



Generation B
 "Boomers"
 1945 - 1960



Generation X
 "Gen X"
 1961 - 1980



Generation Y
 "Millennials" or "Gen Y"
 1981 - 1995



Generation Z
 "Gen Z" or "iGen"
 1996 - 2015



Personality

Optimistic
 Cause Oriented
 Collaborative
 Driven

Independent
 Self-Reliant
 Skeptical

Continuously Learning
 High Self-Esteem
 Achievement-Oriented

Resilient
 Technology-Savvy
 Less Entitled



Work Ethic

Quality Minded
 Team Oriented
 Company Loyalty

Work/Life Balance
 Efficient
 Focus on Results

Collaborative
 Desires Feedback
 Flexible Work Arrangements

Resourceful
 Meaningful Work
 Strong Work Ethic



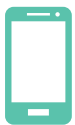
Communication

Rotary Dial Telephone
 Face-to-Face

Email
 Text

Instant Message
 Text

Text
 Social Media



Technology

Touch-tone Telephone
 TV
 Calculator

Touch-tone Telephone
 Pager
 Word Processor

Desktops
 Cell Phones
 Internet

Tablets
 Smartphones
 Social Media