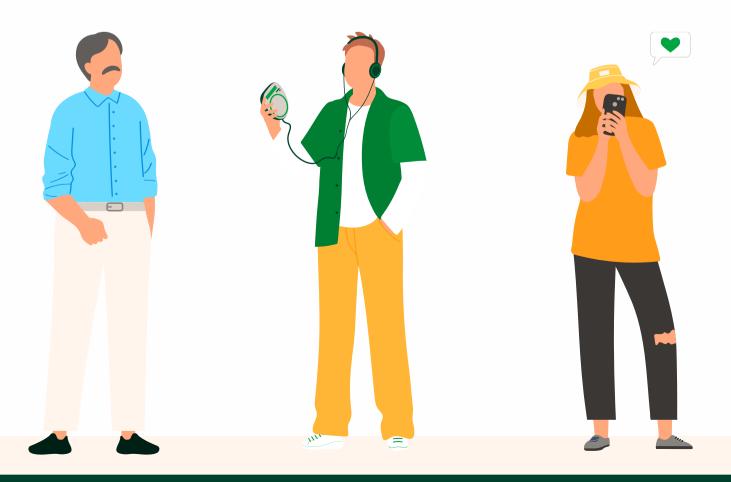
## What characterises each generation?

	Generation X 1965-1980	<b>Generation Y</b> 1981-1996	<b>Generation Z</b> 1997-2010
Stereotype	Flexible and independent	Teamwork, overqualified and immature	Multitasking, concentration problems and lack of commitment
Major historical events	Fall of Berlin Wall End of the Cold War First computers	Terrorist attacks of 11 September PlayStation First social networks	Global warming Arab Spring Cloud computing
Communication preferences	E-mail Text message	Instant messaging Social networks E-mail	Video calls Instant messaging Social networks
Work	Work-life balance	Flexibility and online working	Stability
Perspectives	Little hope for the future. They seek to remain in the same position	Pragmatic idealism. They want to change the world because it needs to be improved	Mobility at work, but living with worries about the future



( Iberdrola

Characteristics of generations X, Y and Z

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