

	Gen Z aka iGen	Gen Y aka Millennials	Gen X aka The Doer	Baby Boomers aka “Me” Gen	Traditionalists aka Silent
Born	2001 - 2020	1981 - 2000	1965 - 1980	1946 - 1964	1925 - 1945
Attributes	Entrepreneurial, progressive, less focused.	Competitive, civic-minded, achievement-oriented.	Laid back, low-key, informal, skeptical, independent.	Optimistic, competitive, workaholic, team-oriented.	Dependable, straightforward, tactful, loyal.
Motivated By	Diversity, personalization, individuality & creativity.	Responsibility & the quality of their manager.	Diversity, work-life balance, personal-professional interests rather than the company’s interest.	Company loyalty, teamwork & goals.	Respect & recognition.
Communication Style	Does everything on their phone. Instant messaging, texts and social media.	Instant messaging, texts and email.	Whatever is most efficient including phone calls & face to face.	Whatever is most efficient including phone calls & face to face.	Personal touch & handwritten notes.
Employers Should	Provide work-live balance; allow them to be self-directed and independent.	Get to know them personally; manage by results; be flexible on their schedule; provide immediate feedback.	Give immediate feedback; provide flexible schedule and work-life balance; extend personal development.	Provide them with specific goals and deadlines; put them in mentor roles; offer coaching-style feedback.	Provide satisfying work and opportunities to contribute; emphasize stability.
Values	Authenticity, truth and connectivity. While they’ve grown up digitally connected, they value person-to-person interactions.	Meaningful work that allows them to grow and use their creative skills. Using technology to make work more efficient.	Friendly, flexible workplaces. Seeks out efficiency and innovation.	Not afraid to take risks to pursue their goals. Strives to achieve lifestyle success.	Loyal and willing to help others.
Type of Employee	Wants clear directions, flexibility and transparency. Comes up with out of the box solutions. Always curious and willing to learn.	Looks for skills training mentorship and consistent feedback to achieve longevity at a company. Will work in multiple jobs before finding the right career fit.	Credited for the concept of work-life balance. They’re independent with an entrepreneurial spirit. Results-driven self-starter	Job-centered mindset who prioritizes career ambition and financial success. Challenges the status quo. Multi-tasker that lives to work.	Strong work ethic and prefers a formal work environment.