

# 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 research.

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

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SHARE YOUR FAVORITE INSIGHTS:



@JasonDorsey



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**GENERATION Z**  
Ages 13-29

**MILLENNIALS**  
Ages 30-47

**GENERATION X**  
Ages 48-60

**BABY BOOMERS**  
Ages 61-79

\* 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 1996-2012 | Ages 13-29

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