





'I Am Self Reliant'

# GENERATION X

1965 - 1979 - I Am a Latch Key Kid



Education

I LIKE STRUCTURE AND DIRECTION

I see education as a means to an end  
and what I do needs to be meaningful

Don't waste my time

I work to live and want work - life balance

Pragmatic

I work smarter but not harder

I am practical, independant.

I can multi-task

I like rewards & gratification

Don't Micro-Manage me

I can innovate I adapt well to change  
I am a problem solver

Communication

Tell me what to do but not how to do it

I am techno literate but  
I don't live and breathe it

I have high expectations

I want good balance, family are important to me.  
I have saved my money and can live comfortably

I am a  
pragmatic  
Individualist

I am  
40%  
of NHS  
Workforce



every  
student  
+counts  
The future is now

MIND THE GAP

Produced by Dr K Jones PhD, RM, R.N., FRCR, A Warren RGN, RSCN, RCPsych (HSE), MA (Lond), A Davison RGN, BSc (Hons), FRCR (Ed)



'Nurtured'

# GENERATION Y

1980 - 1994 - I Am a Millennial



## I EXPECT SUPPORT TO ACHIEVE

Education

I am ambitious with high career expectations

I need frequent recognition and feedback

Employment  
NHS

I am career motivated but not company loyal.  
I prefer flexibility - work - life balance is key

Optimistic

I will change jobs if my needs are not met

Embrace  
Diversity

I want to work with you and not for you  
I want a sense of community in the workplace

Competitive

Technology is developing fast

Communication

I need mentorship, coaching and reassurance  
My development relies on support and feedback

Team  
Player

I have high expectations

Loyal & Sociable

I am productive and efficient but  
you need to give me the tools

I will rely on my parents for financial support

Work  
Home &  
Money

My friends are important to me and  
I want to be liked

I need a  
sense of purpose  
and contribute to  
the greater  
good

I am  
35%  
of NHS  
Workforce



I earn to spend,  
my family are my  
friends and I need a  
sense of belonging

every  
student  
counts  
The future is yours

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'I Am The Ultimate Digital Multi-tasker'

# GENERATION Z

1995 - 2010 - I Am a Digital Native

EMERGING TRAITS



## I AM SELF DIRECTED

Education

I keep up to date with technology. I leave other generations behind 'I go Viral'

'No way like the new way'

Employment  
NHS

Don't 'Force Fit' me into a traditional work environment  
I will not engage!

Connected  
&  
Communicating

I expect to keep in touch,  
connectivity is  
'as important as breathing'

Digital  
Native

Everything should be inter-connected I get frustrated at manual methods of working  
I want one device to access everything

Informed

I expect to be informed and you must listen and acknowledge my responses

Value  
Diversity

I will spend more time changing jobs and job hunting

Work  
Home &  
Money

I will be less well off than my parents. I will struggle with independant household management

Personal  
Freedom is  
Non-negotiable

To Be  
Continued...

Transparency  
Self - Reliance  
& Flexibility

every  
student  
counts  
The University of  
Nottingham

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