Generation B
“Boomers”
1945 - 1960
- Optimistic
- Cause Oriented
- Collaborative
- Driven

Generation X
“Gen X”
1961 - 1980
- Independent
- Self-Reliant
- Skeptical

Generation Y
“Millennials” or “Gen Y”
1981 - 1995
- Continuously Learning
- High Self-Esteem
- Achievement-Oriented

Generation Z
“Gen Z” or “iGen”
1996 - 2015
- Resilient
- Technology-Savvy
- Less Entitled

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

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