

From Builders to Generation Alpha: overview on 6 generations

We are all individuals and have the right to have our own values and opinions. However, crucial to the formation of our values are the opinions, trends and "big" events that dominate our youth and early adulthood. This is the basis for the concept of "generations" presented in the table below. Of course, the table is only an approximation - all these elements are also influenced by the country and socioeconomic level in which we grow up, as well as by our education. But research clearly shows that each generation has a "keynote" that directly affects values and behaviour.

A major global event

During our childhood and adolescence, our view of the world is formed, which will at some point in time be significantly influenced by an event of global significance. These milestones are part of our identity.

If we are old enough to be interested in cars, we're

First dream car

bound to have a first dream car. At least that was the case for the generations up to the millennials, as the identifying effect of the automobile is slowly but steadily diminishing.

Leadership paradigm

Our first experiences in the workplace influence our understanding of leadership. Later, when we are in leadership positions ourselves, we will bring a fresh perspective and thus contribute to the evolution of management practices.

Core values

Values play an important role in our understanding of the world. They develop during adolescence and are instructive - although it is logical that the world keeps changing and that older generations also change their views on certain issues over time.

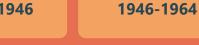
Builders before 1946

World War II A THE SECOND

Citroën DS

Control and

supervision





Boomers

Conquest of the moon



Ford Mustang



Defining objectives

and regular

monitoring



Black Monday

GenX

1965-1979



Toyota Prius

GenY/Millenials

1980-1994



:OVID-19

Multiple transportation

GenZ/Centennials

1995-2009

Covid-19

COVI



War in Ukraine

GenAlpha

since 2010

Transport of the future

Leading by example and get involved

Defining common objectives, communicating, coaching

Allowing for responsibility and autonomy

Inspiration and empowerment

Respect for the rules, discipline, diligence at work, belief in the importance of personal effort

Pacifism, optimism, self-fulfillment, hard work, equal rights for all and everyone

Gender equality, entrepreneurial spirit, global thinking, critical and differentiated approach

Success, consumerism, selfconfidence, social status, pleasure, friendship, independence

Diversity, environmental care, equity, sustainability, sense-making

Video and digital orientation, independence, hyper-connectivity, agility, lifelong learning