

Knowing Y

	Boomers	Gen X	Gen Y	Gen Z
Born	1946-1964	1965-1981	1982-1995	1996-2009
Size	78 million	48 million	80 million	60 million
Nicknames	Me Generation, The Gray Ceiling	Slackers, MTV Generation	Millennials, Echo Boomers	Centennials, Homelanders
Characteristics	Hard-working, loyal, confident, competitive	Anti-authority, self reliant, family focused	Confident, sense of entitlement, needy	Independent, sincere, determined
Why They Are the Way They Are	Wealthiest generation; raised to pursue American Dream	Latch-key kids, mergers, cable TV; raised to be self-sufficient	Tech, recession, supervised; raised to feel important, make a difference	Inclusion, disruption, connectivity; raised to be high achievers
Communication Styles	Detailed dialogue in-person or via phone	Clear, concise communication via e-mail	Details, frequent feedback, both in- person and online	Quick, concise via visuals or in- person
Problems They Are Facing Now	Retirement, finances, keeping up with tech	Debt, work-life balance, career advancement	Debt, finding the right job, being taken seriously	Deciphering college and career path, anxiety
What They Want at Work	Opportunities to lead and leave a legacy	Opportunities to further their careers	Opportunities to access new skills, information	Opportunities to learn, lead, volunteer, create
Work Styles	Want to lead, manage others, discuss strategies	Want autonomy and opportunity to lead	Want structure, feedback, responsibility	Want to problem- solve and make a positive difference
Flaws	'Been there done that' attitude	Skeptical, 'wait- and-see' approach	Ask 'what's in it for me?', high demands	'We can do more', high expectations
Turn-offs	Questioning their abilities, suggesting something new	Being overlooked, loyalty that goes unrewarded	Negativity, dismissed for lack of experience	Exclusion, dishonesty, lack of creativity, slow to respond

