



DIFFERENT GENERATIONS, DIFFERENT LEADERS AND STYLES

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Research purpose. The research aspires to compare and contrast leadership, i.e. communication styles of leaders belonging to different generations (e.g. baby-boomers, generation Y, millennials), with the goal of establishing a link between the influence of generation per se and the accompanying factors, on the one hand, and leaders' behavioral and communication patterns on the other hand.

Research Methodology. To meet the aims of the research, an investigation into well-known, globally recognized leaders, belonging to different generations, has been made. Their communication and leadership styles have been observed through the prism of theoretically-approved classifications.

Results / Findings. In accordance with the starting assumption, the ways in which leaders belonging to different eras behave and communicate largely depend on, i.e. depict their respective *day and age*.

Originality / Practical implications. Given its universal nature, and the fact that the research addressed acknowledged personas, even historical figures – the results might serve as a starting point for some developed debates – e.g. in lectures covering the topic of leadership. Furthermore, the collected data could be examined through some different lenses – with the focus on pragmatics, sociolinguistics, syntax, as well as cultural studies, or the field of management.

Keywords: behaviour, communication, generations, leaders, leadership style