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My View

My View: Wisdom and legacy spanning multiple generations

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One of my greatest joys today is observing my grandchildren, part of the newly emerging Alpha Generation.

As I watch them navigate their digital world, I find myself reflecting on how different my own childhood was.

The Alphas, with their iPads, smartphones, and access to artificial intelligence, are growing up in a world I could hardly have imagined. Their music, TikTok trends, and YouTube content create a cultural landscape that feels almost foreign to me, yet I find myself learning as they grow.

Today, seven generations are thriving together, each leaving their mark on the world. One of my proudest moments was watching my Gen X daughter tell her Greatest Generation grandmother that she planned to name her soon-to-be-born Alpha daughter after her.

Now, I watch my children — millennials and Gen Z — guide and shape the values of their Alpha children, while we grandparents offer wisdom, support, and, occasionally, discipline.



Joe Kreuz likes to see the world through the eyes of his grandchildren.

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As a grandfather, I now see the world through the eyes of my grandkids, who are growing up in an era defined by instant connectivity. Their ease with technology is both fascinating and humbling — I learn a thing or two from them. Witnessing this from a front-row seat is a joy, though keeping up with the ever-evolving apps and trends can be a challenge.

In today's world, these generational differences are more evident than ever, especially as workplaces often include four to five generations working side by side.

Understanding these differences is essential for businesses and families alike. The future workforce, someday to be led by Generation Alpha, will face challenges unique to their digital upbringing, and it's up to us to guide them by focusing on what truly matters — results, relationships, legacy and values.

Navigating a multigenerational world isn't always easy. Each generation brings its own strengths, challenges, and distractions.

My experiences spanning multiple generations have taught me a lasting truth: while values and methods shift over time, the need to learn, adapt, and evolve remains constant. One of my biggest hopes is that today's youth will continue the tradition of reading, deep learning, and curiosity, embracing both the digital and the tangible. Whether it's the resilience of the Greatest Generation, the tenacity of baby boomers,

the adaptability of Gen X, the purpose-driven mindset of millennials, the tech fluency of Gen Z, or the autonomy of Generation Alpha, what truly matters is the legacy we leave and the results we deliver.

Linda Ronstadt once said, “No one has connected one generation to the next better than the Eagles, better than any behavioral scientist can.” I have to agree. The Eagles’ music bridged generations when I was a teen; my kids love them, just as I do, while my grandchildren are more tuned into TikTok than classic rock — I’m fairly certain they have no idea who Don Henley is.

Yet this ability to connect across generational lines speaks to a larger truth: while each generation’s methods may change, certain values remain constant— results, legacy, relationships, lifelong learning, and core principles.