

# 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 socio-economic 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.

	Builders before 1946	Boomers 1946-1964	GenX 1965-1979	GenY/Millennials 1980-1994	GenZ/Centennials 1995-2009	GenAlpha since 2010
<p><b>A major global event</b></p> <p>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.</p>	<p>World War II</p>	<p>Conquest of the moon</p>	<p>Black Monday</p>	<p>9/11</p>	<p>Covid-19</p>	<p>War in Ukraine</p>
<p><b>First dream car</b></p> <p>If we are old enough to be interested in cars, we're 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.</p>	<p>Citroën DS</p>	<p>Ford Mustang</p>	<p>Audi Quattro</p>	<p>Toyota Prius</p>	<p>Multiple transportation</p>	<p>Transport of the future</p>
<p><b>Leadership paradigm</b></p> <p>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.</p>	Control and supervision	Defining objectives and regular monitoring	Leading by example and get involved	Defining common objectives, communicating, coaching	Allowing for responsibility and autonomy	Inspiration and empowerment
<p><b>Core values</b></p> <p>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.</p>	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, self-confidence, social status, pleasure, friendship, independence	Diversity, environmental care, equity, sustainability, sense-making	Video and digital orientation, independence, hyper-connectivity, agility, lifelong learning