

BABY BOOMERS

1946-1960

TECH USAGE

Early adopters

SOFT SKILLS

Productive, loyal, team-player, optimistic, tenacious

FEEDBACK STYLE

Formal, written, infrequent

VOCABULARY

Dig, far out, groovy, outta sight, righteous



COMMUNICATION PREFERENCES

Desktop, phone, written

MEDIA CONSUMPTION

Facebook, cable TV, newspaper

Handshake

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GENERATION X

1961-1979

TECH USAGE

Digital immigrants

SOFT SKILLS

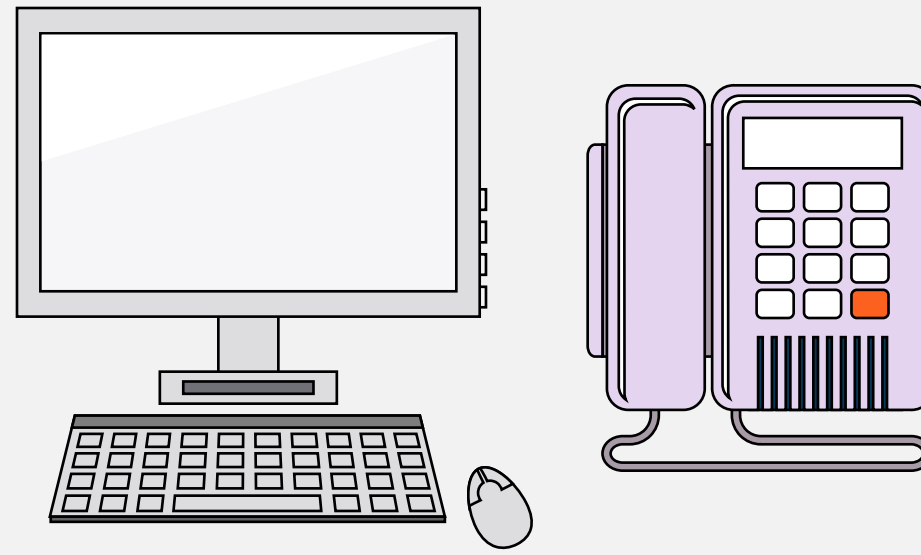
Adaptable, work/life balance, resourceful, independent

FEEDBACK STYLE

Direct, informal, periodic

VOCABULARY

Epic, gnarly, tubular, rad, wicked



COMMUNICATION PREFERENCES

Desktop, email, tv

MEDIA CONSUMPTION

Facebook, Twitter, cable TV

Handshake

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MILLENNIAL/GEN Y

1980-1995

TECH USAGE

Digital pioneers

SOFT SKILLS

Flexible, collaborative, goal-oriented, entrepreneurial

FEEDBACK STYLE

Digital, casual, frequent

VOCABULARY

Cool, FOMO, lit, low key, YOLO



COMMUNICATION PREFERENCES

Laptop, email, text/IM, social media

MEDIA CONSUMPTION

Instagram, Twitter, Facebook

Handshake

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GENERATION Z

1996-2010

TECH USAGE

Digital natives

SOFT SKILLS

Socially responsible, connected, experiential, realistic

FEEDBACK STYLE

1:1/face-to-face, continuous, frequent

VOCABULARY

Iconic, woke, bestie, drip, fam, vibe(s)



COMMUNICATION PREFERENCES

Smart phone, text, video chat, social media

MEDIA CONSUMPTION

TikTok, YouTube, Snapchat, Handshake

Handshake

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