

“We’re Agile!” said the Generation XYZ

*a research on generation
differences in Hong Kong*

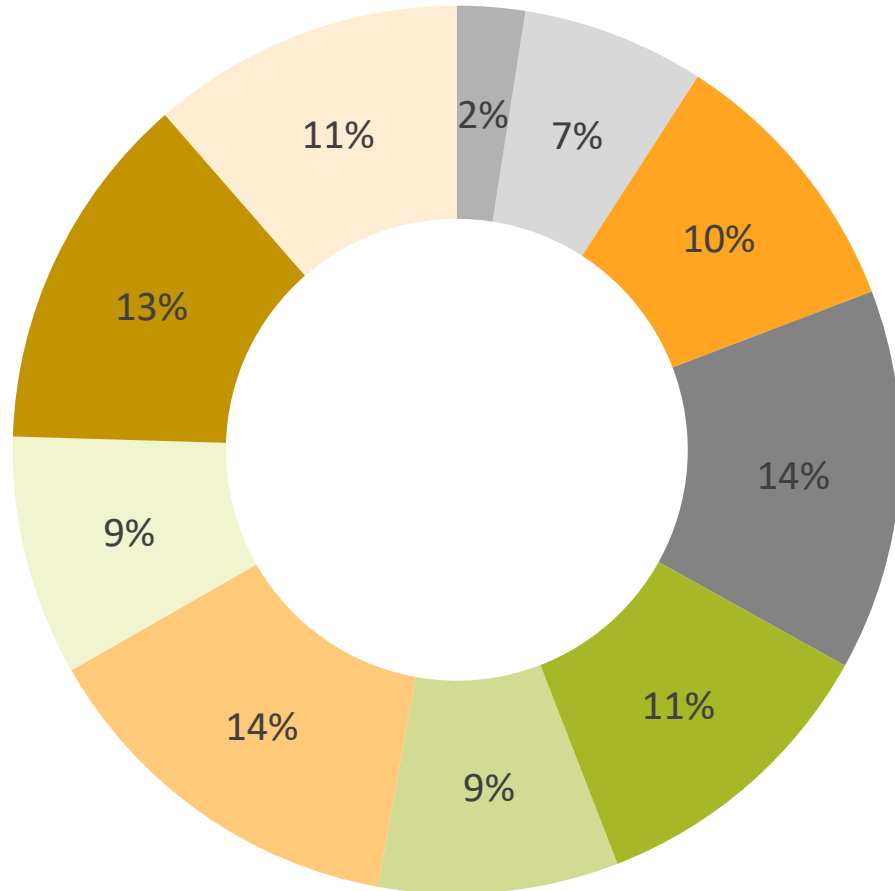
in **Business Agility Conference
Greater China 2019**

by **Joseph Wong**

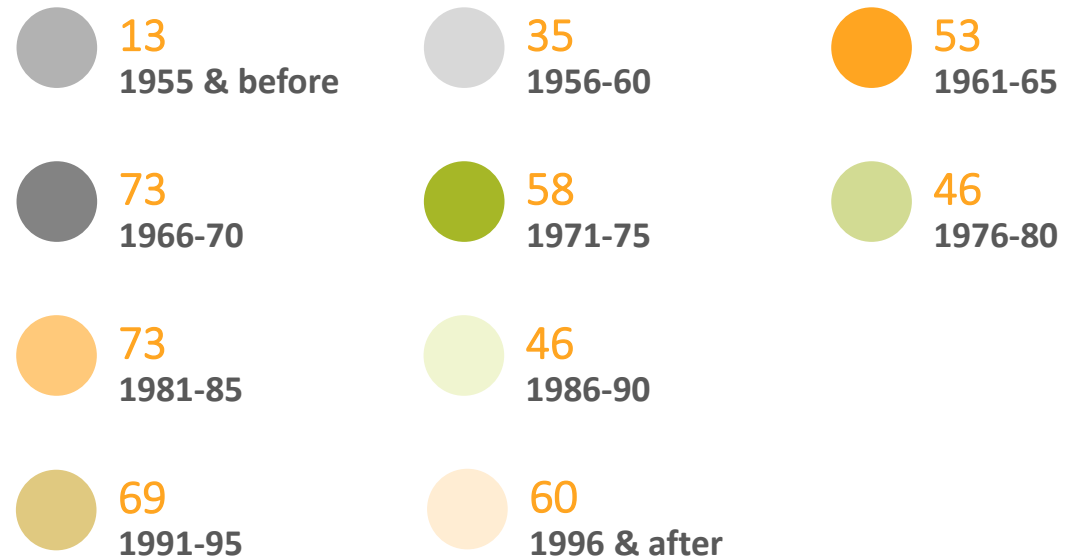
12nd September 2019



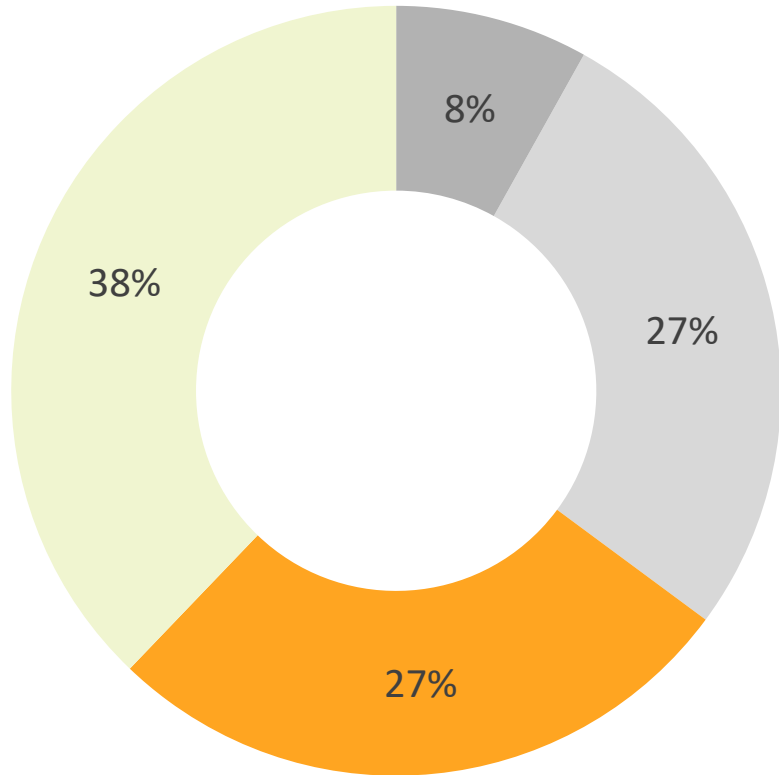
Understanding Generation Differences in Hong Kong Survey



Conducted in Feb to Mar 2018. Total 526 responses: 101 Baby Boomers (born 1946-65), 177 Generation X (born 1966-80), 119 Post 80's and 129 Post 90's



Understanding Generation Differences Focus Group



12 focus groups conducted in May to July 2018. Total 41 participants interviewed: 4 Boomers, 11 Gen X, 12 Post 80s and 14 Post 90s

4
Boomers

11
Gen X

12
Post 80s

14
Post 90s

Understanding Generation Differences

Pick three phrases which best represent each generation

Baby Boomers	Generation X	Post 80s	Post 90s
1946-1965	1966-1980	1981-1990	1991-2000
Aged 54-73	Aged 39-53	Aged 29-38	Aged 19-28

Please pick THREE phrases which best represent the following generations:

- | | |
|---|--|
| <input type="checkbox"/> Creative 有創意 | <input type="checkbox"/> Logical 理性 |
| <input type="checkbox"/> Economical 節儉 | <input type="checkbox"/> Practical 務實 |
| <input type="checkbox"/> Hard-working 勤奮 | <input type="checkbox"/> Obedient 順從 |
| <input type="checkbox"/> Independent 獨立 | <input type="checkbox"/> Responsible 負責任 |
| <input type="checkbox"/> Individualistic 個人主義 | <input type="checkbox"/> Work life balance 工作與生活平衡 |

Descriptions for Different Generations

Pick three phrases which best represent that generation

Baby Boomers	Generation X	Generation Y	Generation Z
1946-1965	1966-1980	1981-1995	1996 & after
Hard-working	Hard-working	Work life balance	Creative
Practical	Practical	Creative	Individualistic
Responsible	Logical	Individualistic	Work life balance
Economical	Responsible	Independent	Independent
Obedient	Independent	Logical	Economical
Independent	Economical	Practical	Logical
Logical	Obedient	Hard-working	Practical
Individualistic	Individualistic	Economical	Obedient
Work life balance	Work life balance	Responsible	Hard-working
Creative	Creative	Obedient	Responsible

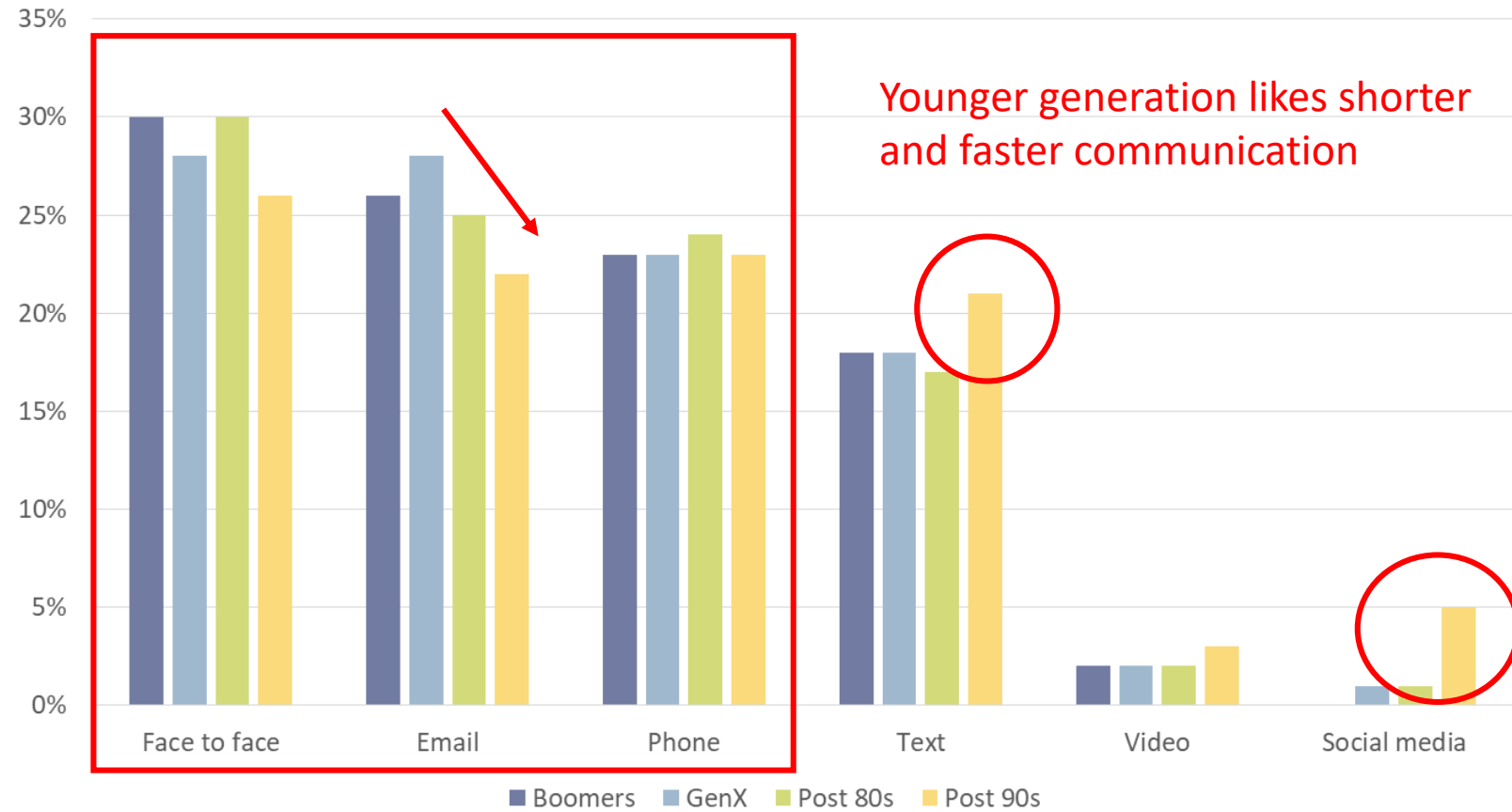
Preferred Ways of Communication at Work

For each of the following statements, please pick the top THREE choices

2.1. My preferred ways of communication at work are *

- Email
- Face to face
- Phone or audio call
- Social media (e.g. Facebook, LinkedIn)
- Text message (e.g. Whatsapp, WeChat, IM)
- Video conference (e.g. Skype)

Preferred ways of communication at work



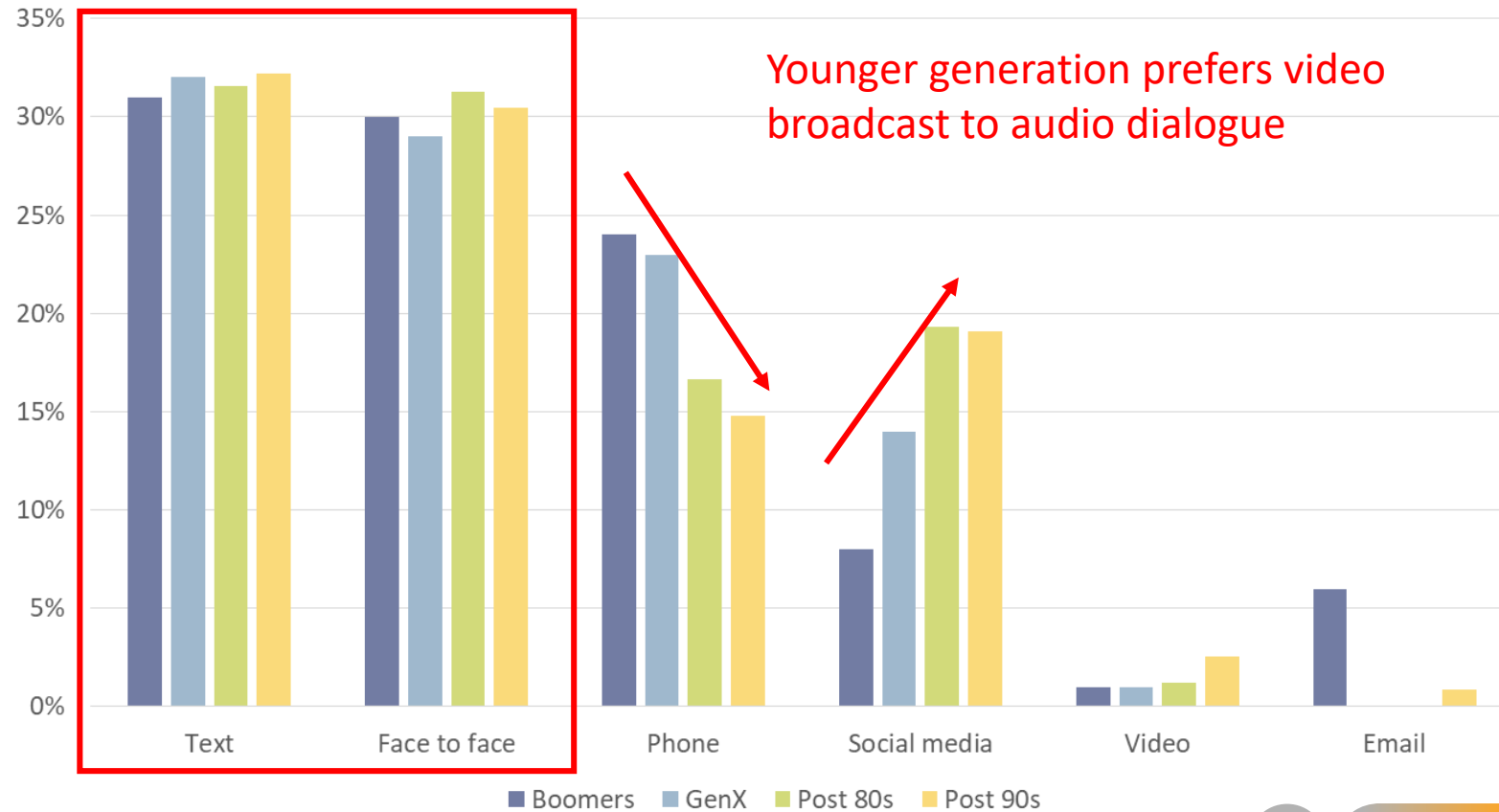
Younger generation likes shorter and faster communication

Preferred Ways of Communication with Friends

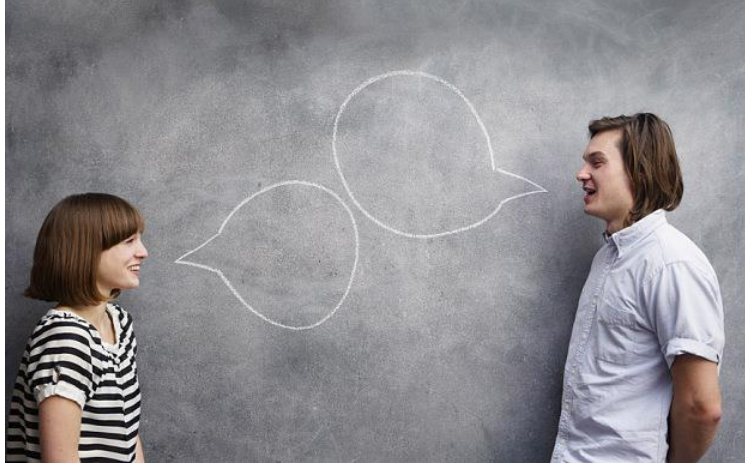
2.2. My preferred ways of communication with friends are

- Email
- Face to face
- Phone or audio call
- Social media (e.g. Facebook, Snapchat)
- Text message (e.g. Whatsapp, WeChat)
- Video conference (e.g. Facetime, Skype)

Preferred ways of communication with friends



Preferred Ways of Communication



Ideal Working Places

Café



Room



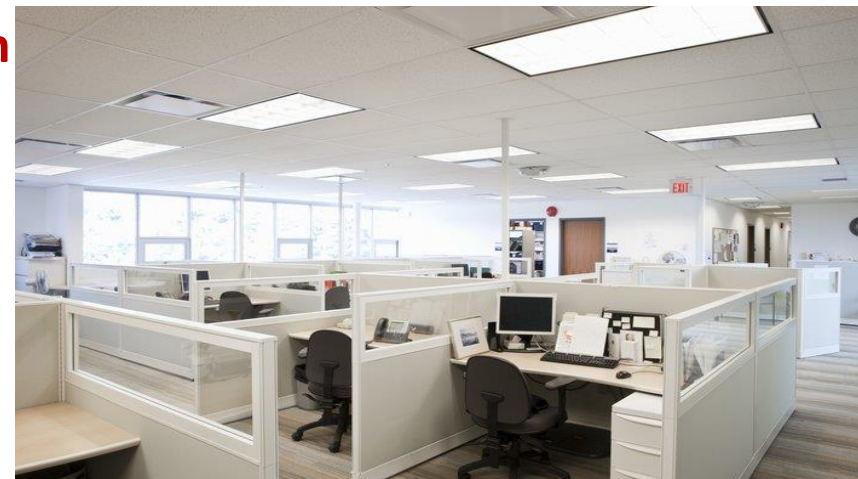
Group Table



**Home
Bench**



Partition



Ideal Working Places

- Home bench is an ideal working place to all the generations.
- The younger generations prefer café style and group table while the older generations find partition and private room their ideal working places.



Values of Different Generations

Boomers and Gen X

Hardworking, Practical, Responsible

- Invest for **long term**
- Learn by **reading & thinking**
- Work to improve **quality** of life
- **Plan** thoroughly to **avoid risk**
- Patient in taking **proven practices**
- Consider **big community** and expect **loyalty** to senior
- **Obedient** and submissive

Post 80s and Post 90s

Work life balance, Creativity, Individualistic

- Look for **short term** return
- Learn by **seeing & experiencing**
- Look for **meaning** of work / life
- **Trial and error**, support in failure
- Save time by using **new methods**
- Expect **partnership, transparency** and fairness
- **Voice out** opinions boldly

Experiences of Different Generations

Grow up and early working experiences of different generations

	Boomers	Gen X	Post 80s	Post 90s
<i>Born in</i>	1946-65	1966-80	1981-90	1991-2000
<i>Age @2019</i>	54-73	39-54	29-38	19-28
<i>Year @21</i>	1967-86	1987-2001	2002-11	2012-21
<i>Environment</i>	Big community, Hierarchy, Elite specialist, Information imbalance, Steady changes, Poor but growing economy		Small family, Friend, Universal generalist, Information transparency, Fast changes, Well off with economic crisis	
<i>Sociocultural</i>	Big family, Chinese	Community, authority	Small family, achievement	Individual, friend, fun
<i>Economic</i>	Poor but improving	Growing, upward mobility	SARS, economic crisis	Well off, high property price
<i>Education</i>	Elitism	Spoon feed, specialist	Activity based, universities	DSE, general, parents
<i>Technological</i>	TV, phone	PCs, internet	Social media, mobile	Smart devices, apps, big data
<i>Political</i>	Post-war, British HK	Pre-handover	Handover	China Hong Kong

Four Types of Millennials

An individual Post 80 or 90 may move around different stages at different time



THANK YOU!

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