

The Leadership Group LLC

Building Leaders...Transforming Organizations

TLG INSIGHTS

Motivating Multigenerational Teams: Leveraging for Success

By 2030, the workforce will be shaped primarily by Millennials, Gen Z, and the tail end of Gen X, with Baby Boomers largely retired.

In today’s rapidly evolving workplace, four generations—Baby Boomers, Generation X, Millennials, and Generation Z—are working in tandem, each contributing distinct values, experiences, and approaches to collaboration. This generational convergence creates fertile ground for innovation but also introduces complex leadership challenges. To harness the full potential of this multigenerational workforce, leaders must adopt motivation strategies that resonate deeply across age cohorts. Whether it’s Boomers’ emphasis on loyalty and legacy, or Gen Z’s demand for purpose, transparency, and flexibility, understanding what drives each group is critical for cultivating engagement, sustaining productivity, and building a culture of meaningful collaboration.

Generation	Birth Year	Workforce Share
Baby Boomers	1946 - 1964	15%
Generation X	1965 - 1980	31%
Millennials	1981 - 1996	36%
Generation Z	1997 – 2012	18%

According to the US Department of Labor, the latest breakdown of the workforce by generational cohort as of mid-2024, Millennials represent the largest generational group in the current labor market, followed closely by Gen X although the share has indicated a modest decline. In 2023, Gen Z workers surpassed Baby Boomers, who are rapidly retiring and now represent less than 20% of the workforce.