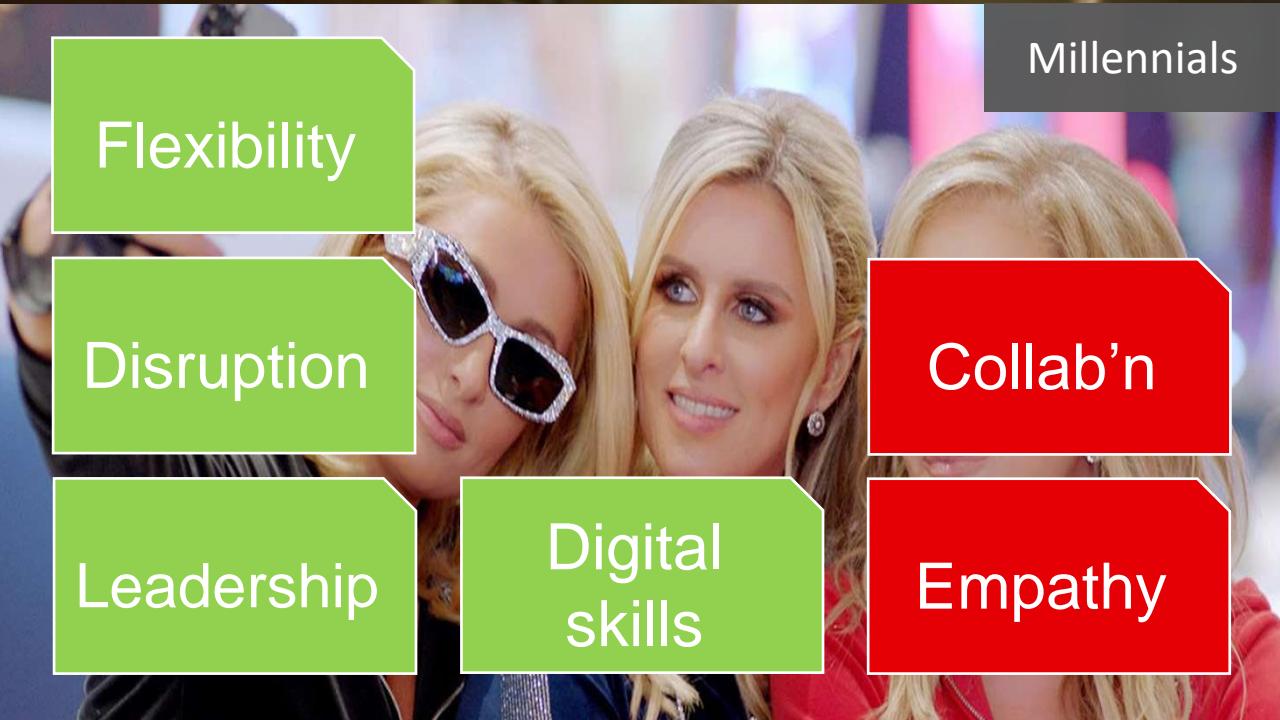
Digital skills

Ethics

Empathy

Disruption

Leadership



Millennials

Flexibility

Disruption

Leadership

Digital skills

Collab'n

Empathy

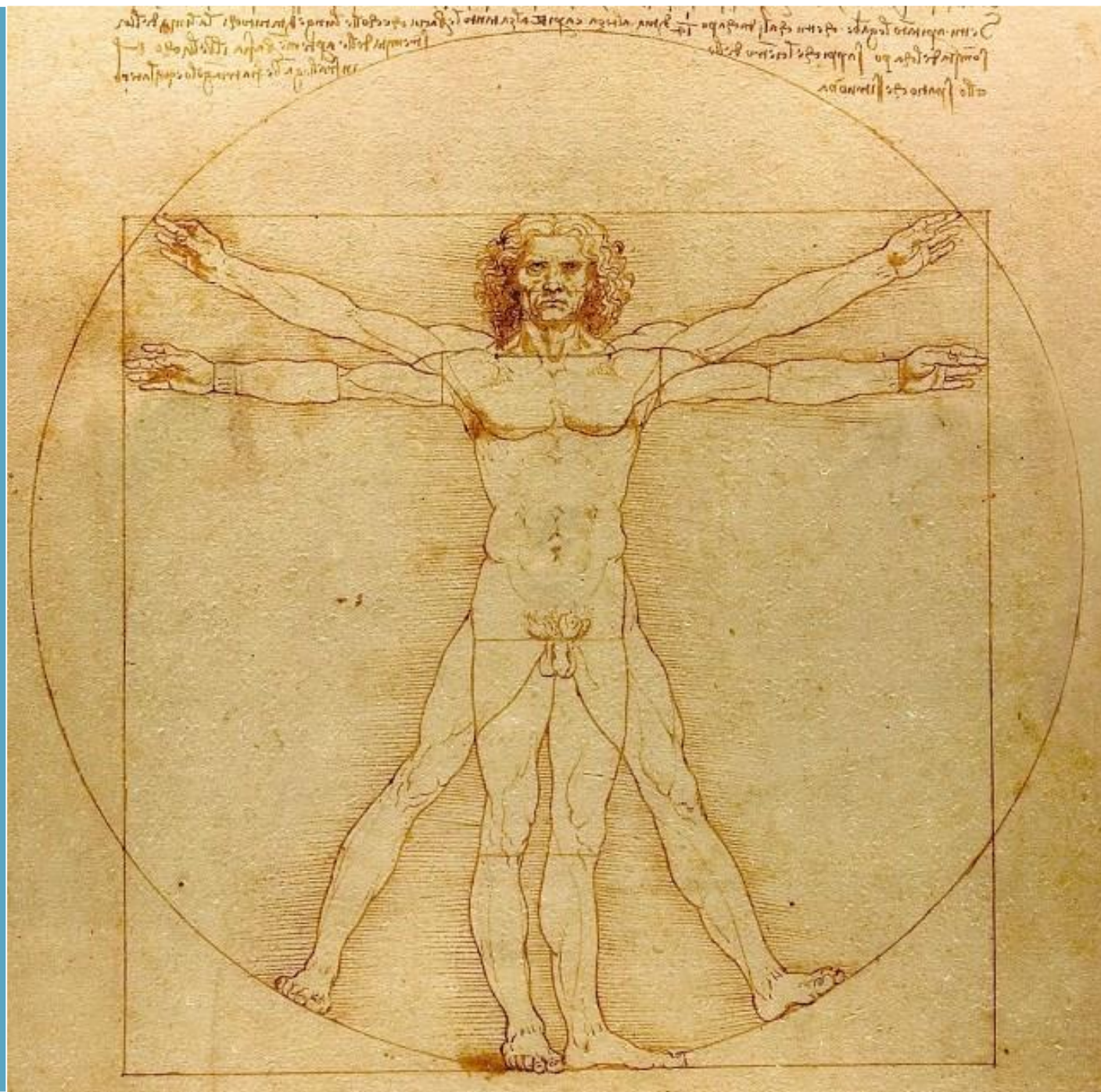
# Conclusion

# Managed Diversity



“The future of work will call for a return of the Renaissance figure: a person with many talents, interests, and areas of knowledge, [with] a fusion of: technology skills, management skills, creative skills and comfort with data.”

Deloitte, September 2019





Each generation contributing their natural skills



# The Renaissance Workforce

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**Thank you**

