

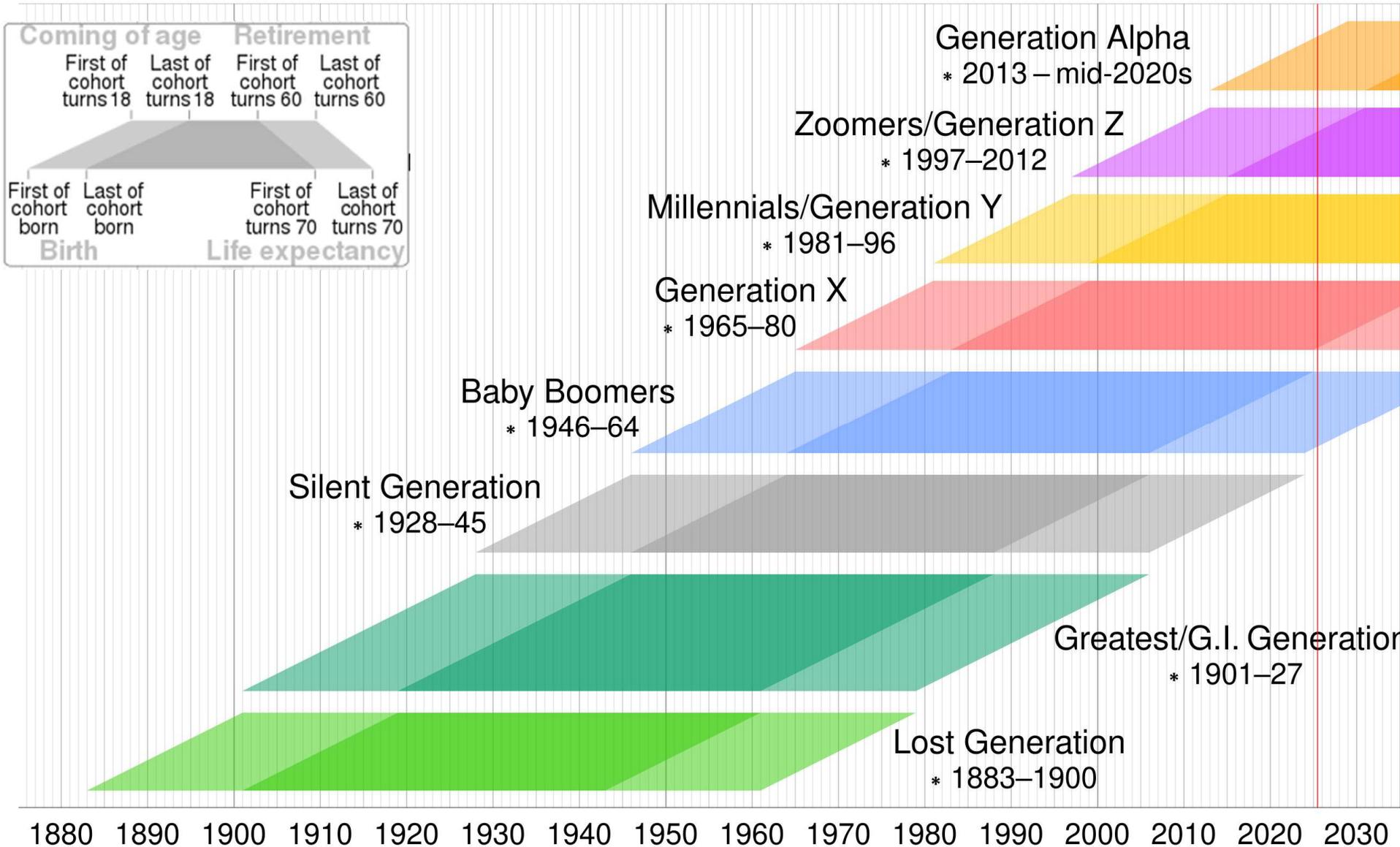
A photograph of hop plants with green cones and leaves, used as a background for the text.

GROWING TOGETHER: TURNING GENERATIONAL DIFFERENCES INTO COMPETITIVE ADVANTAGES

Colleen Malmassari, Back40 Advisors LLC

Farming is in my blood. And sometimes on my shoes.





The Age Spectrum:

Navigating Multigenerational Workplaces

Baby Boomers (Born 1946 - 1964)

Born during a period of post-WWII optimism and prosperity, Baby Boomers are typically associated with a strong work ethic, resourcefulness, and competitive nature.



Gen Y or Millennials (1981-1996)

The first generation to come of age in the new millennium, they're often tech-savvy, value work-life balance, prioritize experiences over possessions, and tend to be supportive of equal rights.



Gen X (1965 - 1980)

They came of age during a time of shifting societal values and economic change, often characterized by their adaptability, independent thinking, skepticism towards authority, and a balanced focus on work and life.



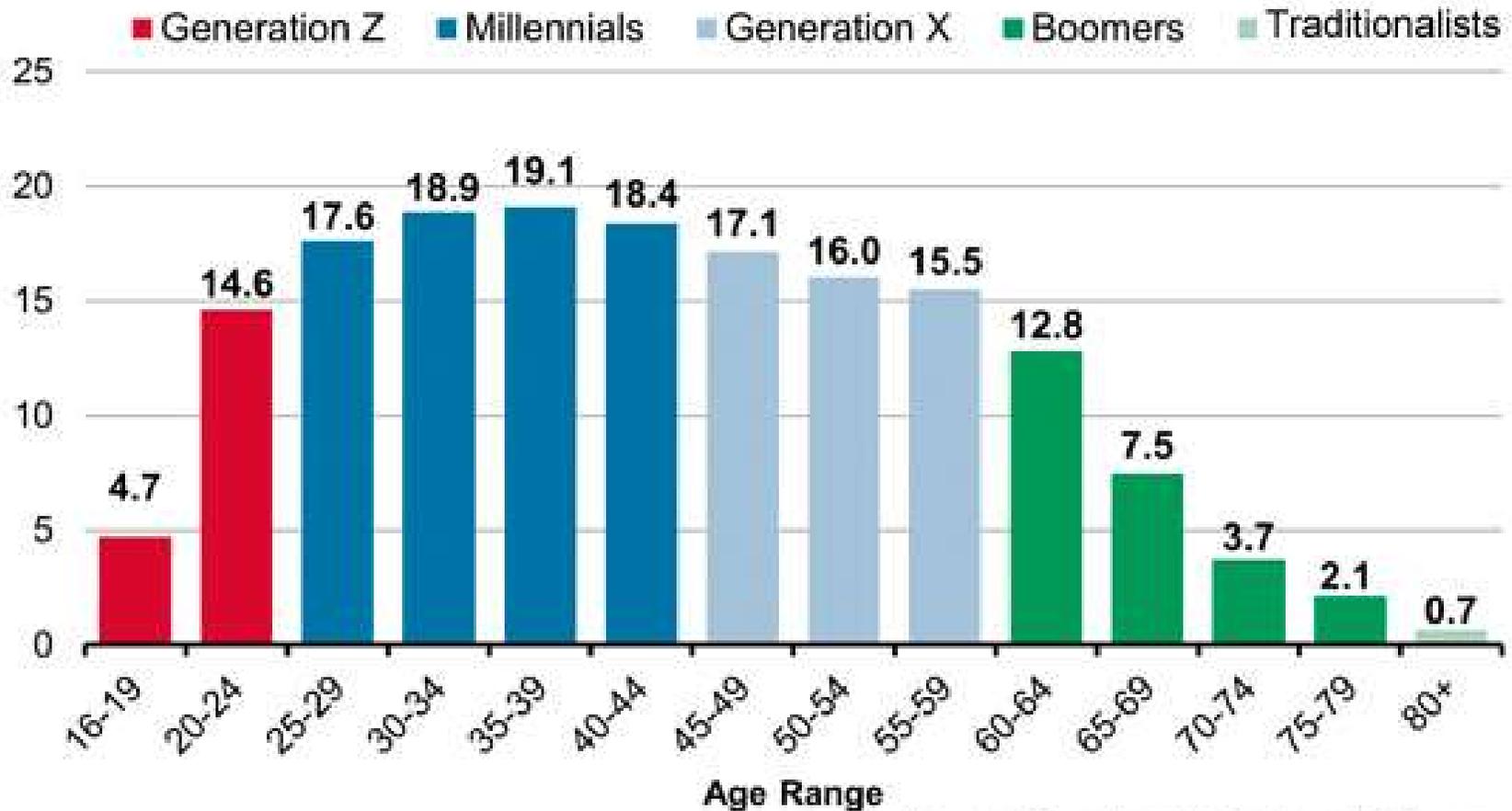
Gen Z (1997 - 2012)

Digitally immersed and socially conscious, they champion diversity and social justice, embracing authenticity and seeking meaningful experiences in a rapidly changing world.



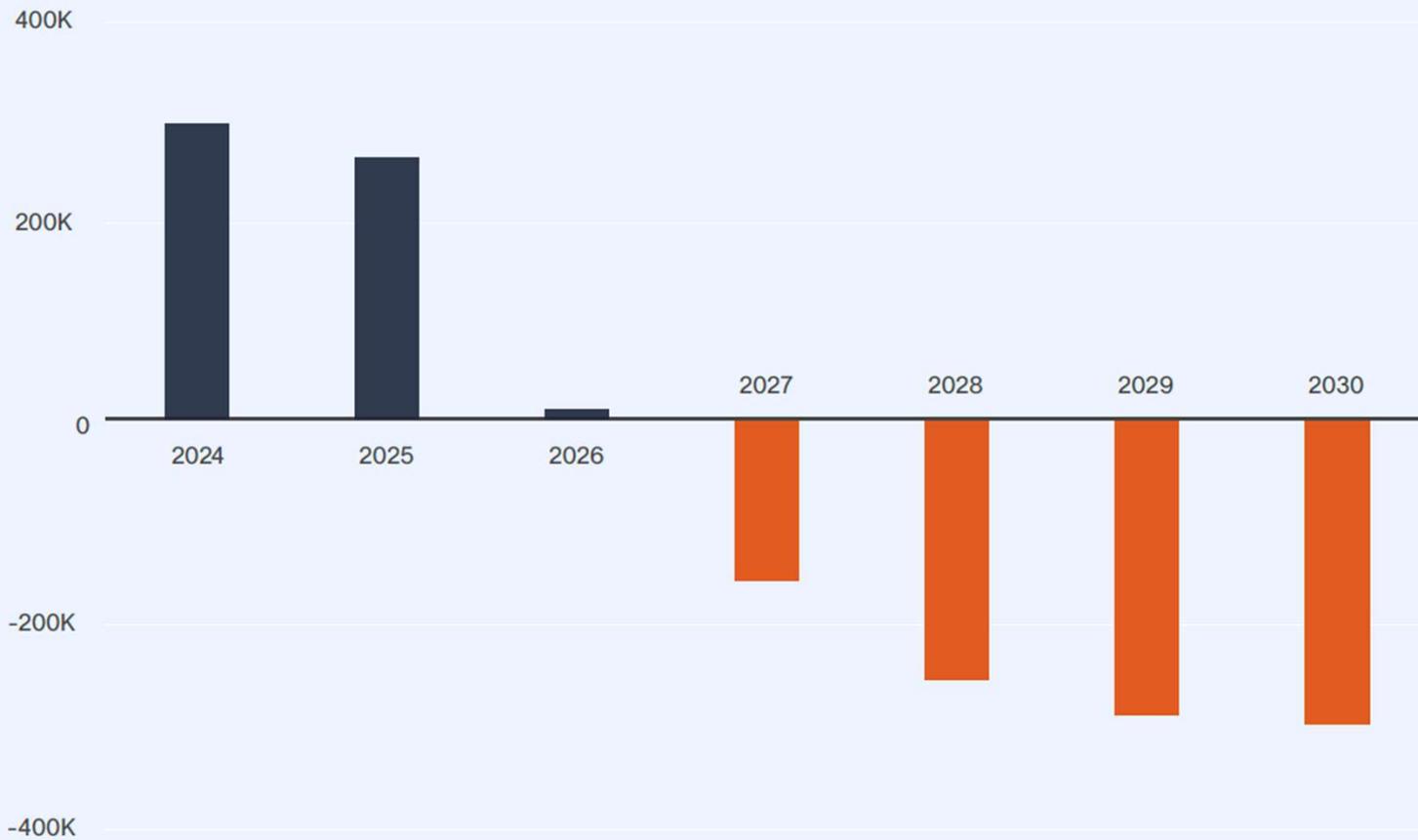
The Workforce in 2025

Projected size of U.S. labor force (in millions) by age, for the year 2025



Source: Department of Labor | WSJ.com

Simulated Net Change in the US Working-Age Population Excluding Immigrants



Graph represents population change if 65 year olds (workforce exits) are subtracted from 16 year olds (workforce entrants).

Source: Census.gov, Lightcast Analysis

PANELISTS



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THANK YOU

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