

UNLOCKING THE POTENTIAL OF GENERATIONS

A NEW APPROACH TO DRIVING MEASURABLE RESULTS



KEY INSIGHTS TO KNOW ABOUT GENERATIONS:

The Center for Generational Kinetics (CGK) is on a mission to separate generational **myth from truth** through data.

CGK views generations as **clues, not a box**. These powerful, predictive clues drive connection, trust, and influence.

Members of the same generation tend to share similar:

- Communication Habits
- Workplace Styles
- Buying Patterns
- Key Life Moments
- Technology Influences
- Macro Events

SHARE YOUR FAVORITE INSIGHTS:

 @JasonDorsey  @jason_dorsey

GENERATION Z
Ages ?-26

MILLENNIALS
Ages 27-45

GENERATION X
Ages 46-57

BABY BOOMERS
Ages 58-76

* Cuspers are those born within three years of any generation's beginning or ending. Cuspers have an advantage because they are usually empathetic to both generations.

GENERATION Z (BORN 1996-2015 | Ages ?-26)

MILLENNIALS

(BORN 1977-1995 | Ages 27-45)

GENERATION X

(BORN 1965-1976 | Ages 46-57)

BABY BOOMERS

(BORN 1946-1964 | Ages 58-76)

You can unlock the potential of each generation using CGK's research-based discoveries

TAKE-ACTION STRATEGIES

LET'S WORK TOGETHER TO DRIVE RESULTS ACROSS GENERATIONS

For **speaking and research info** contact
Emily Boyd: E@GenHQ.com | 512-259-6877

Access my speaking notes from today's presentation at **Jason101.com**
Read my newest generations book at **JasonDorsey.com/Z**

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