

ABSTRACT

Leadership has a strong power towards employee engagement. Today, companies can have employees even from three different generations such as generation X, generation Y, also known as millennials, and generation Z. Different generations have different experiences and values since the world has been changing rapidly, as seen with digitalization for instance. It has been seen that younger generations tend to switch employers fast compared to generation X where one company can be valued even for over 10 years. How to lead these different generations according to their hopes and needs, and how to keep them engaged longer in the companies they work at?

The objective in this thesis is to find out the current stage of leadership in the perspective of an employees from X, Y and Z generations at Trainers' House Oyj. In this thesis, it will ne also found out what is the current stage of employee engagement of each generation, and how important leadership is for the employee engagement for each generation. The problem behind has been that most employees at Trainers' House belong to three different generations X, Y and Z and it is unknown whether the employees are led in suitable manner in the point of each employee and according to their needs and hopes. By using quantitative research questionnaire sent for all of the 162 employees and the differences between X, Y and Z generations were found and discussed.

Keywords: Leadership, employee engagement, motivation, millennials, Generation X, Generation Y, Generation Z, transformational leadership