



Generation X  
"Gen X"  
1961-1980



Generation B  
"Boomers"  
1945-1960



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