



# ALICIA RAINWATER



A FEW QUESTIONS...

# WHY FOCUS ON GENERATIONS?

# Learning Objectives

1. Understand the key factors that shape and define a generation.
2. Learn the high-level profile of each of the generations (Gen Z, Millennials, Gen X, and Baby Boomers).
3. Learn specific, actionable strategies to bridge generations in the workforce.





**CGK** THE CENTER FOR  
**GenerationalKinetics**<sup>®</sup>

# WHAT MAKES US UNIQUE

- Over 100 benchmark research studies
- 700+ clients spanning every major industry
- Focused on uncovering hidden behavioral drivers

60  
MINUTES



FORTUNE

The New York Times

THE WALL STREET JOURNAL.

BBC



1

2

3

4

Rethinking Generations

# REDEFINING THE TERM GENERATIONS AS CLUES

1

2

3

4

Trends that Shape a Generation

# GEOGRAPHY



1

2

3

4

Rethinking Generations



CONNECTION



TRUST



INFLUENCE



1

2

3

4

Trends that Shape a Generation

# PARENTING



1

2

3

4

Trends that Shape a Generation

# TECHNOLOGY



“TECHNOLOGY IS ONLY  
NEW IF YOU REMEMBER  
THE WAY IT WAS **BEFORE.**”

–JASON DORSEY,  
Founder of CGK

More Info:  
[GenHQ.com](https://GenHQ.com)





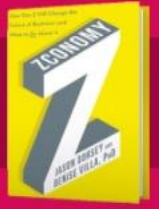
# EXAMPLES OF GENERATION-DEFINING MOMENTS





 **Cuspers** are born on the edges of generations

More info about generational birth years at: [GenHQ.com/Generational-Birth-Years](https://GenHQ.com/Generational-Birth-Years)



# GENERATION Z

## Ages 11-27



- 1
- 2
- 3
- 4

Separating Generational  
Myth from Truth

More Info:  
[GenHQ.com](http://GenHQ.com)



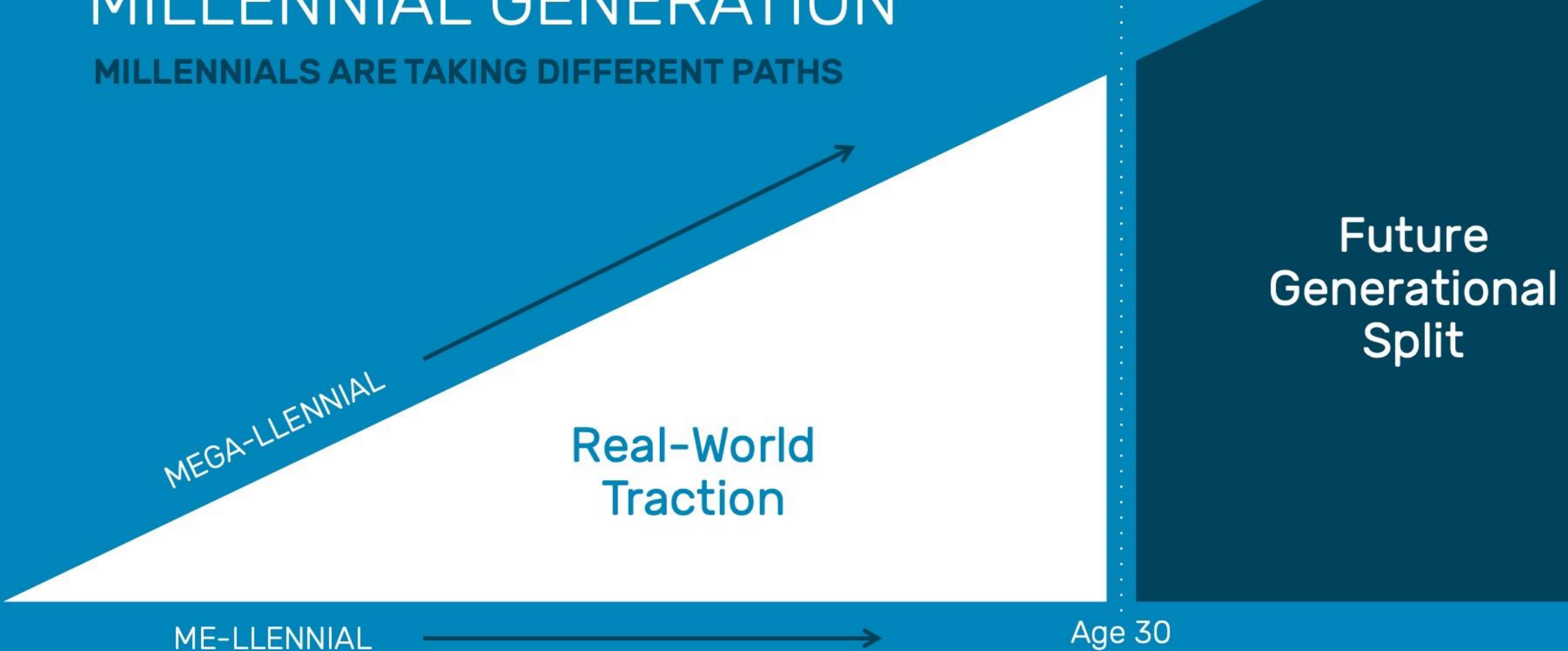
# MILLENNIALS

## Ages 28-46



# THE FUTURE OF THE MILLENNIAL GENERATION

MILLENNIALS ARE TAKING DIFFERENT PATHS







# GENERATION X

## Ages 47-58



- 1
- 2
- 3
- 4

Separating Generational  
Myth from Truth

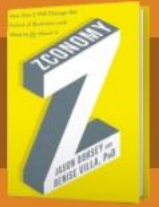
**Boomers**

**Gen X**

**Millennials**

**Gen Z**

More Info:  
[GenHQ.com](http://GenHQ.com)



# BABY BOOMERS

## Ages 59-77

**Gen Z**

**Millennials**

**Gen X**

**Boomers**



 **Cuspers** are born on the edges of generations

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# WHAT'S WORKING NOW TO DRIVE RESULTS







# TAKE-ACTION RESOURCES

Explore more  
discoveries

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Reach out for  
us to work  
together

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