

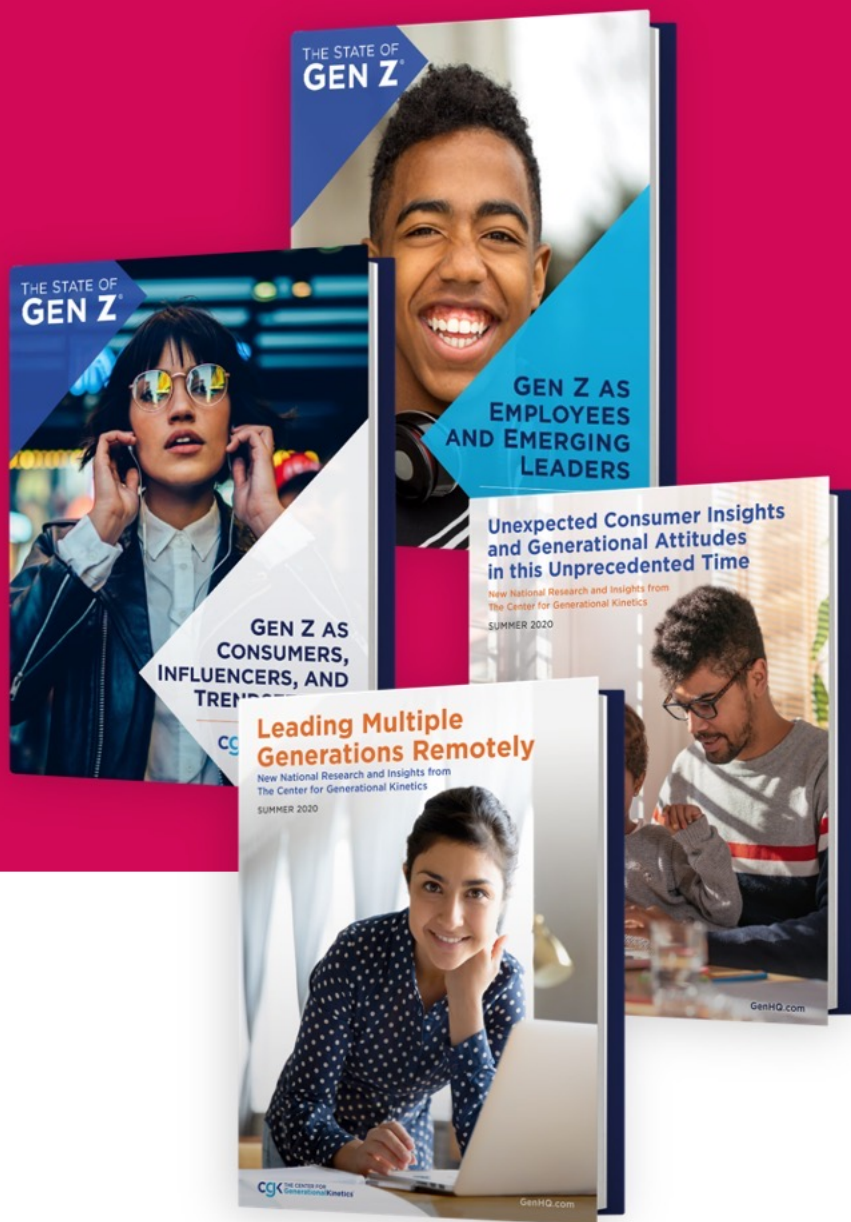


# ALICIA RAINWATER

 @GenHQ

 @theGenHQ

# WHY FOCUS ON GENERATIONS?



**cgk** THE CENTER FOR  
**GenerationalKinetics®**

## WHAT MAKES US UNIQUE

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

60  
MINUTES

TODAY

FORTUNE

The New York Times

THE WALL STREET JOURNAL.

BBC

CNBC

CNN

1

2

3

4

Rethinking Generations

# REDEFINING THE TERM GENERATIONS



1

2

3

4

Rethinking Generations



# CONNECTION



# TRUST



# INFLUENCE

1

2

3

4

Trends that Shape a Generation

# PARENTING



1

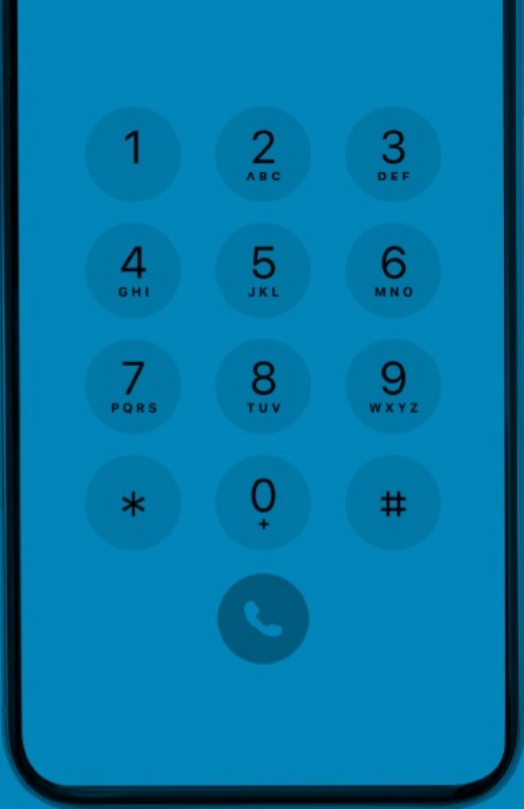
2

3

4

Trends that Shape a Generation

# TECHNOLOGY

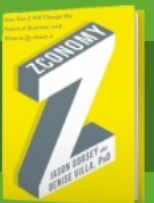


“TECHNOLOGY IS ONLY  
NEW IF YOU REMEMBER  
THE WAY IT WAS **BEFORE.**”

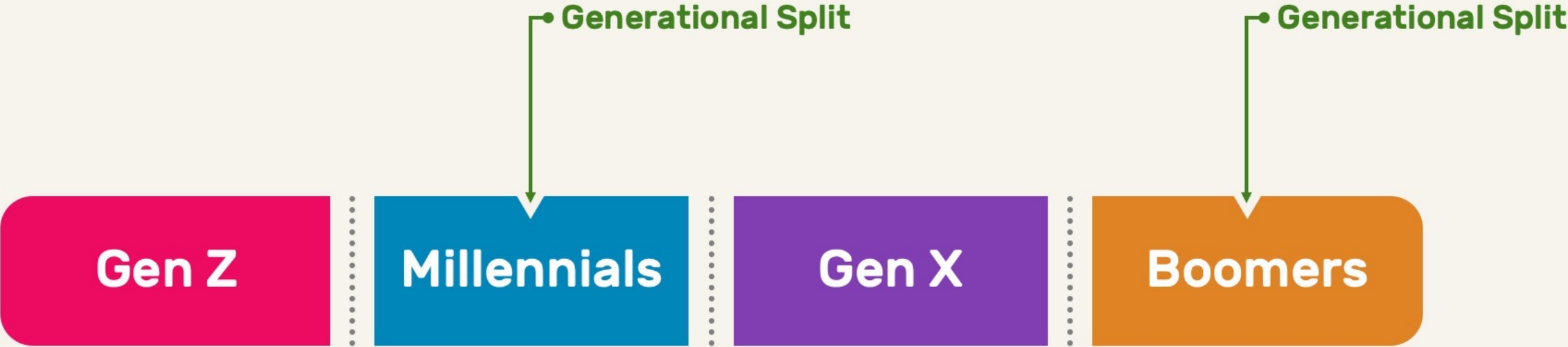
—JASON DORSEY

 @JasonDorsey  @jason\_dorsey

More Info:  
[JasonDorsey.com/Z](https://JasonDorsey.com/Z)

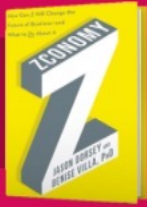






 **Cuspers** are born on the edges of generations

More info about generational birth years at: [JasonDorsey.com/BirthYears](https://JasonDorsey.com/BirthYears)



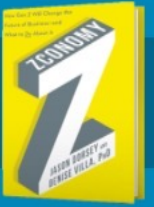
# GENERATION Z

## Ages ?-26





# EXAMPLES OF GENERATION-DEFINING MOMENTS



# MILLENNIALS

## Ages 27-45

Gen Z

Millennials

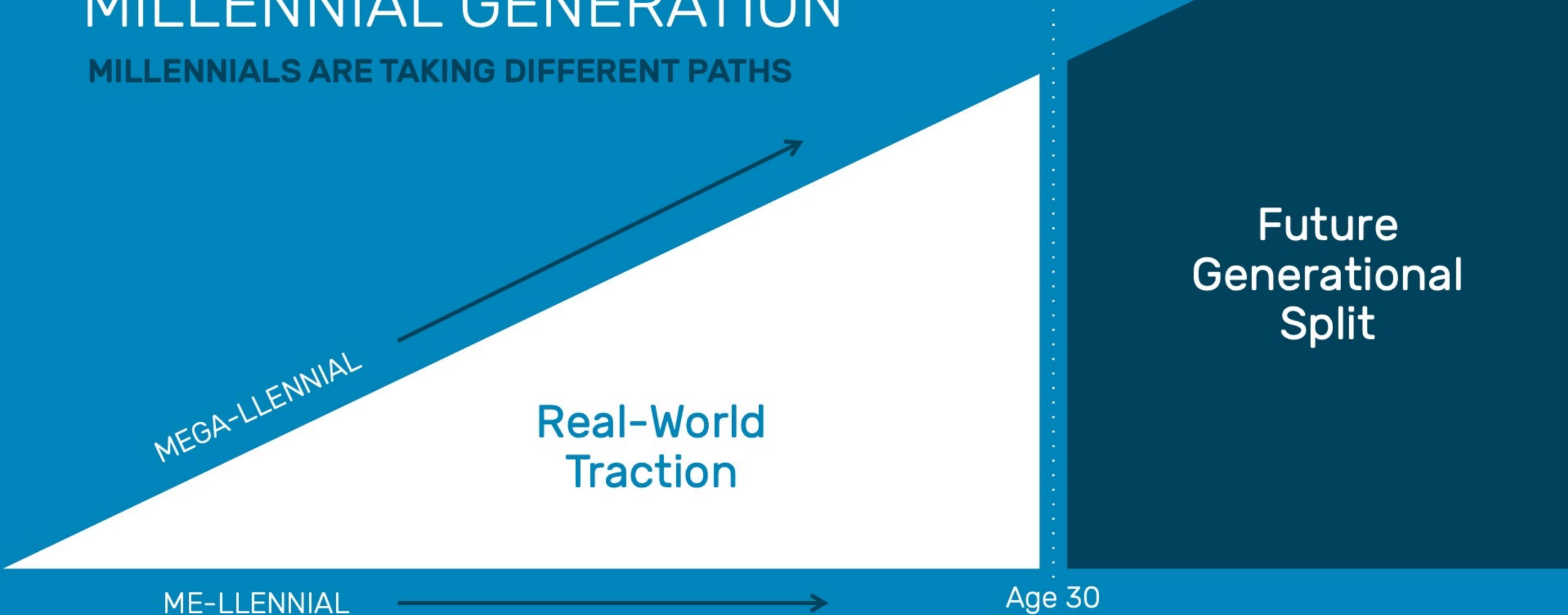
Gen X

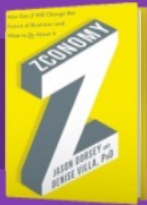
Boomers



# THE FUTURE OF THE MILLENNIAL GENERATION

MILLENNIALS ARE TAKING DIFFERENT PATHS





# GENERATION X

## Ages 46-57



**Boomers**

**Gen X**

**Millennials**

**Gen Z**

More Info:  
[JasonDorsey.com/Z](https://jasondorsey.com/Z)



# BABY BOOMERS

## Ages 58-76

**Gen Z**

**Millennials**

**Gen X**

**Boomers**

1

2

3

4

Strategies and Actions

# WHAT'S WORKING NOW TO DRIVE RESULTS





# TAKE-ACTION RESOURCES

Explore more  
discoveries

**[GenHQ.com/findings](https://GenHQ.com/findings)**

Enter your info for  
my speech notes  
and your 3 State of  
Gen Z studies

**[Alicia102.com](https://Alicia102.com)**

Reach out for  
us to work  
together

**[Emily@GenHQ.com](mailto:Emily@GenHQ.com)**