

The Big Life Questions among each Generation

A National Survey Results



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International

FocusBari
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We will see...



- Life Values



- Work Values



- Leadership Values

Designed & Conducted exclusively for today's Forum

1. A Large-Scale Quantitative Survey

- Via YouGov Online Panel
- Fully Structured Questionnaire
- Universe : Working Men & Women, 18-74, National
- Sample : 998 population representative
- Fieldwork : March 1-6, 2023

2. A Small-Scale Qualitative Survey

- A total of 8 In-Depth Interviews
- Two with each generation (one man, one woman)
- All C-Suite/entrepreneurs (“Experts’ Opinion”)

Thank U!



The CEO Clubs Forum Survey

Important note : value, role and contribution of each method

The Quantitative

- Valuable Statistics
- National Coverage
- Total working population
- “Rational” replies

The Qualitative

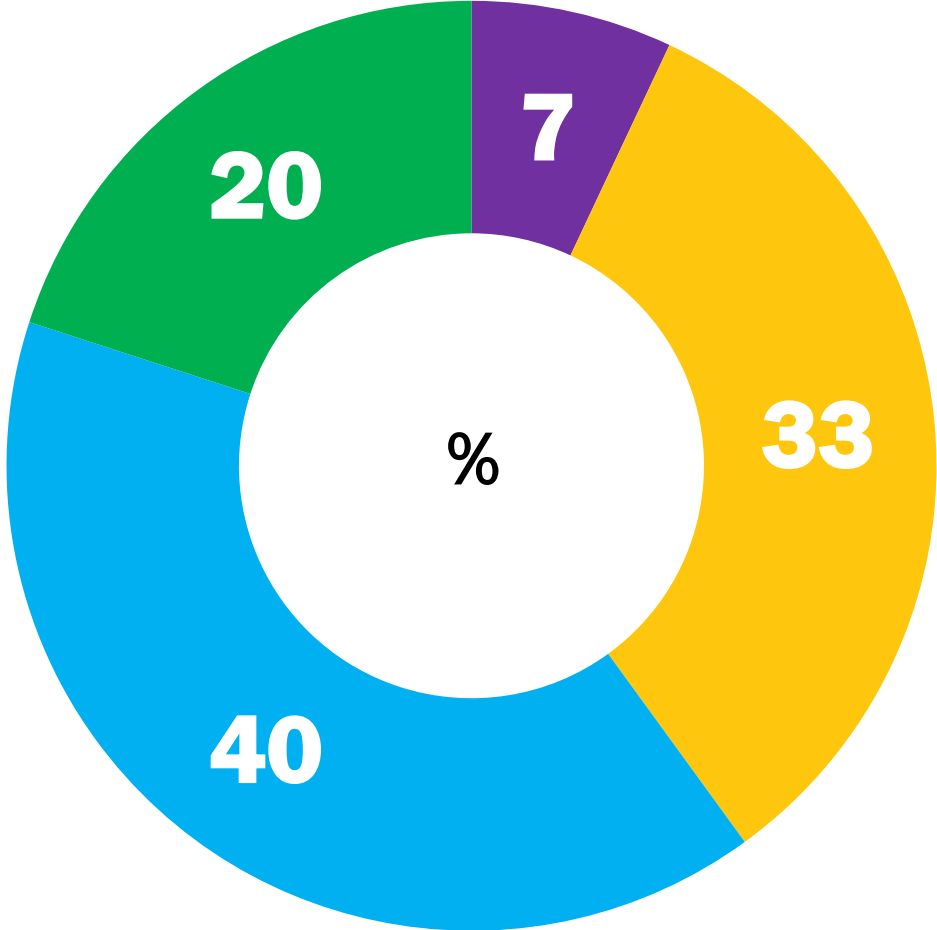
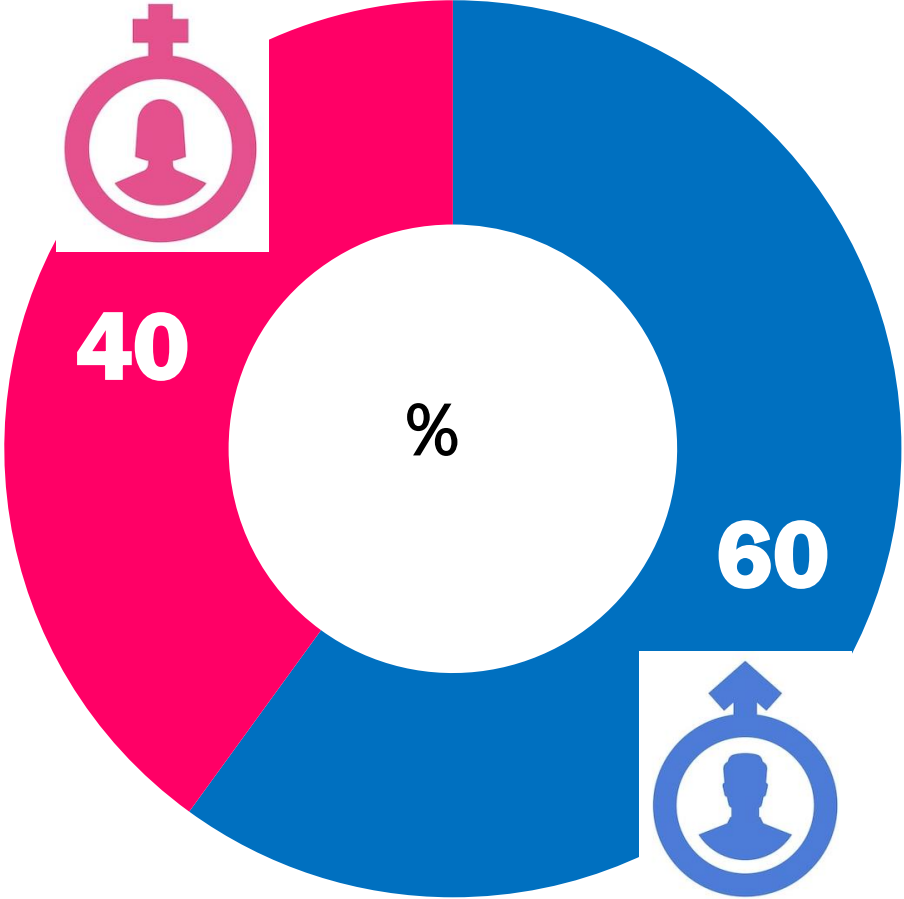
- In-depth interviews
- Open, free discussion
- Wider, deep exploration
- “Emotional” replies

“Logic”

“Magic”

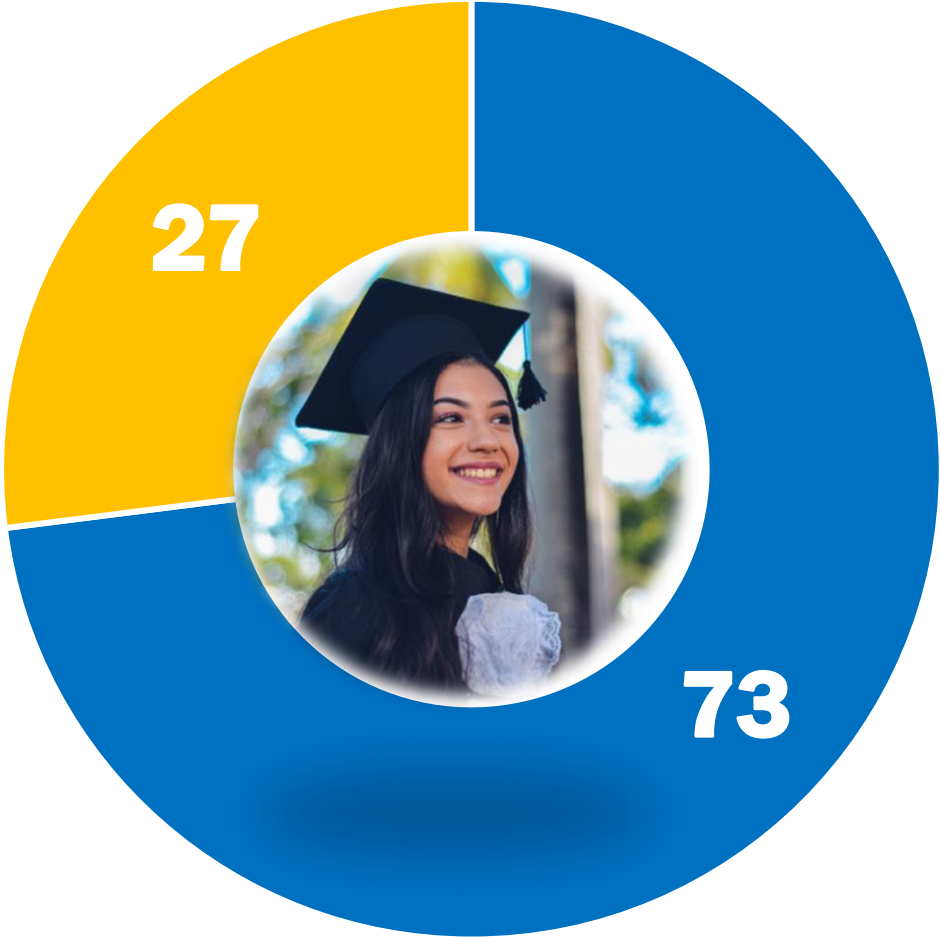
Our Sample Profile

Our sample profile : gender & generation

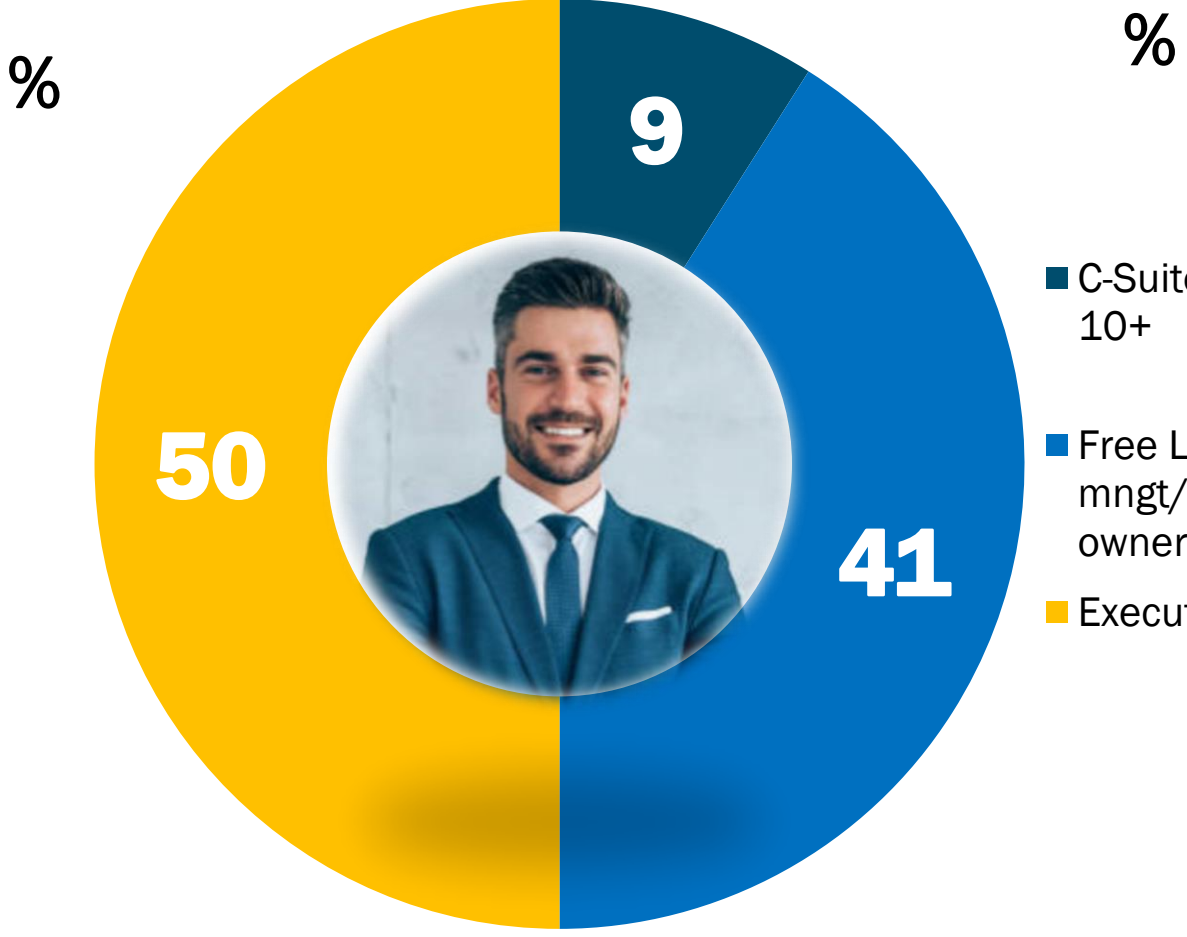


- Gen Z
- Millennials
- Gen X
- Boomers

Our sample profile : education & position



■ Bachelor/MSc./PhD ■ Middle/higher



- C-Suite/Entrepreneurs 10+
- Free Lancers/mid mngt/small business owners
- Executives/employees

The four generations

Gen Z
18-26



They have been exposed to social media, and were the first population to cope with cyber-bullying and other internet related issues. It was also during this time that school related violence and climate crisis have become more prevalent.

Millennials
27-42



Millennials are greatly misunderstood and often mislabeled. Older folks can tend to blame someone younger for being a “Millennial” when they don’t understand the values of older times and hold the same views as they did when they were young.

Gen X
43-57



The most relevant generation of modern times, in relation to technology and serve almost as a bridge from older populations to younger ones. They were present for the inception of the internet, video games, AI and is the population that has created many of these advances.

Boomers
58-76

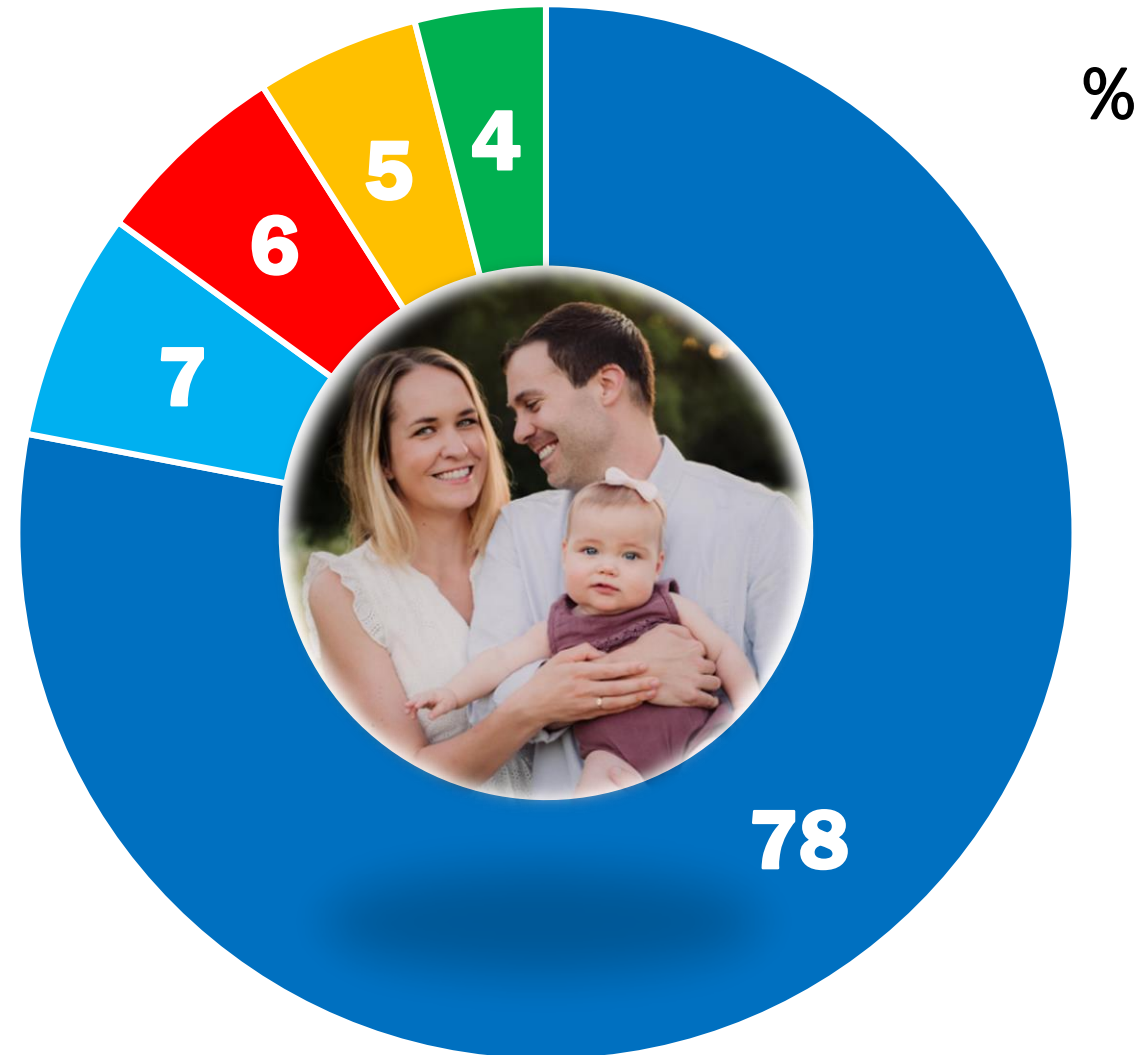


Baby boomers are actually one of the most *relevant* groups in modern society as they were integral and present for many of the technology advances in the last 50 years. They have been more adaptable to modern growth and learning how to function in today’s technological age.

Life Values

Four out of five say their family gives meaning to their lives! Adding friends, it is **human connection** that comprises the No.1 life meaning for all

“What gives meaning to your life? Please rank in priority order : The No.1”



■ Family/people ■ Friends ■ Favorite hobby ■ Social contribution ■ Work

The older the age, family becomes even more valuable

“What gives meaning to your life? Please rank in priority order : The No.1”

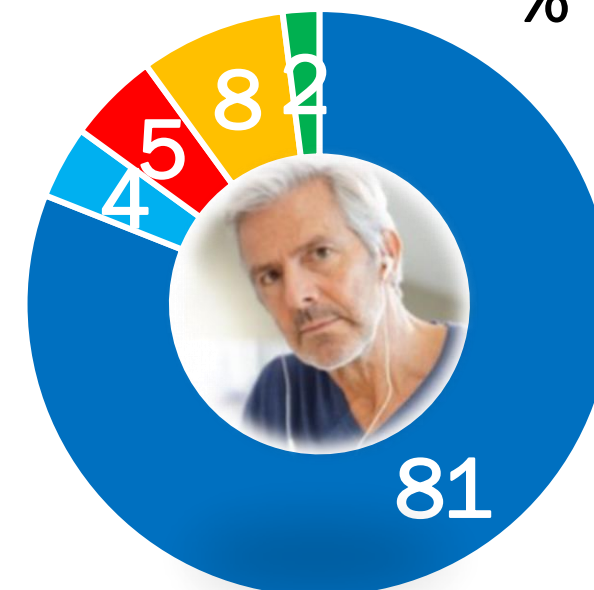
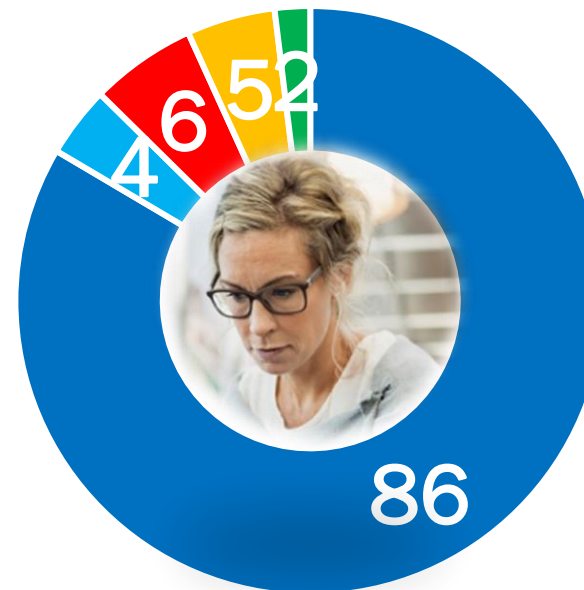
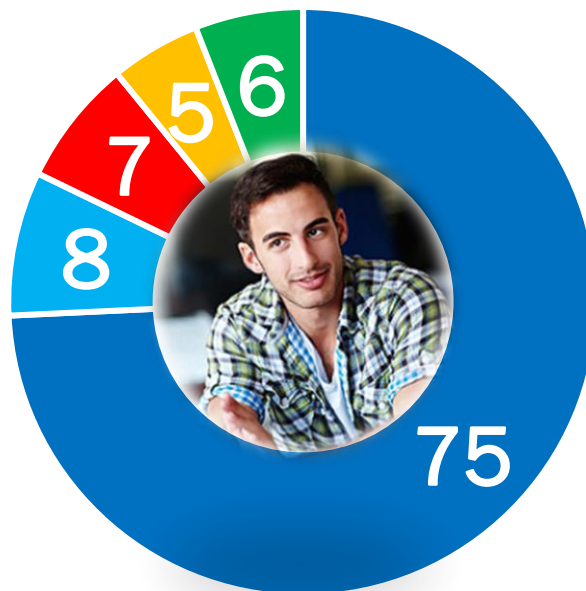
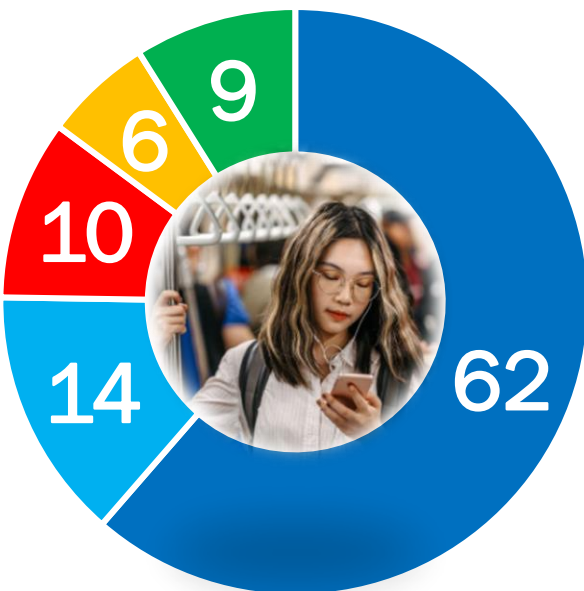
Gen Z

Millennials

Gen X

Boomers

%

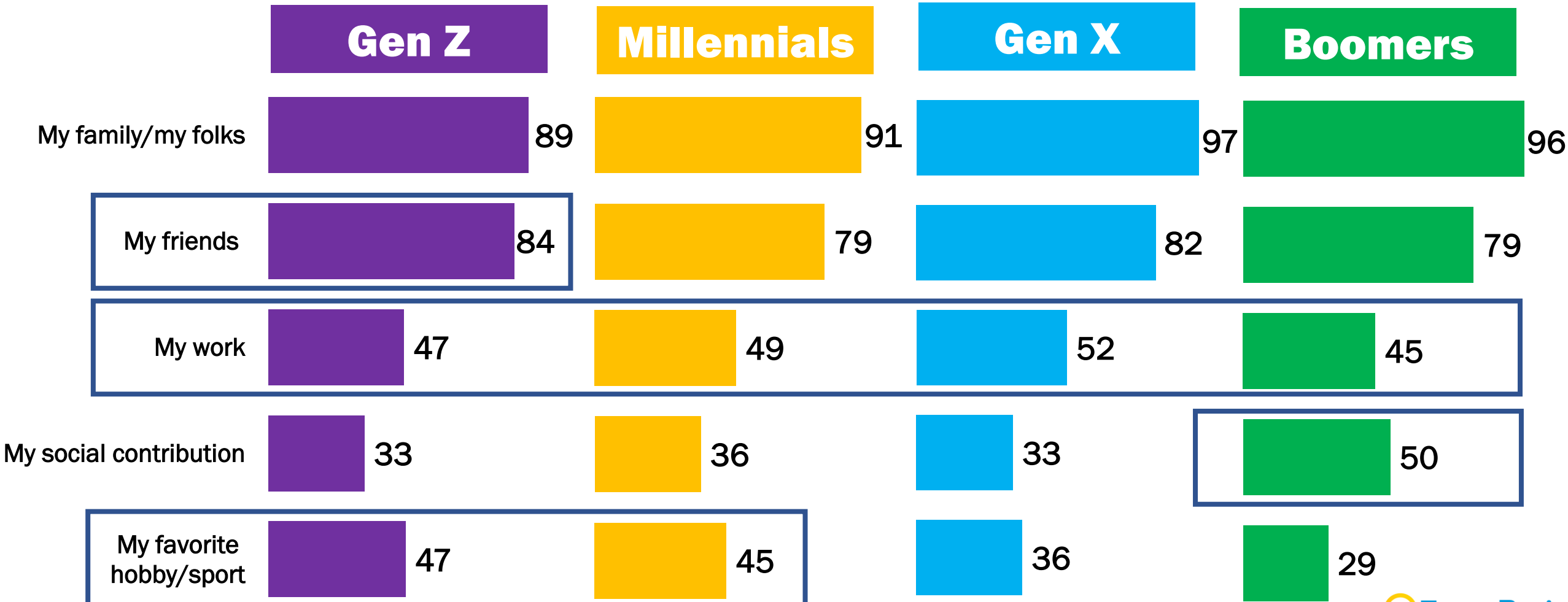


■ Family/people ■ Friends ■ Favorite Hobby ■ Social Contribution ■ Work

Summing up the life-meaning Top 3:

“What gives meaning to your life? Please rank in priority order”

%





**#1.
Takeaway**

**Family / “my people” is the No.1 life meaning
among all – work included in top 3 for 1 in 2**

Personal contribution is primarily perceived to be support and encouragement of others

“What is your contribution to others, to the world? Select all that apply”

%

I support & encourage others

69

I give hope, joy & inspiration

45

I recycle/environmental activities

45

I contribute through my work

41

I volunteer for people in need/charity

41

I am a role model of courage & personal development

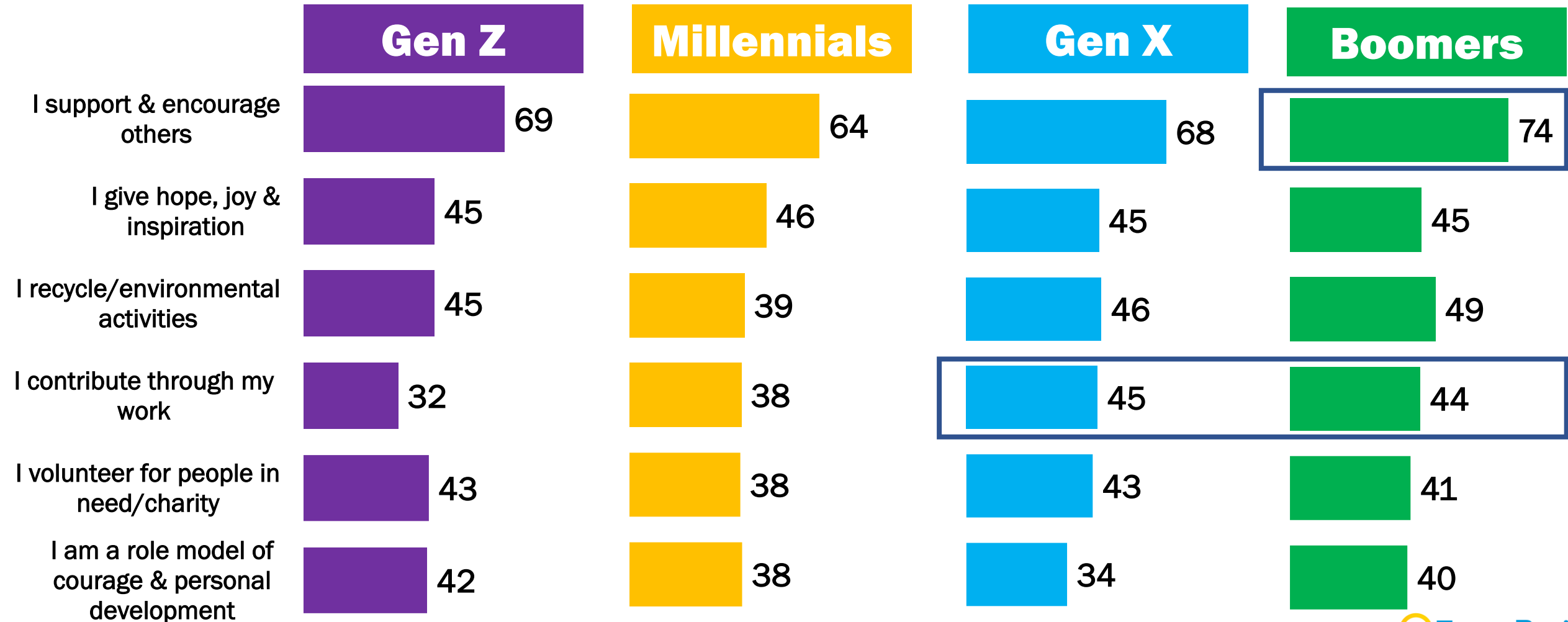
38



Small, indicative differences among gens

“What is your contribution to others, to the world? Select all that apply”

%



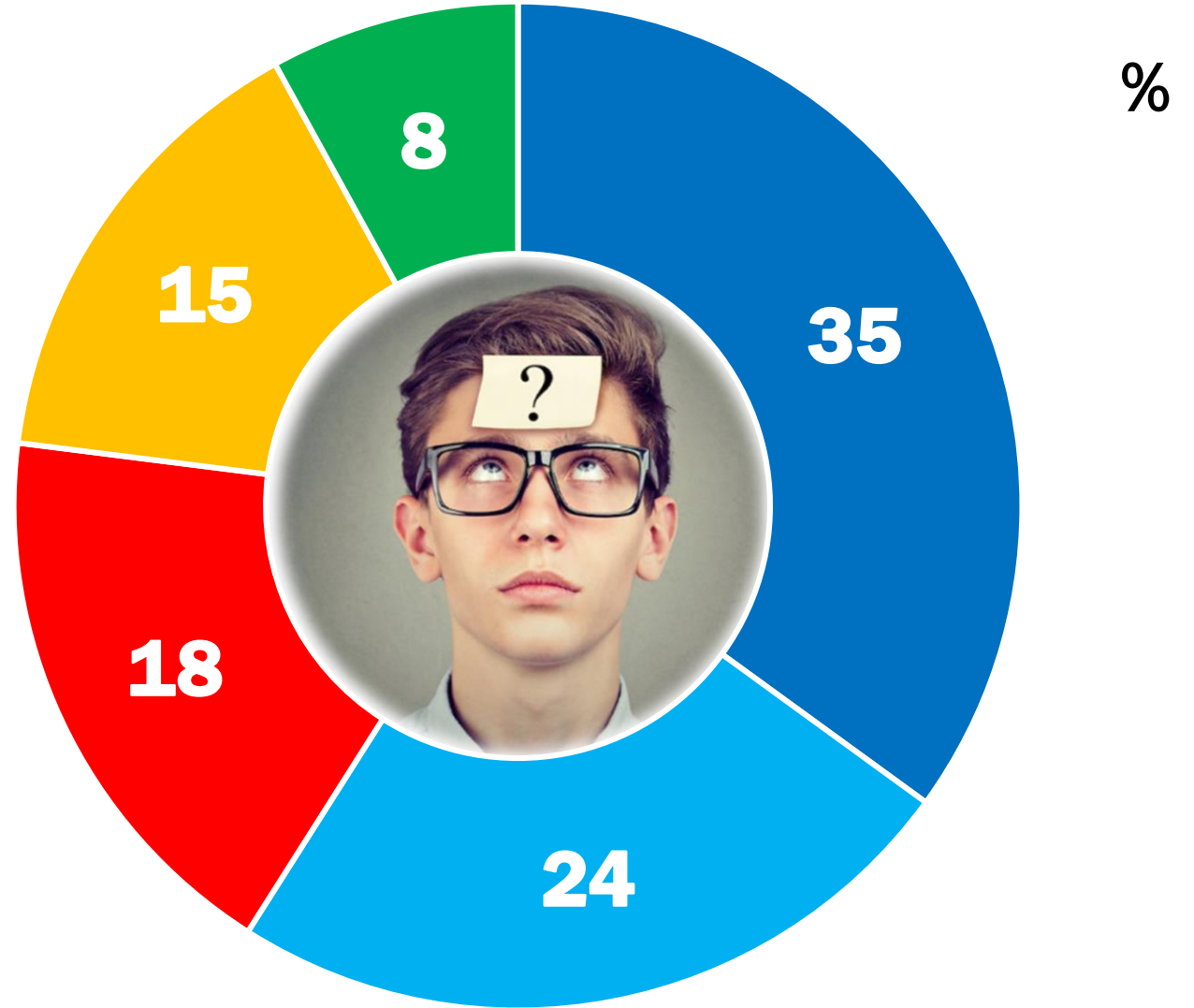


**#2.
Takeaway**

Encouraging / supporting peers is the main contribution to others / to the world; contribution through work is expressed by 2 out of 5

Insecurity for the future and mental health/calmness are **today's main life challenges**

“What are the main life challenges you face today? Please rank in order of priority” THE NO.1 :



■ Insecurity for the future ■ Emotional calmness ■ Heavy daily life ■ Body health/fitness ■ Relationships

Small, yet interesting differences between generations: mental health becoming bigger as age gets younger!

“What are your biggest life challenges nowadays? Please rank in priority order” THE No. 1 :

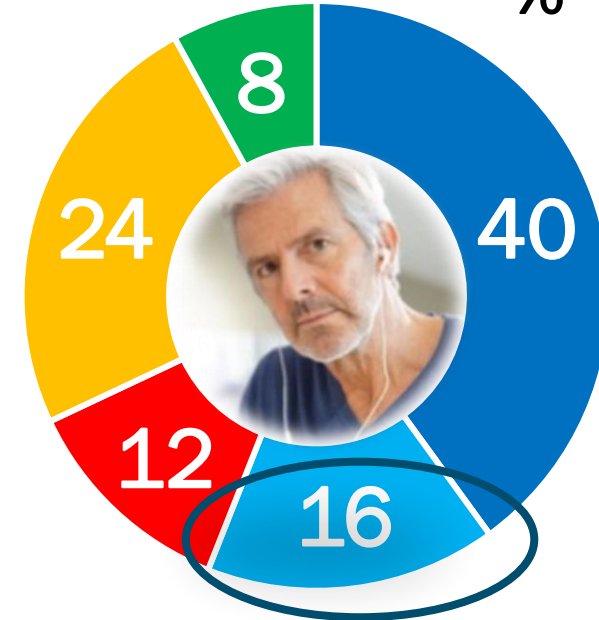
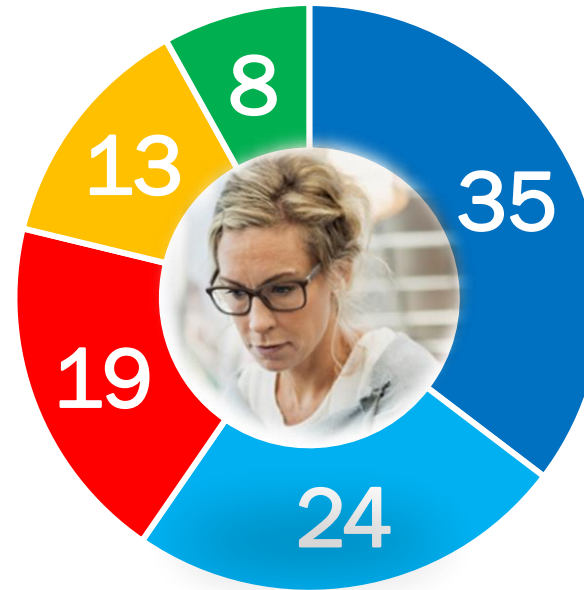
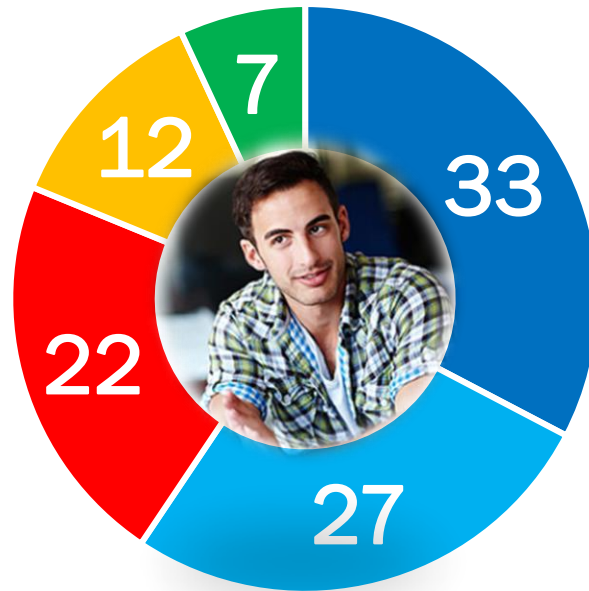
Gen Z

Millennials

Gen X

Boomers

%

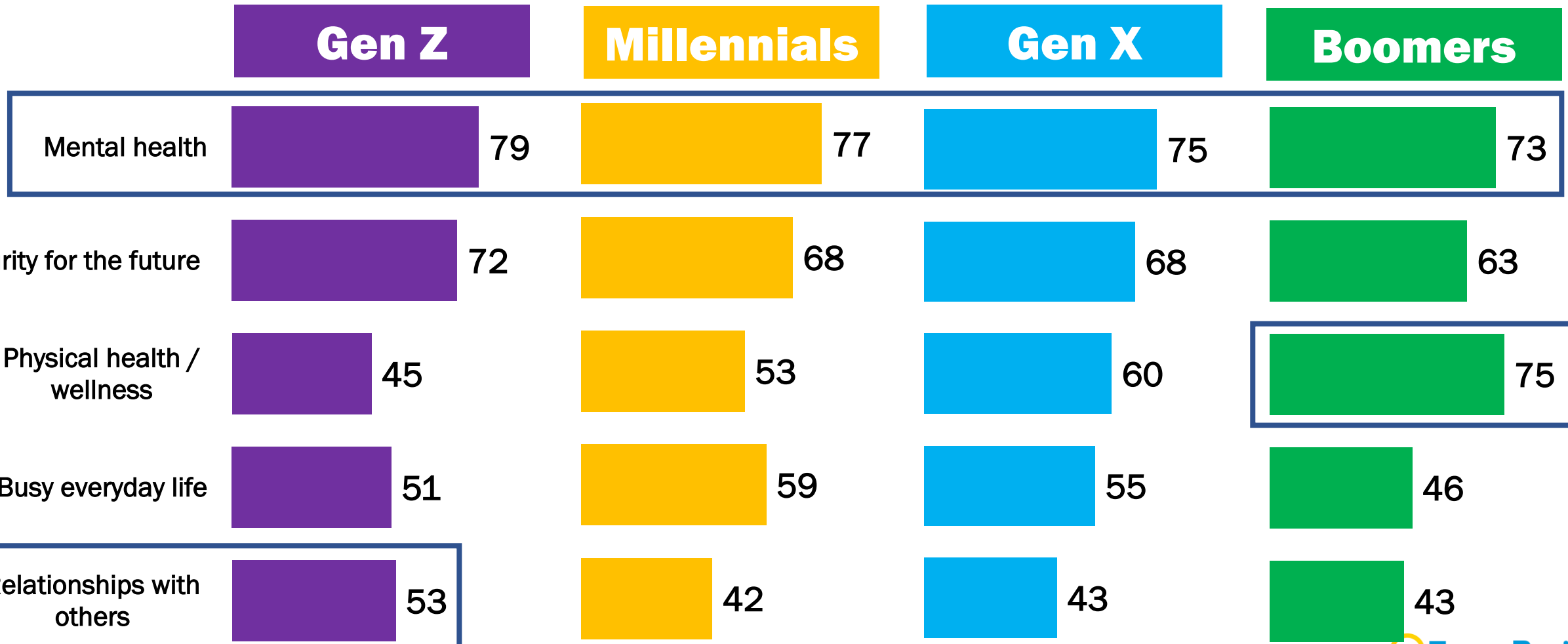


■ Fear for the future ■ Mental health/calmness ■ Heavy daily life ■ Body health/fitness ■ Relationships

Summing up the top 3 life challenges:

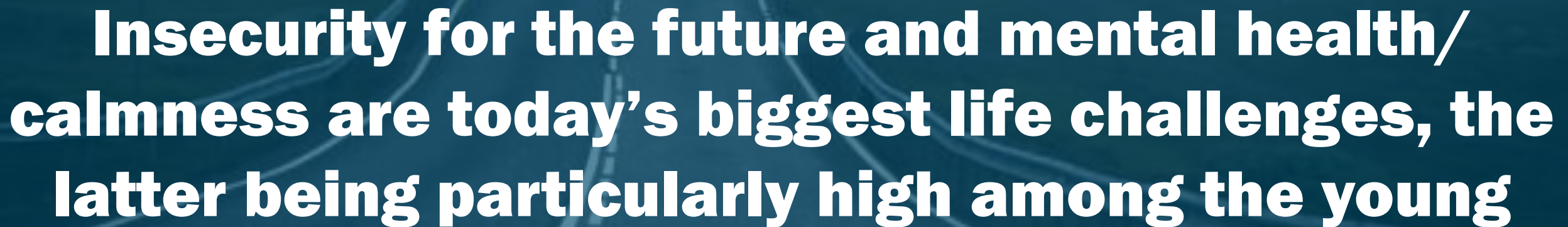
“What are your biggest life challenges nowadays? Please rank them in priority order”

%





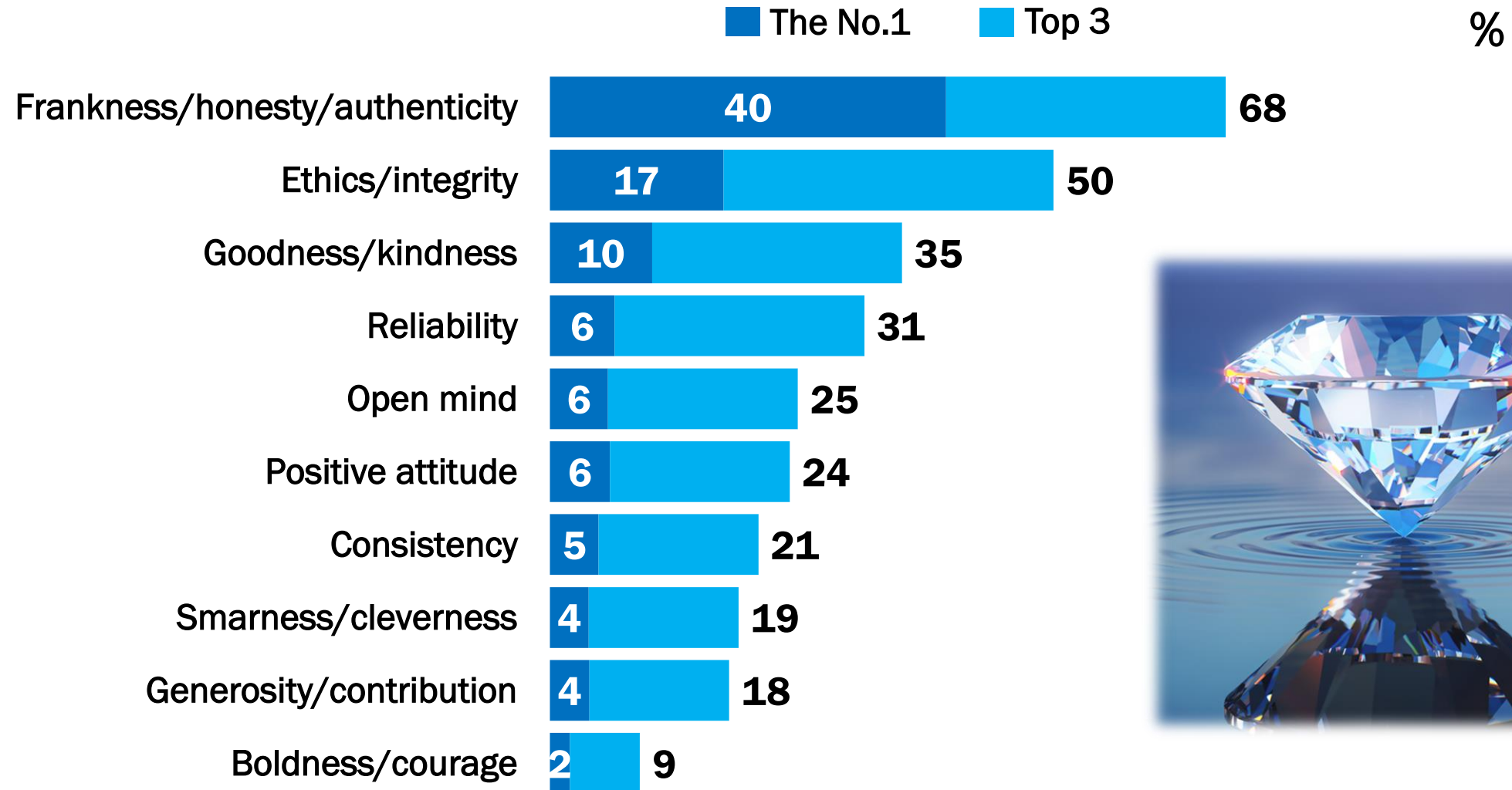
**#3.
Takeaway**



**Insecurity for the future and mental health/
calmness are today's biggest life challenges, the
latter being particularly high among the young**

Authenticity is valued most in other people

“What do you value most in other people? Please rank them in priority order”

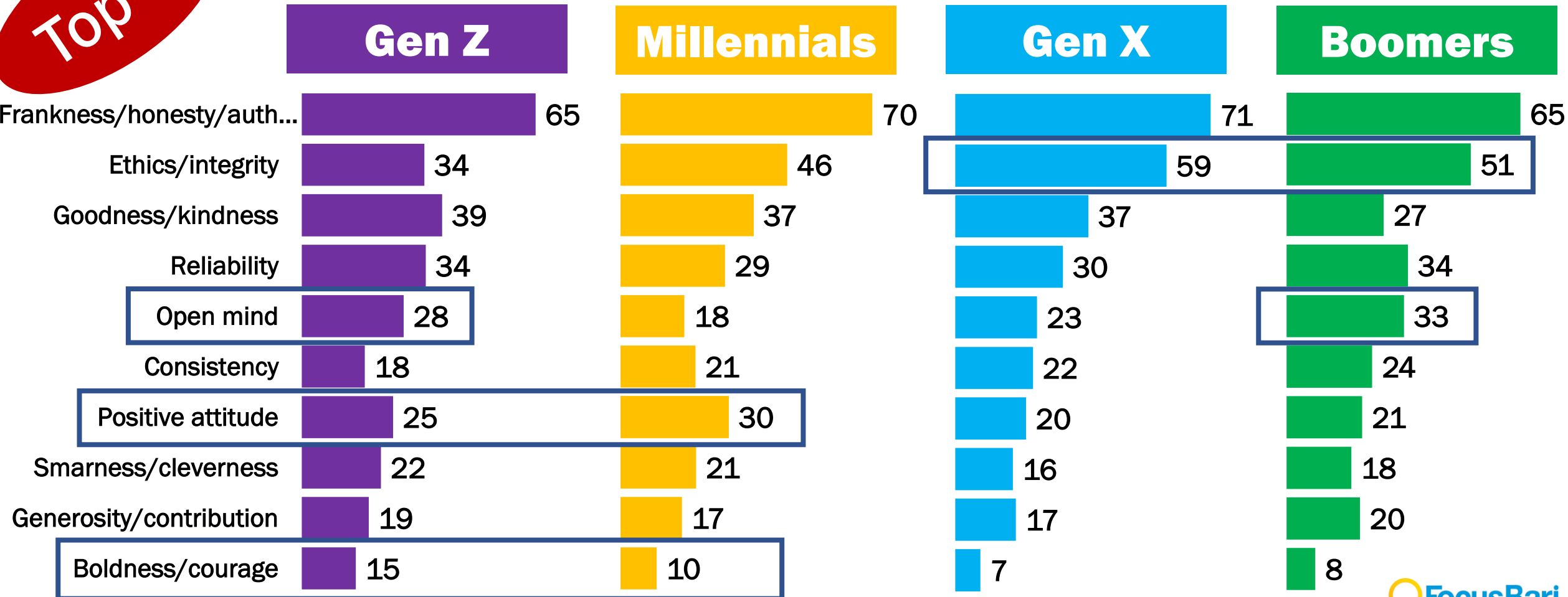


Interesting differences between gen's

"What do you value most in other people? Please rank them in priority order"

Top 3

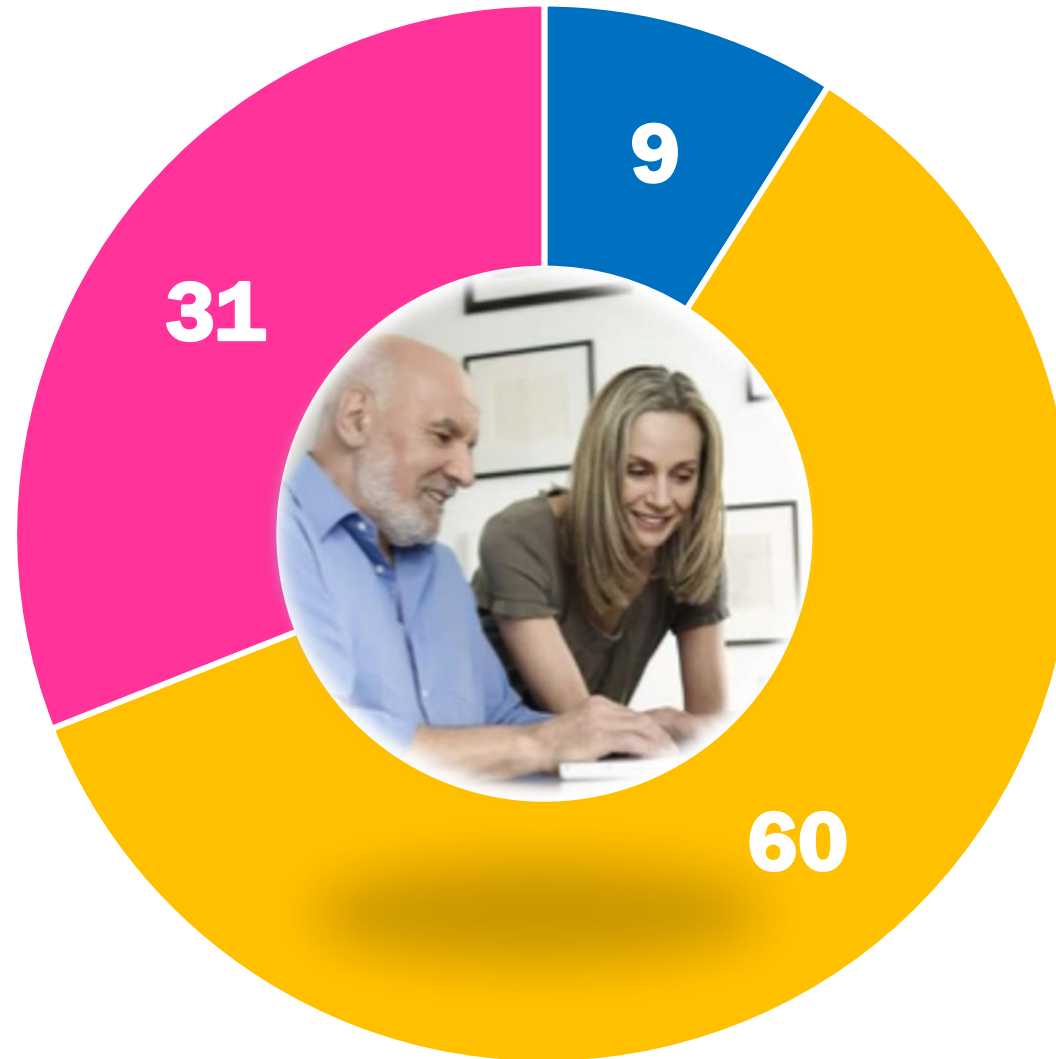
%



“With whom do you communicate more easily?”

%

Nine in ten say they communicate better with **like mindset / energy people irrespective of age!**

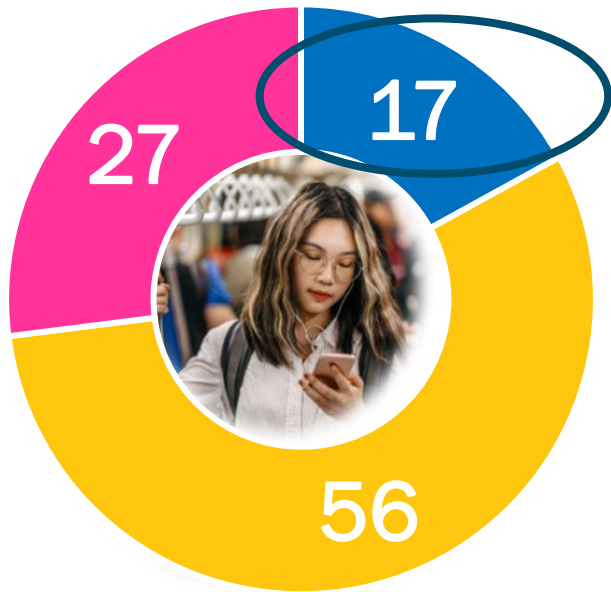


■ My age ■ Like mindset ■ Same energy/instinctively

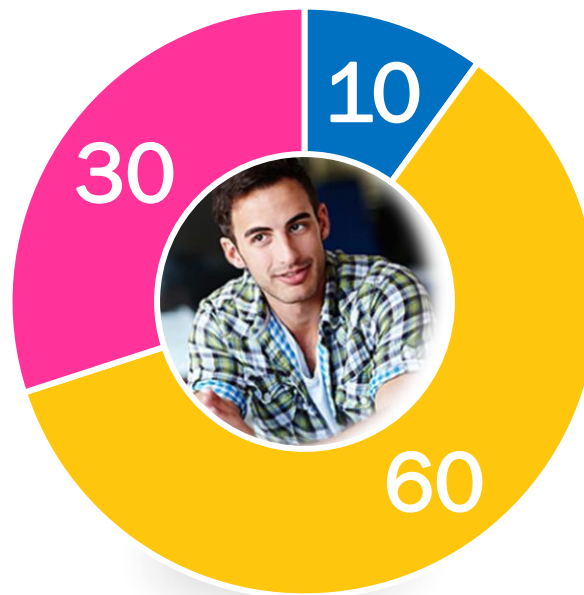
Younger generations show a slightly higher preference to communicate with their own age:

“With whom do you communicate more easily?”

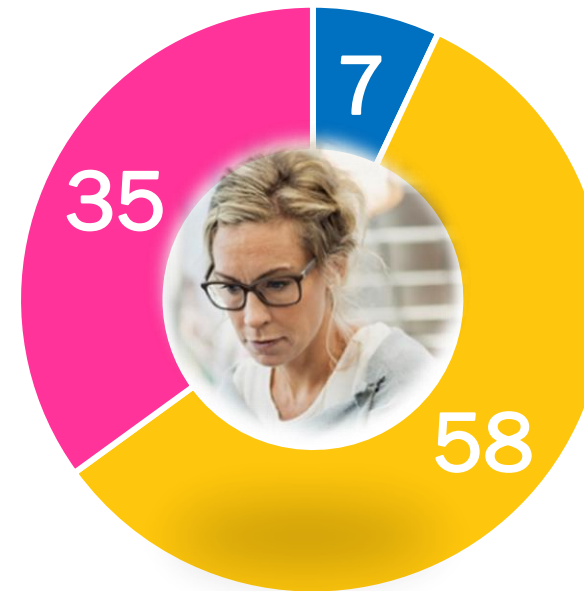
Gen Z



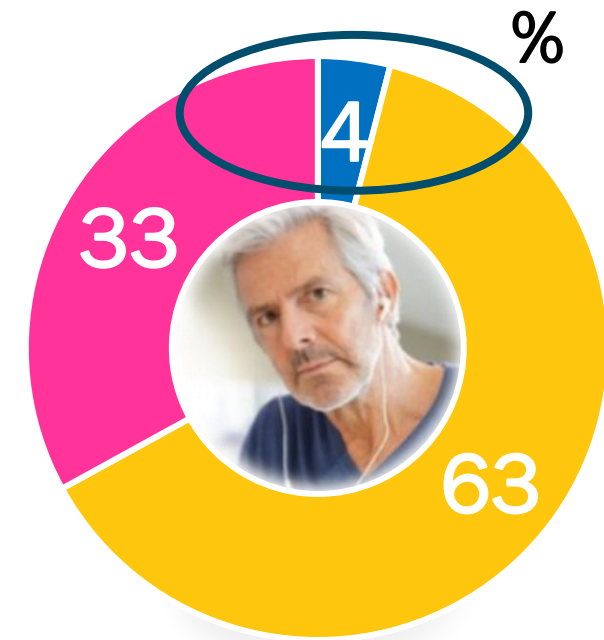
Millennials



Gen X



Boomers



■ People my age

■ Like mindset/way of thinking

■ Same energy/instinctively

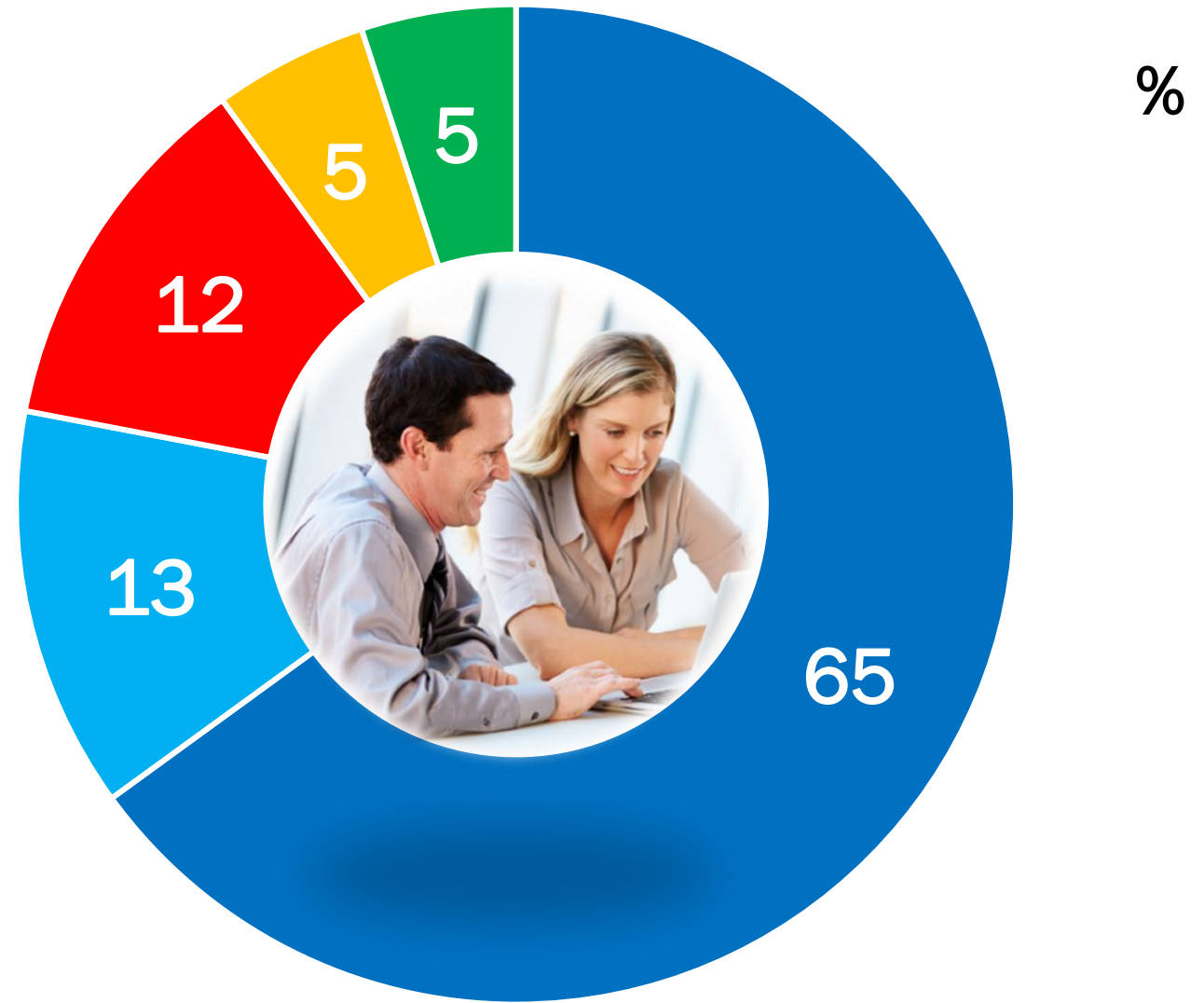
A hand is shown holding a red origami crane with white floral patterns. In the background, several other red origami cranes are flying against a clear blue sky. One crane has yellow eyes. A dark blue oval is positioned on the left side of the image.

**#4.
Takeaway**

**All generations value authenticity in others and
want to relate with like mindset people**

Communicating **in person** is by far the most preferred way, yet other forms are also “present” ...

“How do you prefer to communicate with others? Rank in order of priority” THE No. 1:



■ In person ■ Through messaging ■ By telephone/Zoom ■ Via social networks ■ With email

Note : Zoom comprises only 1%

...with characteristic differences between generations

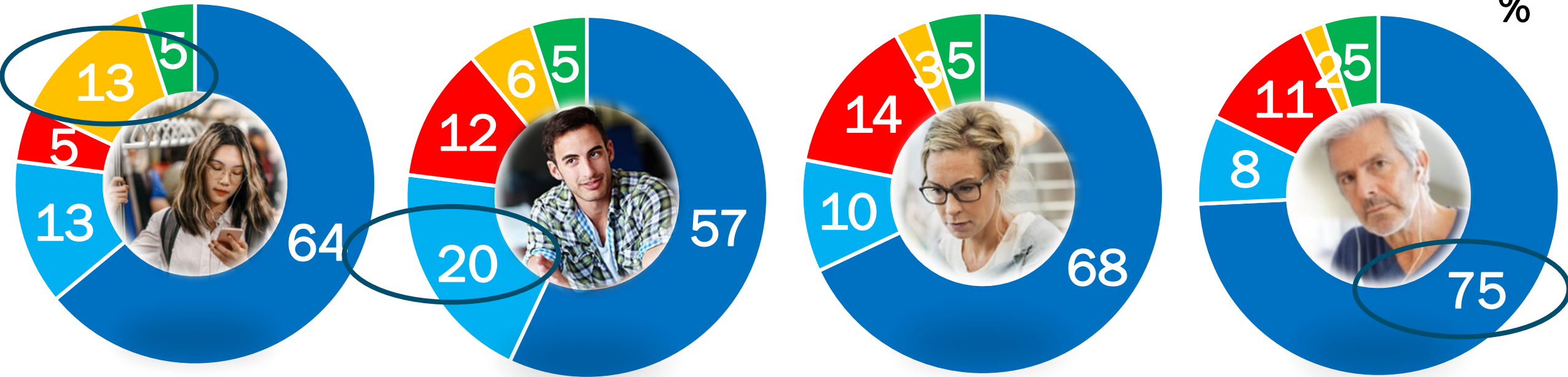
“With which of these ways do you prefer to communicate with others? Please rank in priority order : The No.1”

Gen Z

Millennials

Gen X

Boomers



■ In person ■ Through messaging ■ Telephone/Zoom ■ Via social networks ■ With emails

Note : Zoom comprises only 1%

A photograph of two young women with long hair, one in a blue top, smiling and talking in a crowded, brightly lit outdoor setting. A dark teal oval is overlaid in the top left corner.

**#5.
Takeaway**

All generations value and prefer to communicate with others in person, yet social networks and messaging are more popular among the young

The “Quali” reveals :

- Distinct differences between generations
- Became obvious with the **appearance of millennials**
- X’ers and Boomers are similar, forming one trend, and...
- Millennials & Z’ers forming another

The “Quali” reveals : different life values & life perspective



Impatience, “Here and Now”

Speed

Variety

Fearless

Work-life balance

Change

Long term perspective, patience

Security

Status

Resilience

Stability

Wealth

The “Quali” reveals : a representative expression



“We want a better world!”



“I want to have a life for me!”



“I need to catch up and make it!”

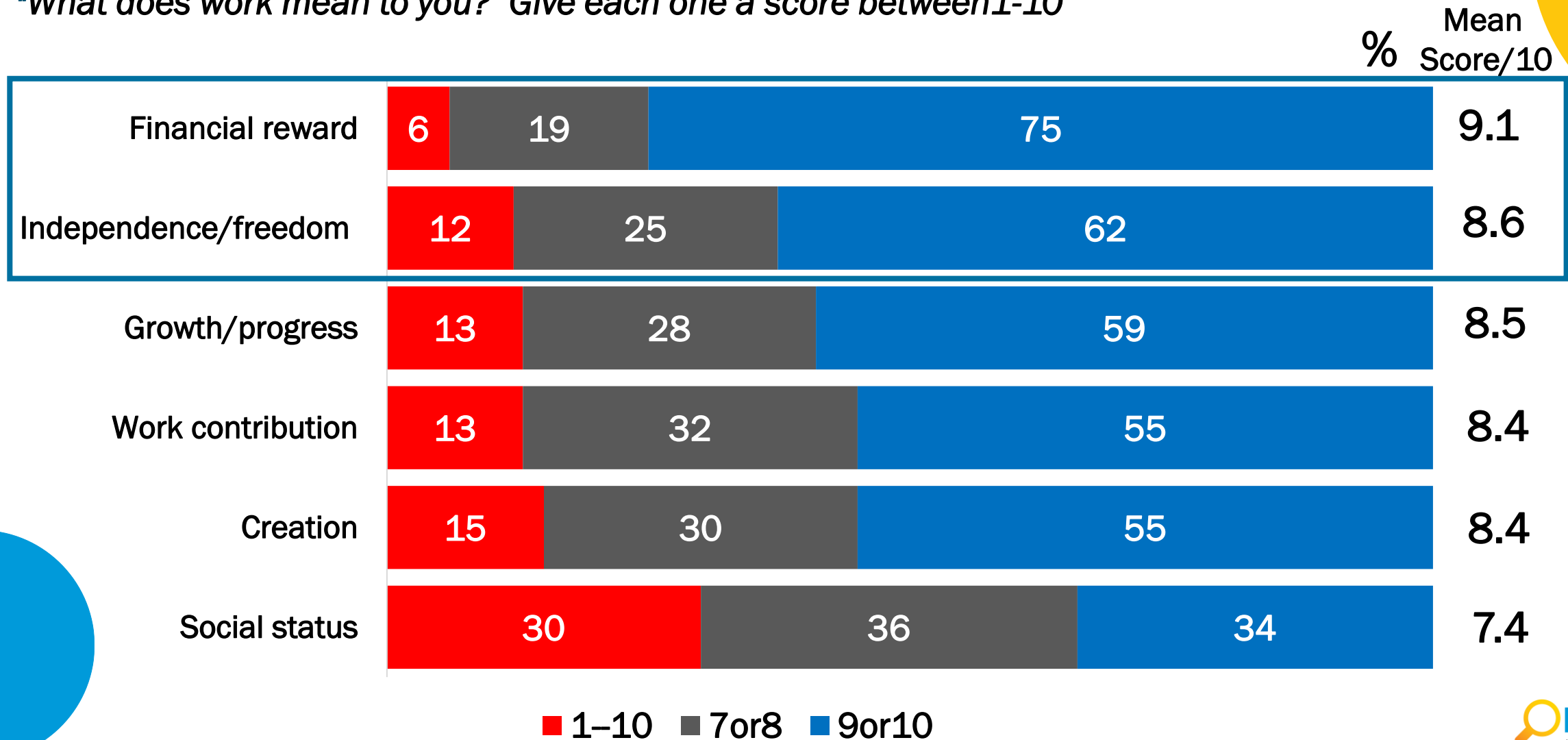


“The world has changed completely!”

Work Values

For all, work is primarily related to financial reward and independence/freedom

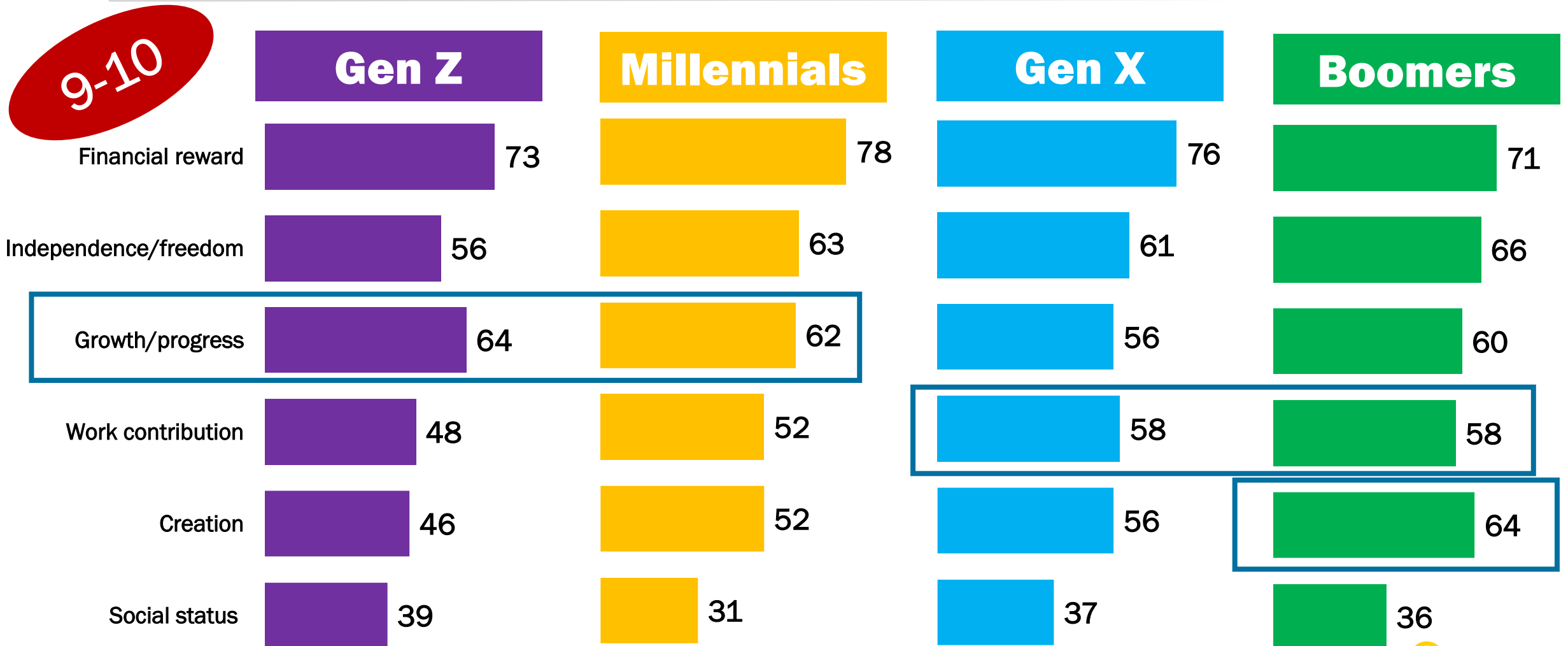
“What does work mean to you? Give each one a score between 1-10”



Indicative differences between generations:

“What does work mean to you? Give each one a score between 1-10”

%

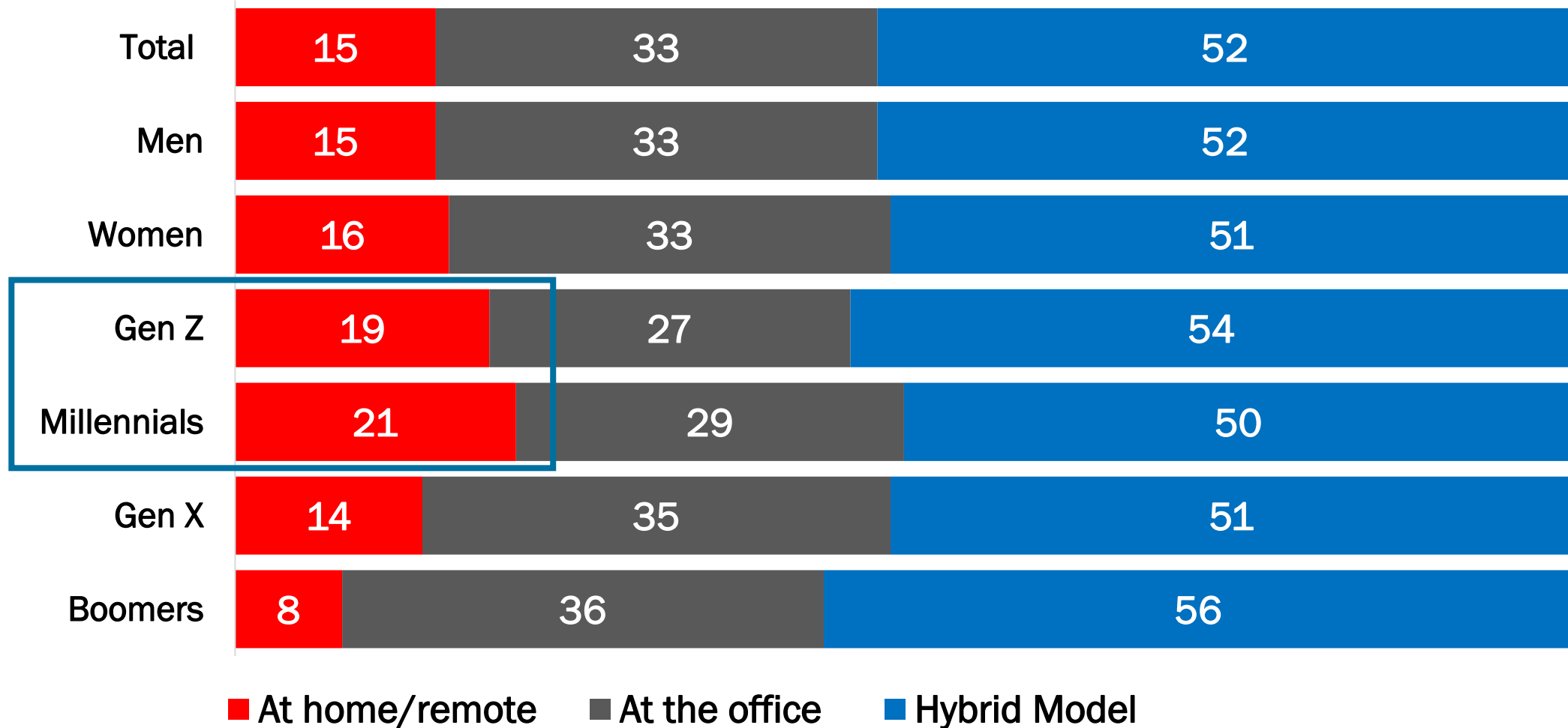


For all, the hybrid work model is preferred

Z'ers and Millennials prefer remote work/from home comparatively more

"How do you prefer to work?"

%



The two most important aspects in a job position among all are...

“What is most important to you in a job position?”
(Ranking and importance score 1-10)



37%*
9.1/10

Financial
Rewards
Salary /
“package”

17%*
9.0/10

Work Life
Balance

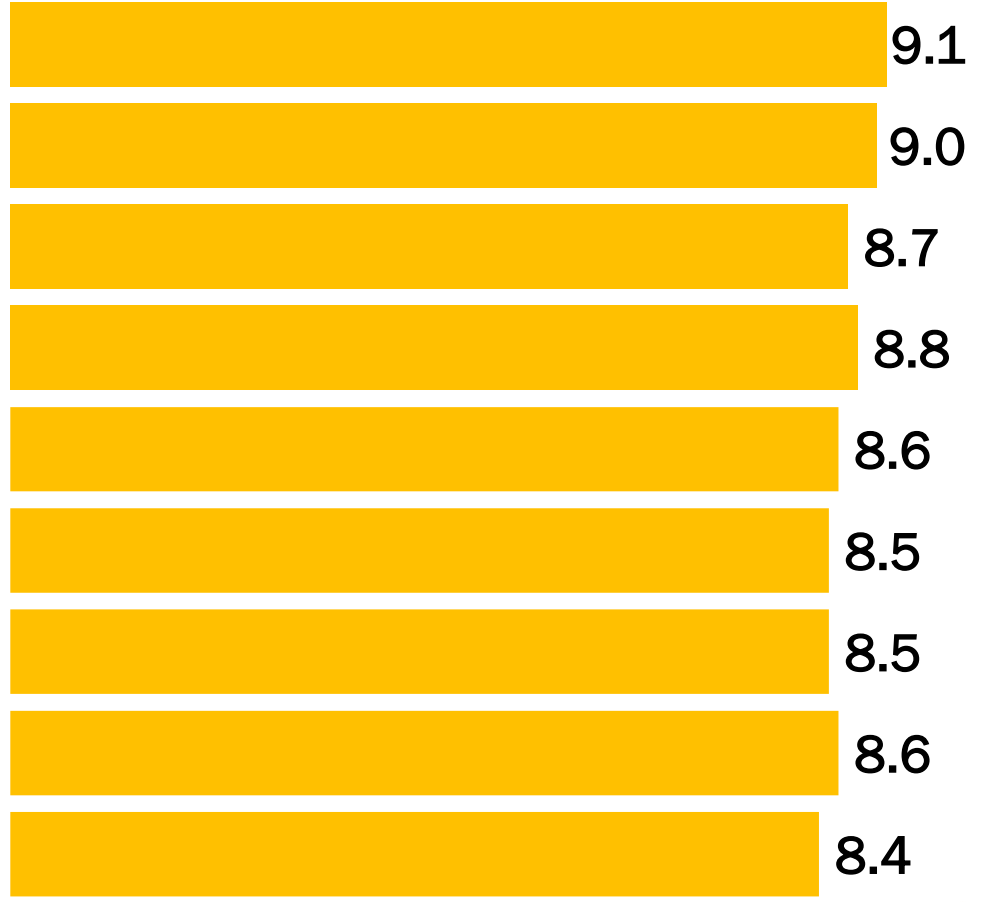
*Consider as the No.1 in importance in a job position

... however, ALL items in the list are important and score extremely high on the 10-point scale!



The Top-3 in importance %

Average Scores 1-10



The three most important aspects in an employer company among all are :



38%*

Good
Financial
Rewards



17%*

Human-
centric

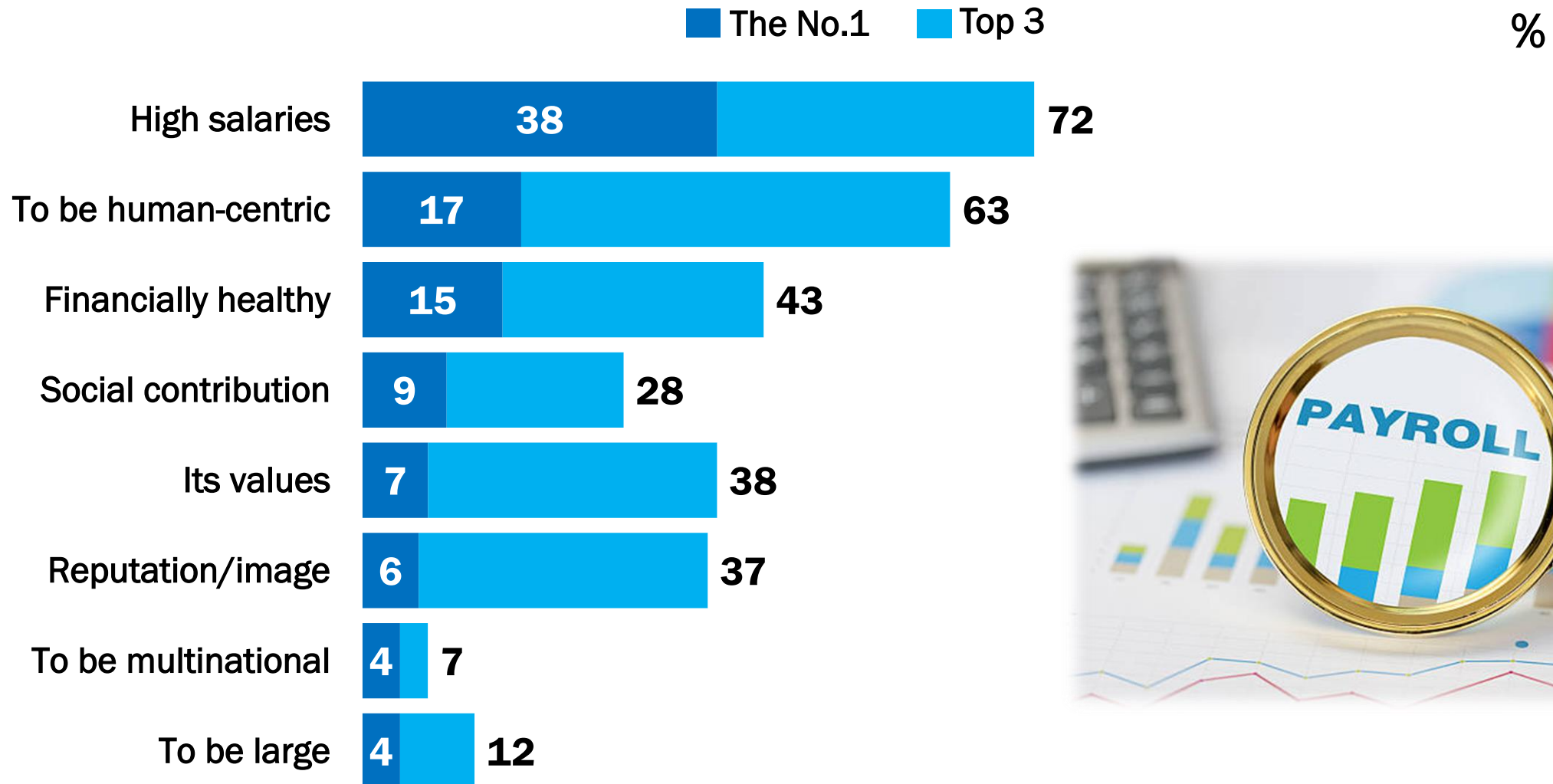


15%*

Financially
healthy

*Consider as the No.1 in importance for an employer company

“What is most important to you in an employer company?”

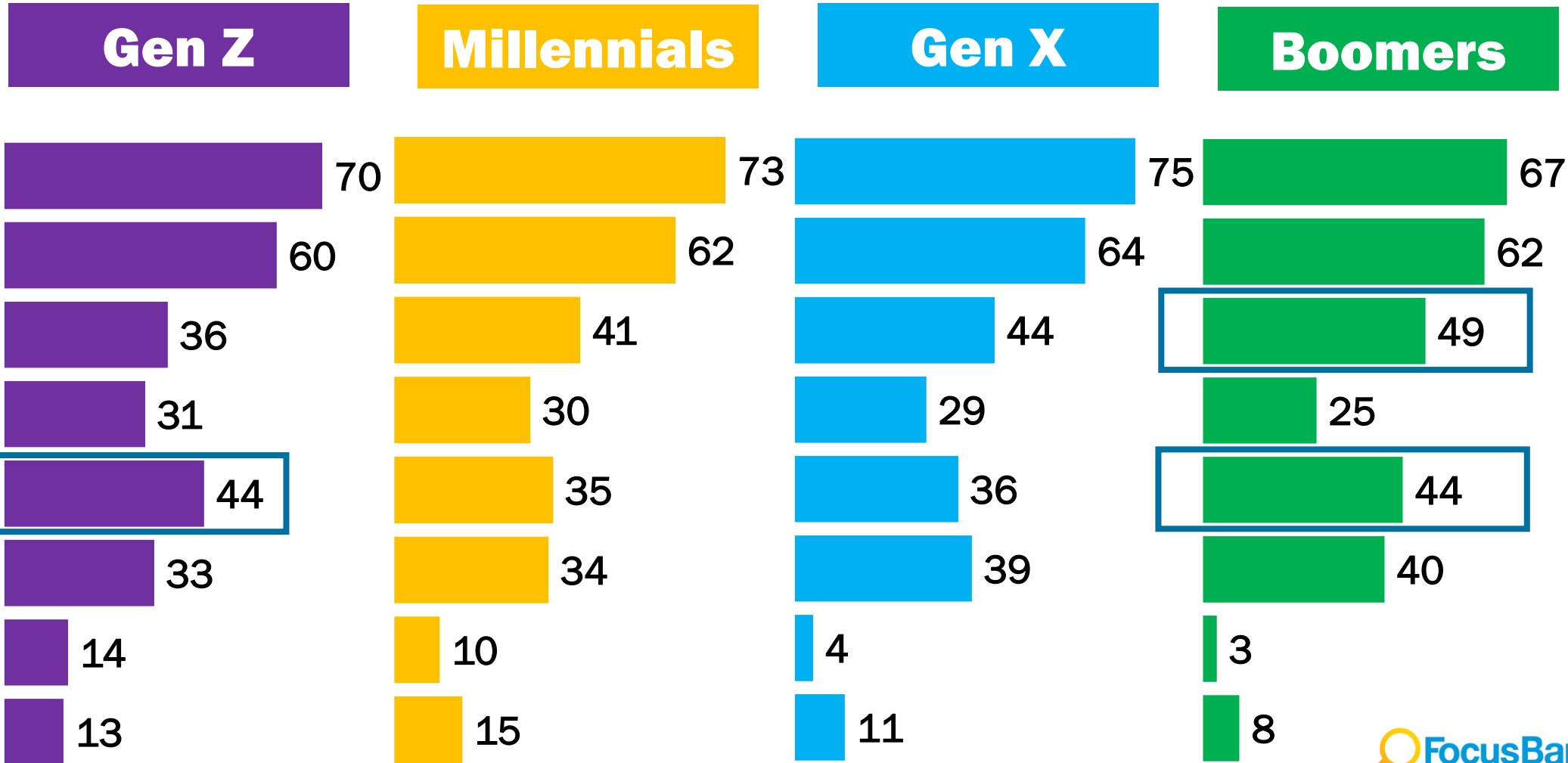


Indicative differences between generations:

“What is important for you in an employer company? Rank in order of importance”

%

Top-3



A close-up photograph of a person's hands holding a wooden balance scale. The scale is perfectly balanced, with the words 'WORK' and 'LIFE' written on wooden blocks on either side of a central fulcrum. The background is blurred, showing a person in a white shirt and dark jacket.

**#6.
Takeaway**

Financial rewards, work-life balance, and a human-centric culture are mostly sought by all in a job position and an employer company

#7. Takeaway

An employer currently needs to provide a good balance between all important characteristics in order to be become an attractive workplace



The biggest challenge currently faced...

“What are the biggest challenges you currently face at work?”
(Ranking and importance score 1-10)



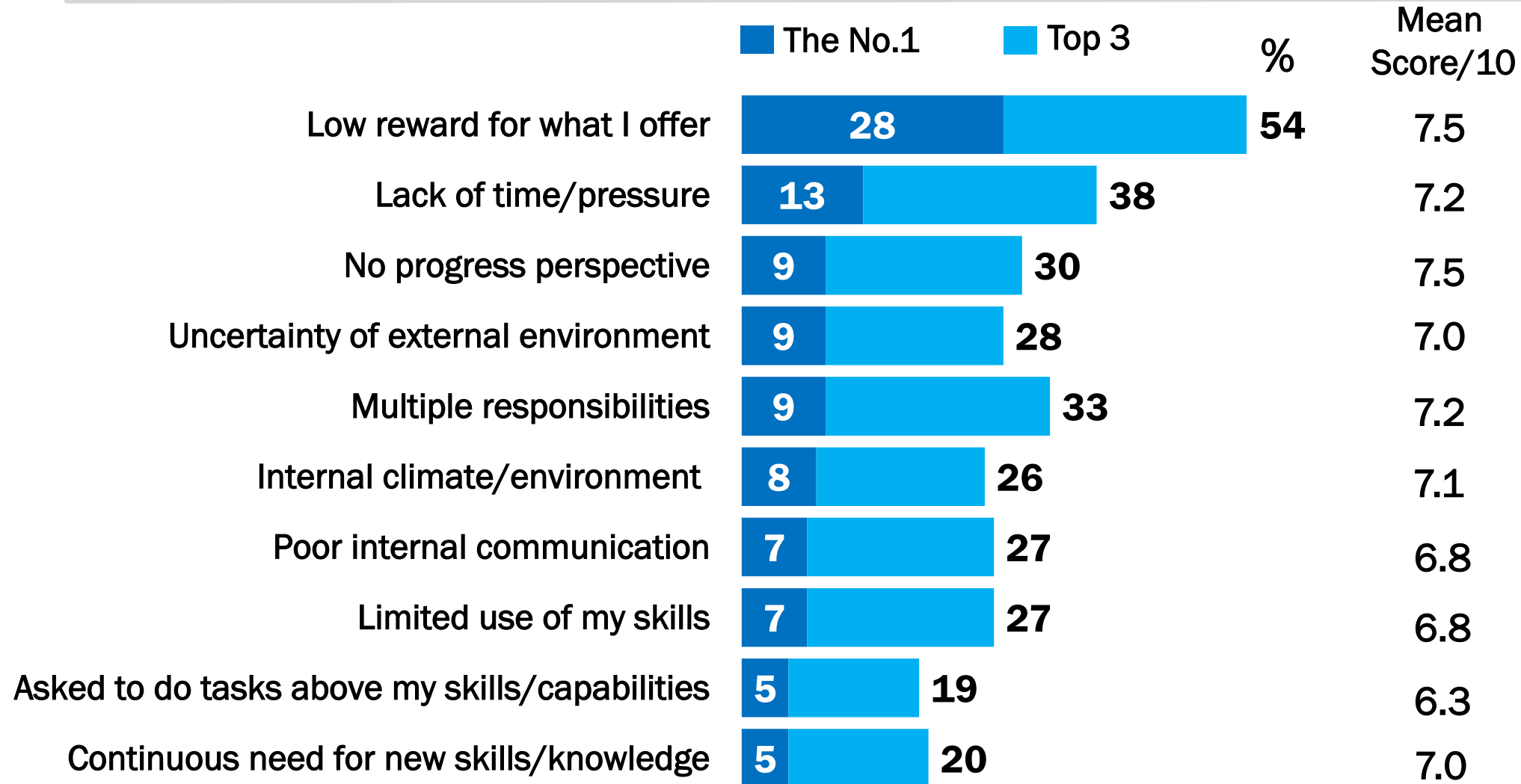
28%*
7.5/10

*“Low
financial
rewards
for what
I offer”*

*...followed by a series of challenges, both
self, work and employer-related challenges*

*Consider as the No.1 challenge currently at work

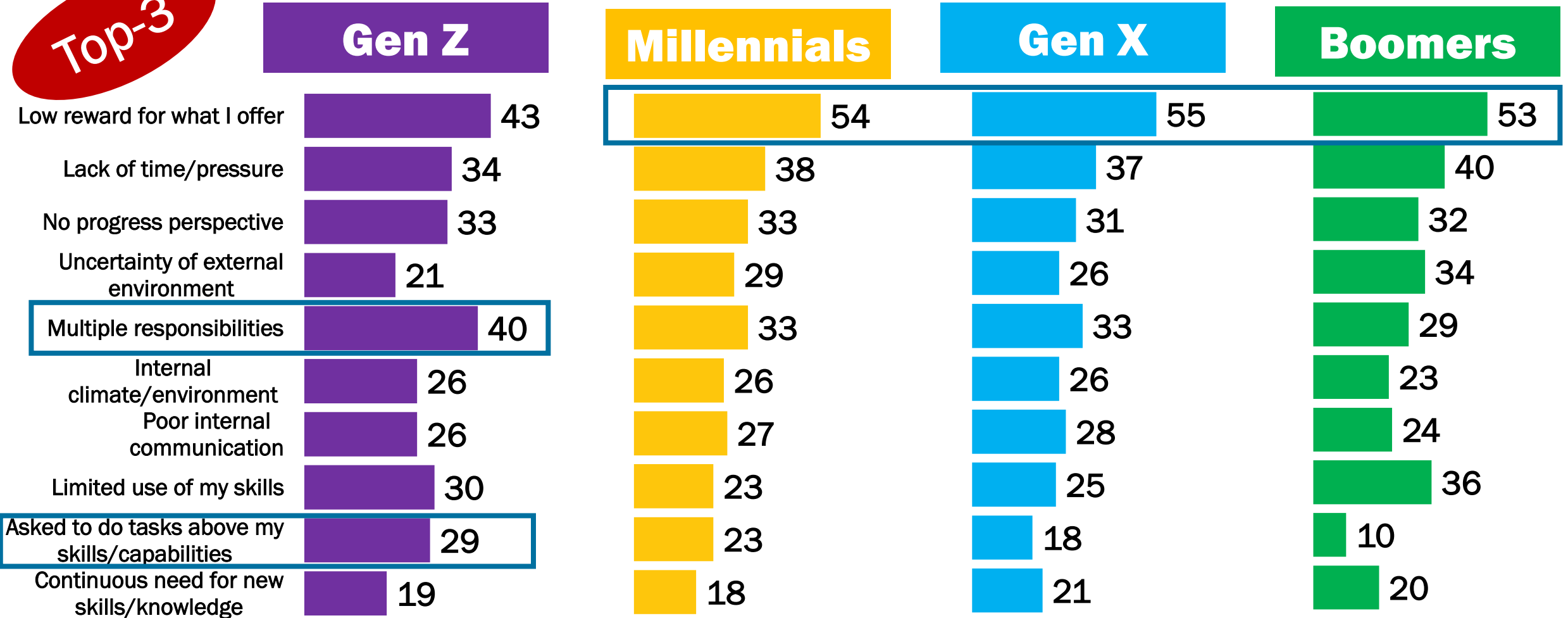
“What are the biggest challenges you face currently in your work?”



Indicative differences between generations:

“What are the biggest challenges you currently face at work? Rank in order of importance” %

Top-3



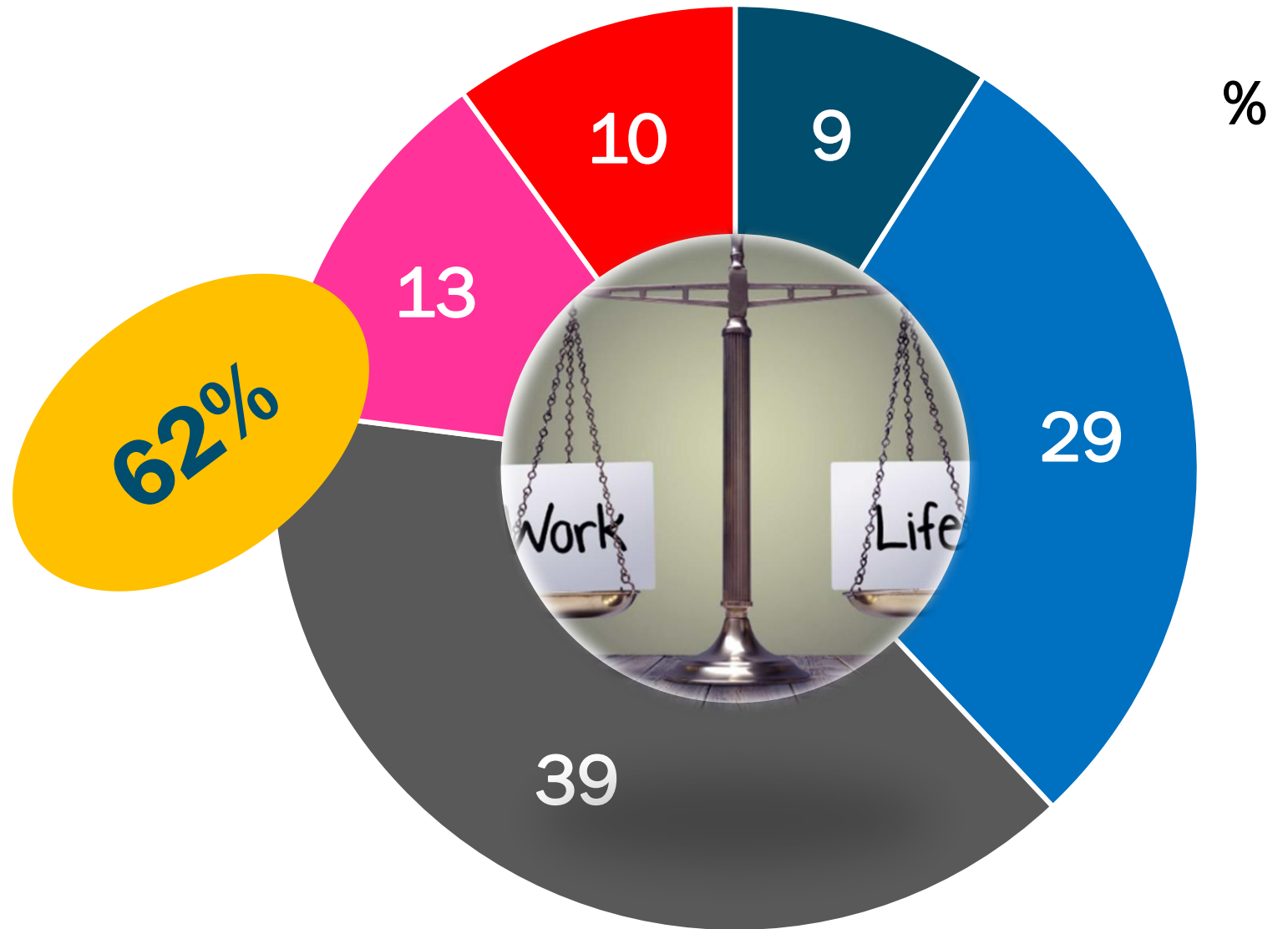


**#8.
Takeaway**

Low remuneration for what they offer is the No.1 challenge currently faced at work by all

“How satisfied or not are you currently with your work-life balance?”

Almost two out of three are not so happy with their current **work-life balance**



■ Very much ■ Quite a lot ■ Average ■ Not so much ■ Not at all

Gen Z presents the lowest degree of satisfaction with work-life balance, while Boomers note the highest

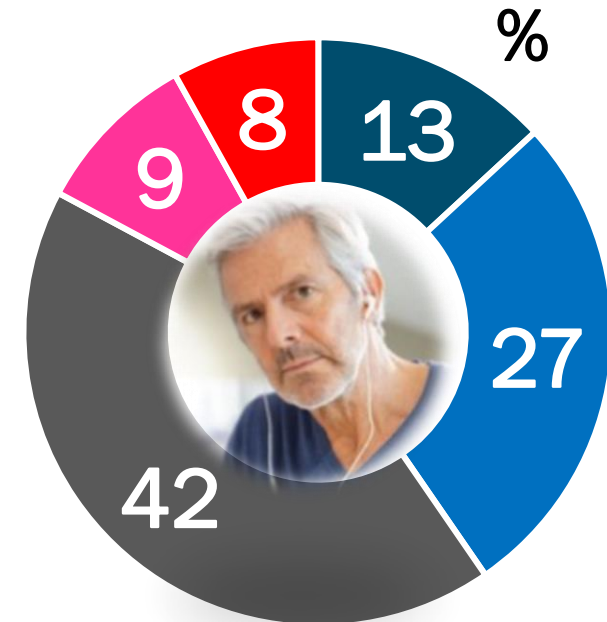
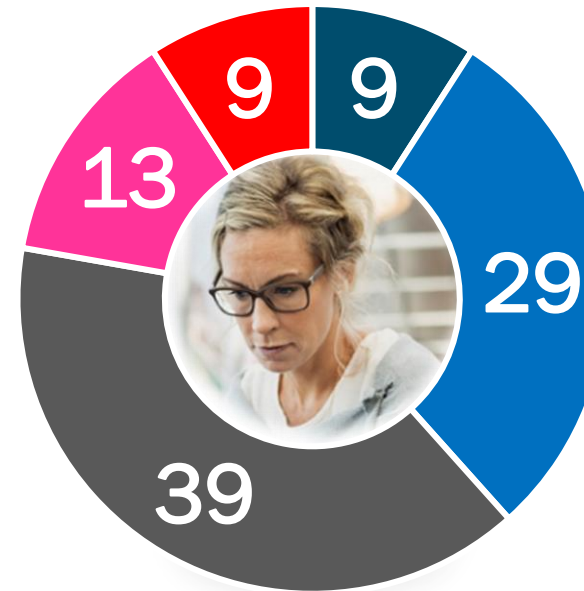
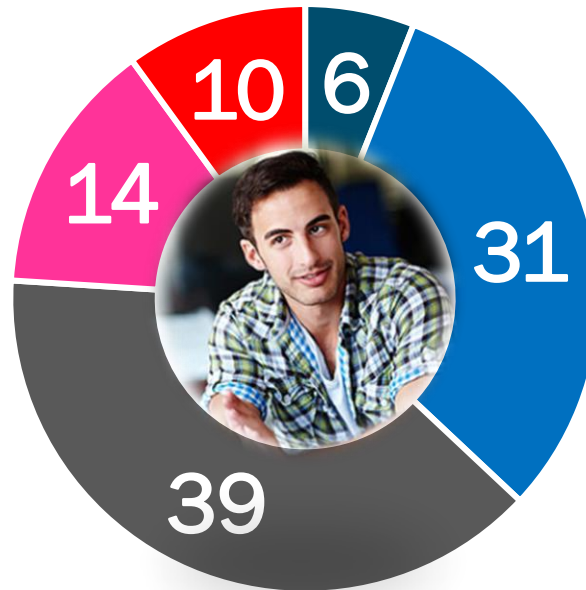
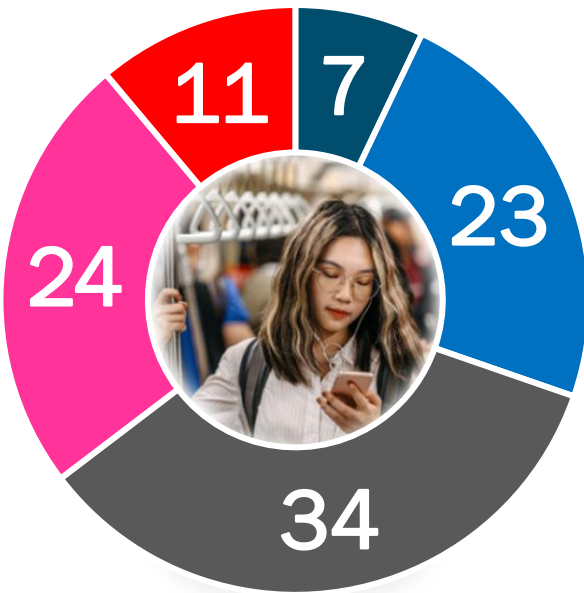
“How satisfied or not are you currently with your work-life balance?”

Gen Z

Millennials

Gen X

Boomers



Very much Quite a lot Average Not so much Not at all

Combining Quali & Quanti findings, differences between generations show that...



- Lack a long-term vision, disappointed with salary levels
- Seek skills, knowledge, growth, acknowledgement, and...
- A sense of purpose and personal impact.
- Impatience makes them move fast from job to job, if not heard, understood, appreciated.
- *“If they don’t respect and acknowledge me, why should I give my best?”*



- Give more importance to financial rewards, and...
- **Work-life balance more than other generations**
- Squeezed between work, family obligations, and their desire to travel and enjoy life experiences.

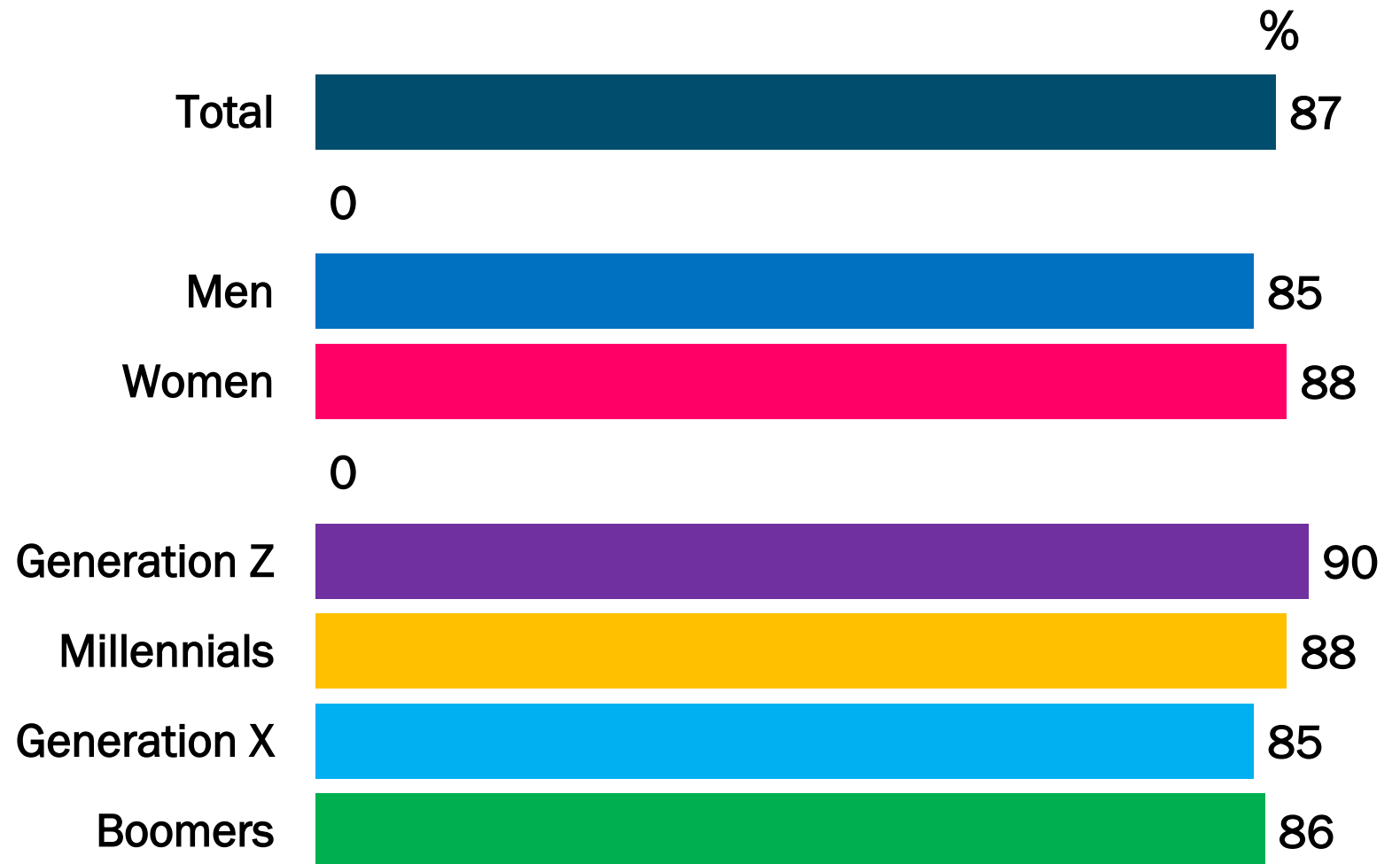
Combining Quali & Quanti findings, differences between generations show that...



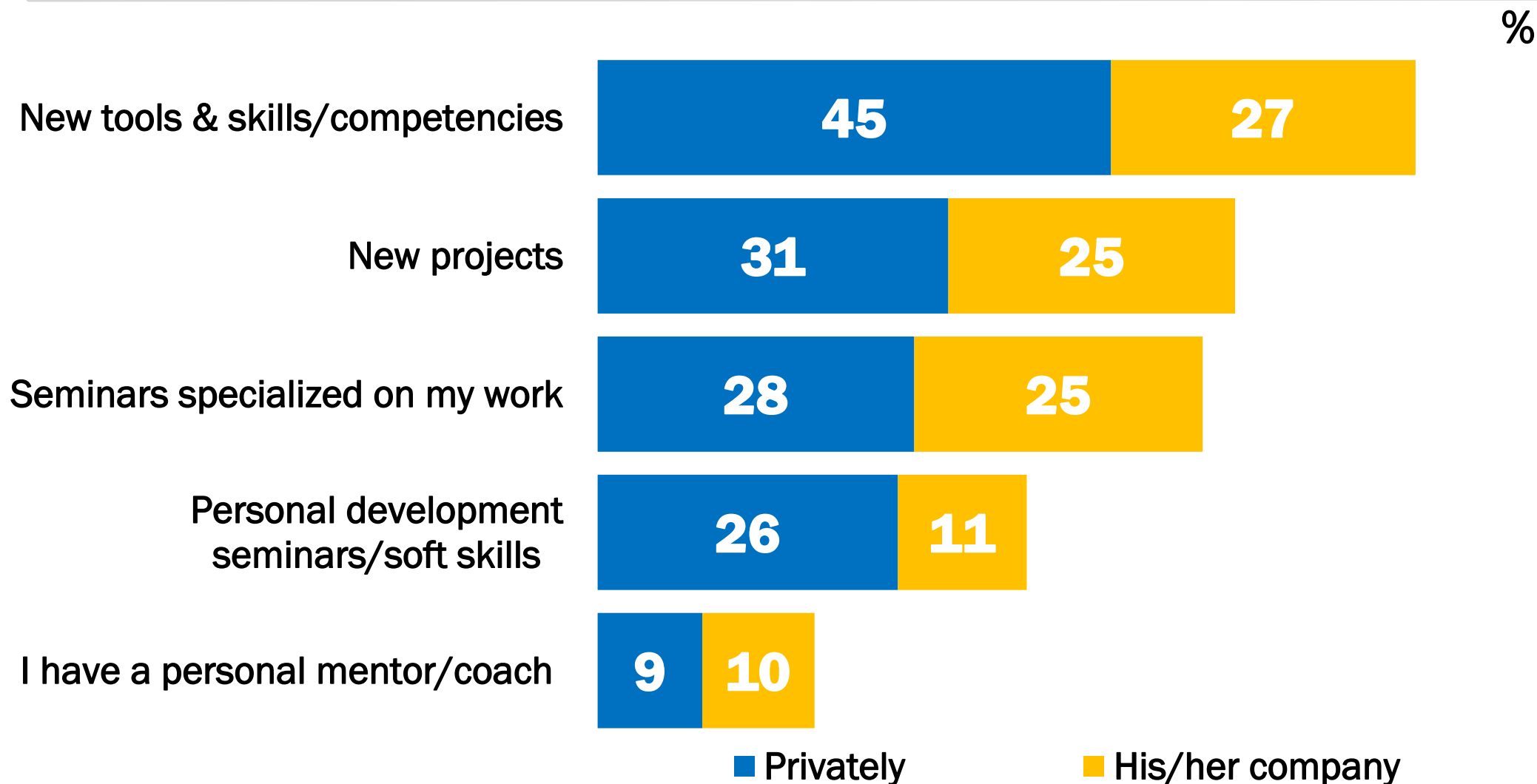
- Top importance to financial rewards (family obligations)
- **Job security is their main concern**
- Fear of needing to catch up with **fast technology changes**, with which they feel unfamiliar and **not adequate enough**, trying not to show it.
- The majority are “one step before retirement”
- Frustrated with rapid changes and youngsters.
- **A small, “elite” proportion of boomers** are extremely open-minded, constructively creative and form a source of inspiration for the young, from whom they gain a new air of novelty, motivation and joy, encouraging them and being happy to be their mentors!

Nine out of ten engage in at least one training/activity to increase their skills/knowledge/development

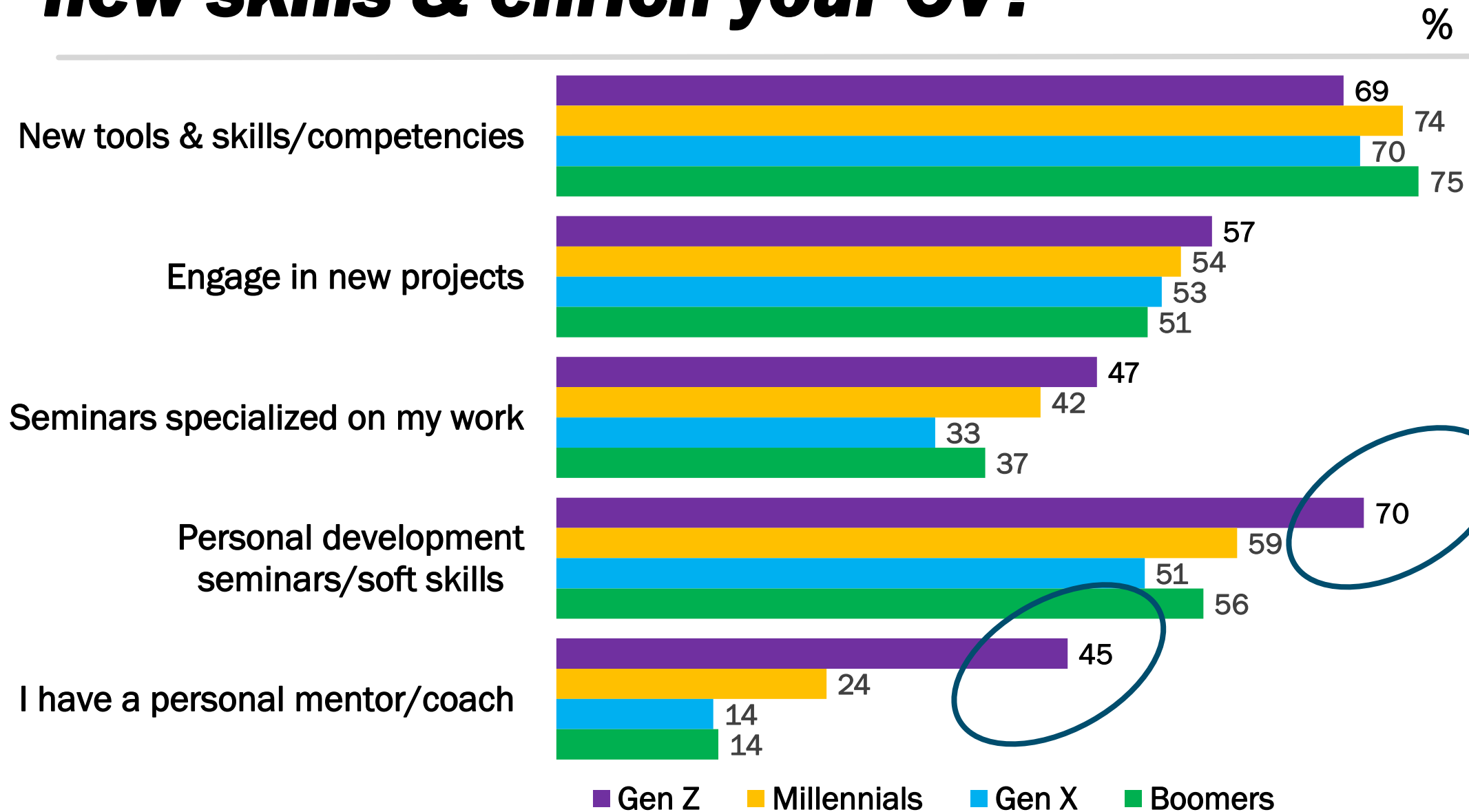
“What are you currently doing to acquire new skills & competencies?”



Respondents engage in trainings that they either pay privately, or offered by their company



“What are you currently doing to acquire new skills & enrich your CV?”



**#9.
Takeaway**

skills

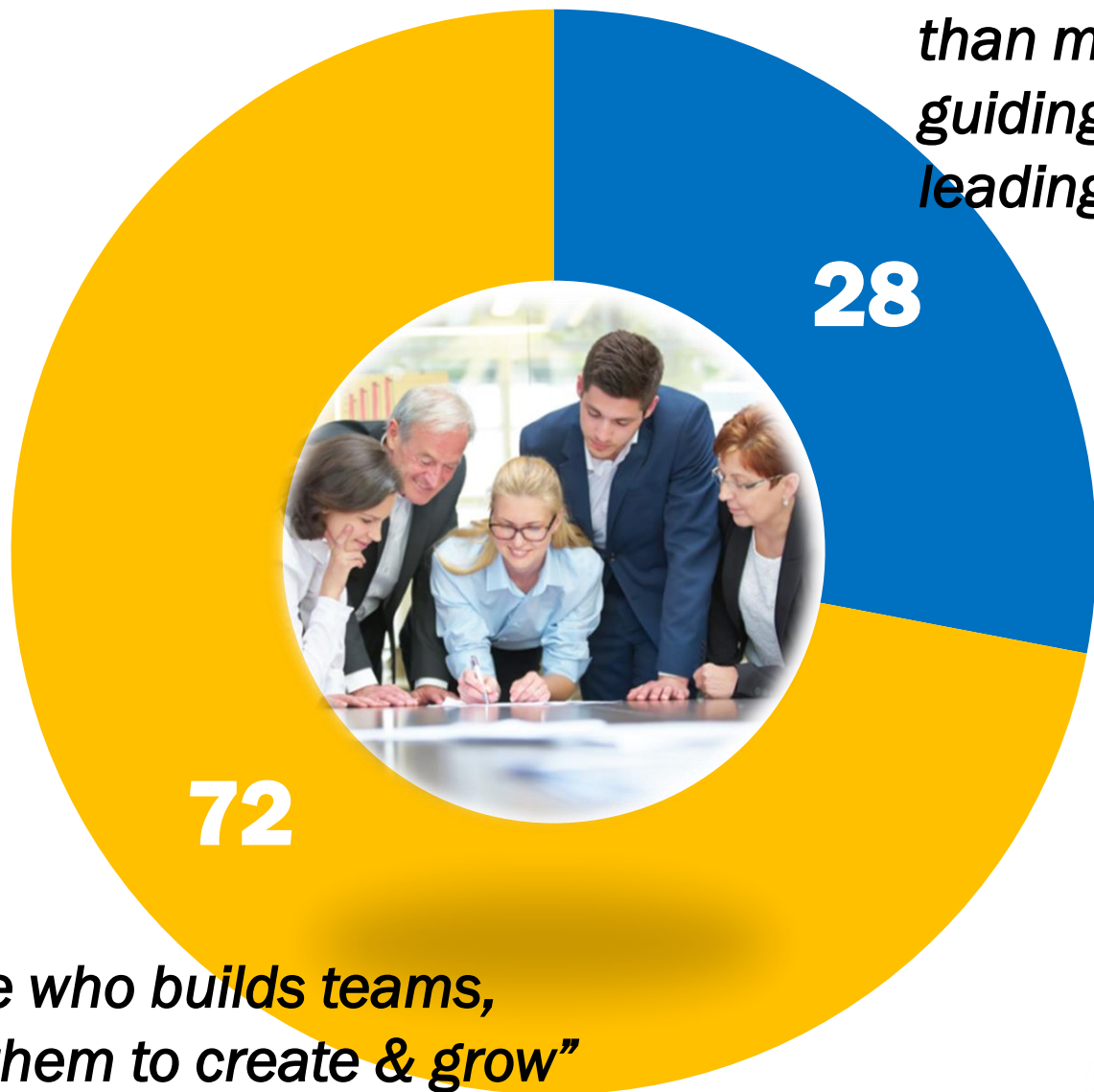
Training on new skills--technical & soft--are a strong value & practice among all generations

Leadership Values

People tend to prefer a team-building leadership model

Which of these leadership models do you prefer?

%



“Someone higher than me, guiding me, leading the way”

“Someone who builds teams, inspiring them to create & grow”

Generation/age affects the leadership model preferred

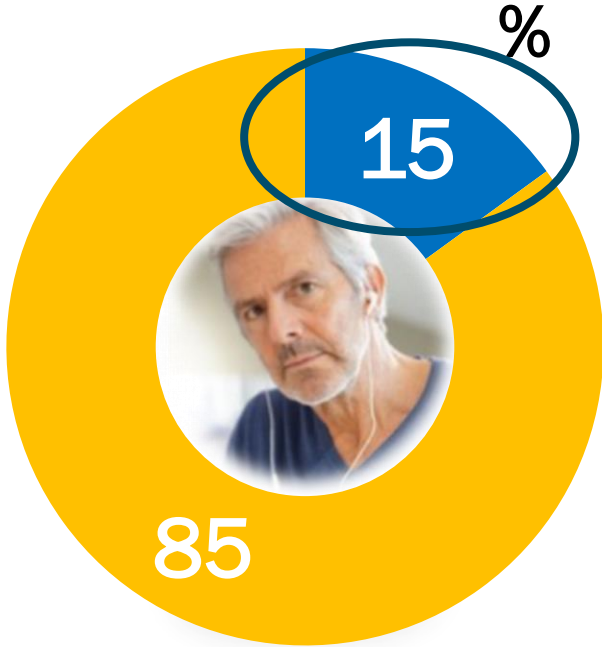
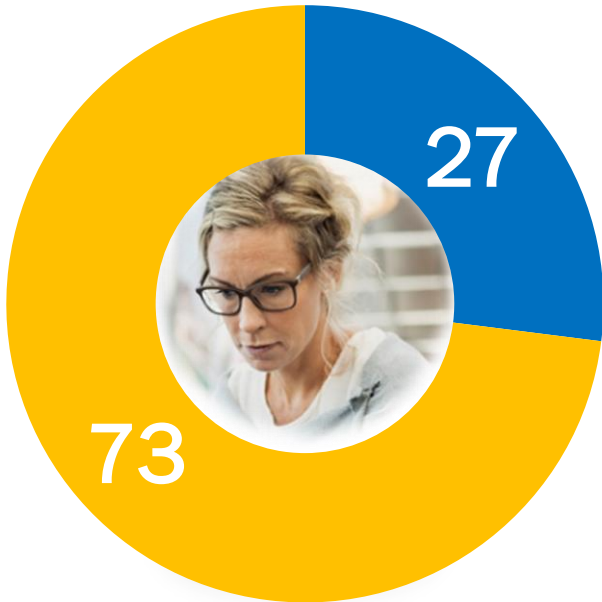
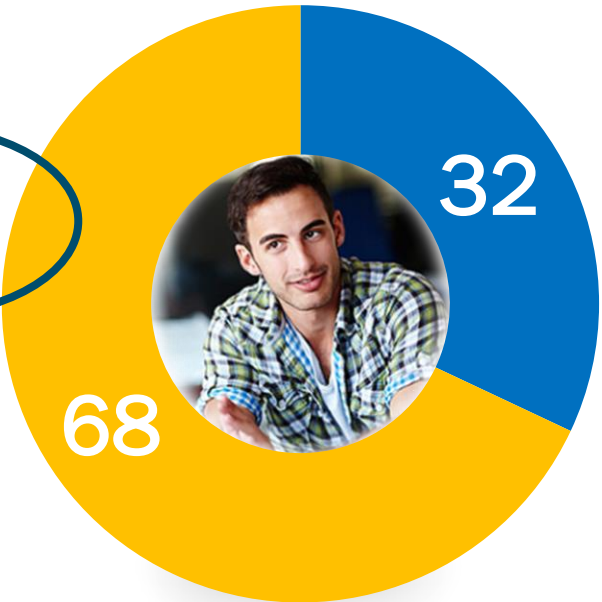
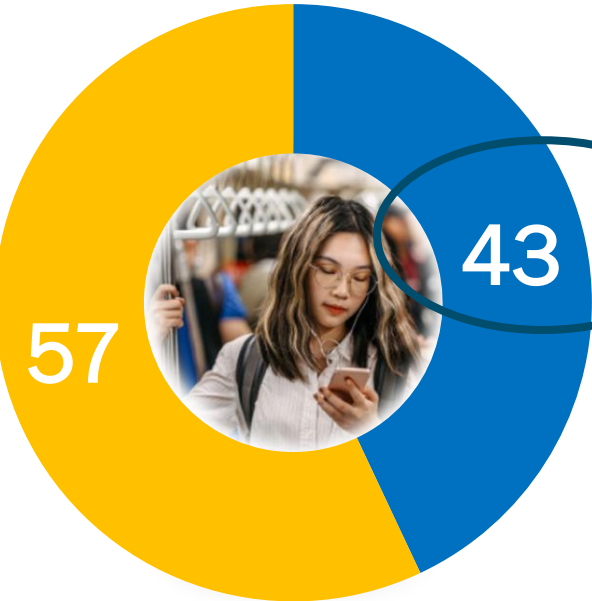
“Which leadership model do you prefer?”

Gen Z

Millennials

Gen X

Boomers



■ Someone higher, who guides & leads the way ■ Builds teams, inspires & helps them grow

The two most important characteristics of a leader are...

“What is important to you in a leader?”
(Ranking and importance score 1-10)



24%*
9.2/10

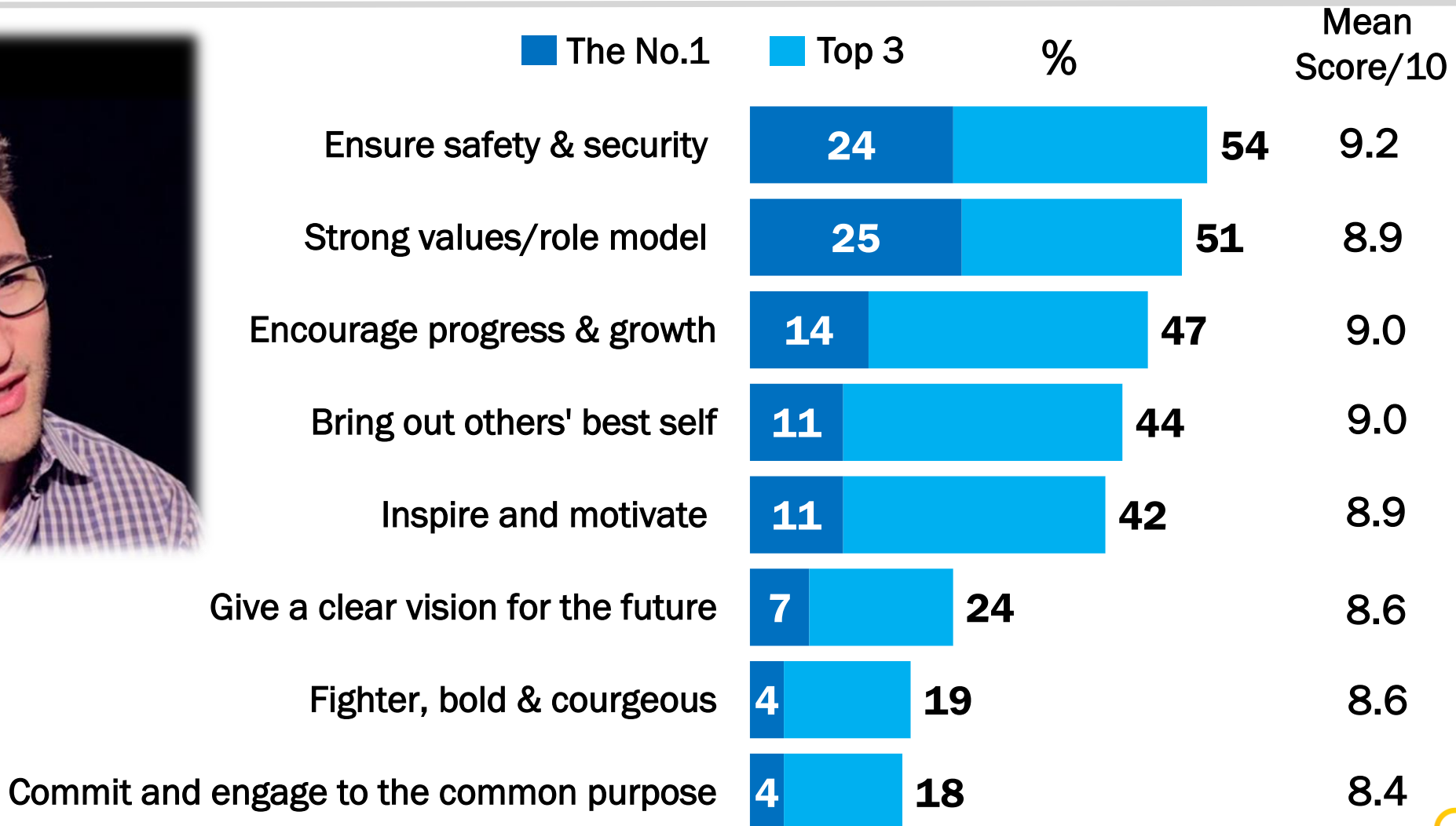
Inspire
security &
safety

25%*
8.9/10

Adopt strong
values & be
a role model

*Consider as the No.1 in importance in a leader

“What is most important to you in a leader?”

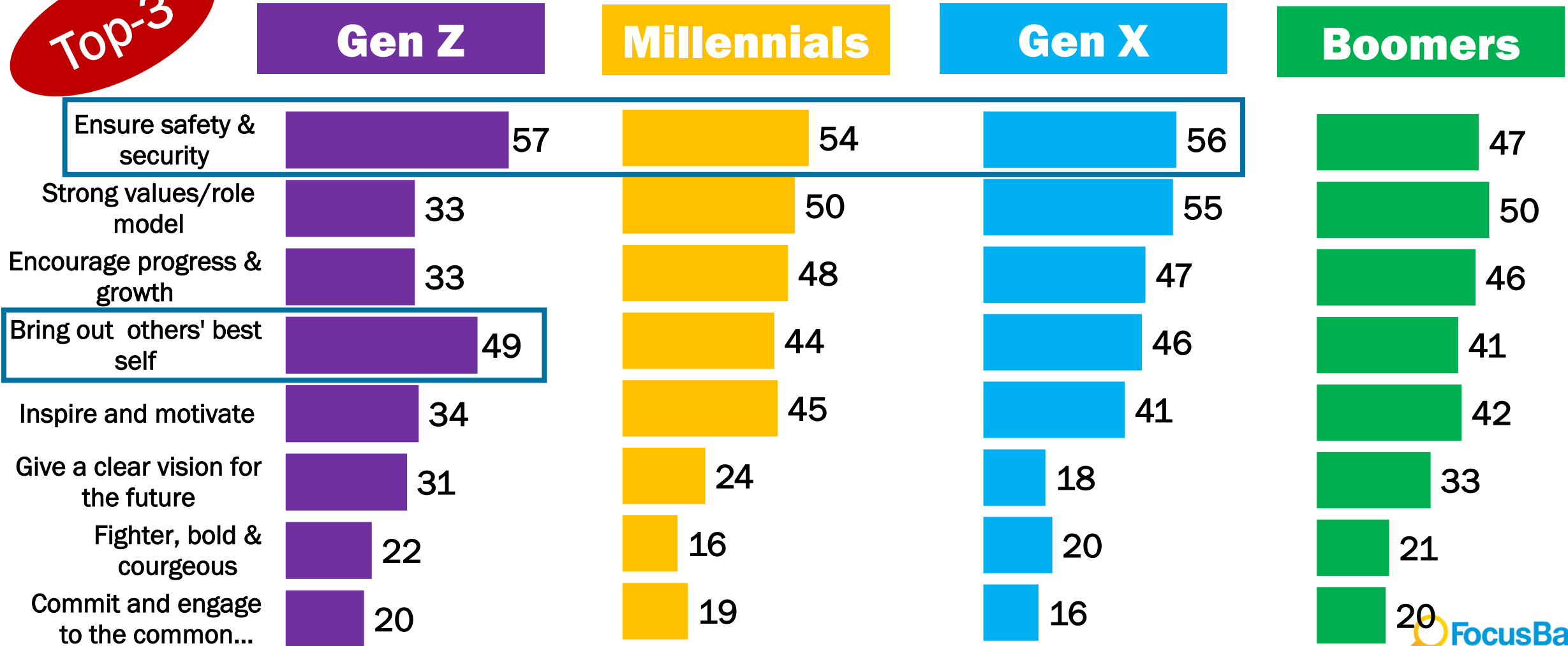


Interesting differences between generations:

“What is important for you in a leader? Rank in order of importance”

%

Top-3





**#10.
Takeaway**

All generations want a leader providing emotional safety, who is a role model & builds strong teams



#1. There are clear, distinct differences between generations in terms of mindset, life and work values, upbringing and tech-based qualities

#2. The four generations can be grouped into two, with millennials being the first to launch a new “work-life” perspective, enjoying work, yet refusing to sacrifice their current life experiences for the future

#3. Z’ers are well equipped, tech-savvy, fearless and secure, seek for a purpose-driven work with fast advancement and personal impact. They are not willing to “wait for ever” or sacrifice life experiences for work



#4. X'ers need to keep things as they are, need job security and feel the burden of a constant need to catch up with technology

#5. The dynamic typology of Boomers could be perfect mentors for Z'ers who value their experience, love their open-mindedness and both feel they have to benefit from each other!

#6. After all, all generations, despite their differences, seek for connection, psychological security, respect, acknowledgement and fair reward. In the end, we are all humans on a road to happiness.

The Big Life Questions among each Generation

A National Survey Results



Xenia Kourtoglou, MSc.

Founder Focus Bari AND Resilience Expert



CEO CLUBS
International

FocusBari
άνθρωποι • έμπνευση • δημιουργία