



CROSSING THE GENERATIONAL DIVIDE: Unlocking the Power of Generations to Grow Your Business

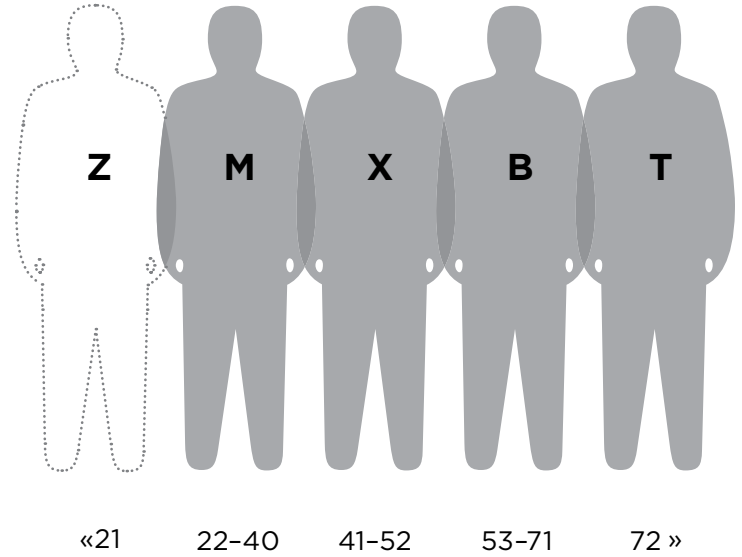
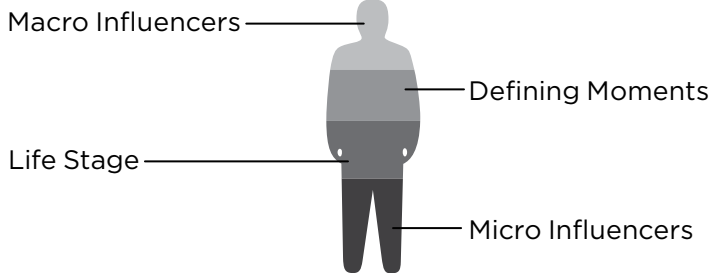
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The Center defines a **generation** as a segment of a geographically linked population that experienced similar social and cultural events at roughly the same time in their maturation.

Members of the same generation **tend to share similar:**

- Beliefs
- Buying Patterns
- Priorities
- Communication Habits
- Preferences
- Workplace Styles

The Center views generations as clues, not a box. We believe four converging influences give generations their unique personalities:



Approximate Ages

For the first time ever, there are five generations in the workforce and five generations in the marketplace.

MILLENNIALS / GEN Y Born 1977-1995: Age 22-40

Get The Center’s complete leadership training online at: GenHQ.com/Lead

GENERATION X

Born 1965-1976: Age 41-52

BABY BOOMERS

Born 1946-1964: Age 53-71

GEN Z (PREVIEW)

Born 1996 - Present: Age 21 and under

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To make each generation a strategic advantage,
engage them based on their preferences & priorities.

STRATEGIES

TACTICS

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Speaking for You

To request a little speaking info and check
my availability, contact Emily Boyd:

Em@GenHQ.com | 512.944.5456

Research and Consulting

To set up an initial call about custom research
and consulting, contact my friendly office:

Shannon@GenHQ.com | 512.259.6877

Discover Your Real Generation

You are more than your birth year.

You are a unique combination of
each generation.

Uncover your hidden generational
strengths by taking the GPI now:

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