

# JASON DORSEY

Researcher | Author

 @jason\_dorsey

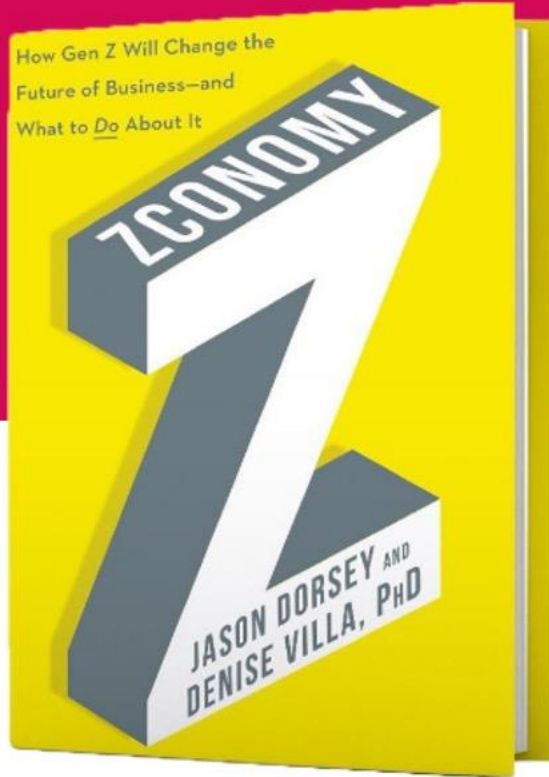




A FEW QUESTIONS...

WHY FOCUS  
ON GENERATIONS  
AS CLUES?





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

## WHAT MAKES US UNIQUE

- Over 150 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



CNN

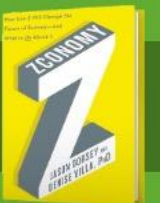
“TECHNOLOGY IS ONLY  
NEW IF YOU REMEMBER  
THE WAY IT WAS **BEFORE.**”

–JASON DORSEY

 @jason\_dorsey




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



# GENERATIONAL OVERVIEW BY CGK



 **Cuspers** are born on the edges of generations and are a natural bridge between generations.

Email me with questions and for my speech notes, Gen Z national study, and speech summary video: [jrd@jasondorsesey.com](mailto:jrd@jasondorsesey.com)



# GENERATION Z

## Ages 13-29



# MILLENNIALS

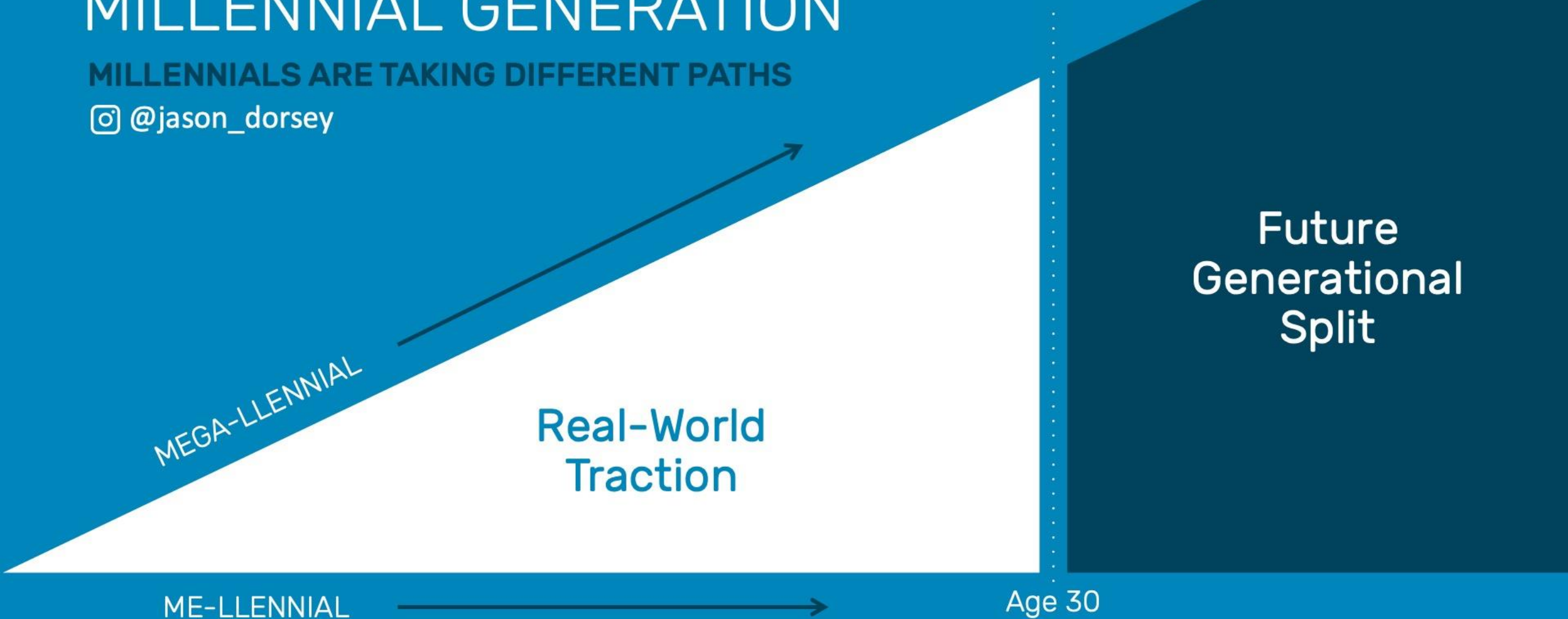
## Ages 30-48



# THE FUTURE OF THE MILLENNIAL GENERATION

MILLENNIALS ARE TAKING DIFFERENT PATHS

📷 @jason\_dorsey



ME-LLENNIAL

Real-World  
Traction

Age 30

Future  
Generational  
Split

1

2

3

4

Separating Generational  
Myth from Truth

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



# GENERATION X

## Ages 49-60

Gen Z

Millennials

Gen X

Boomers

# BABY BOOMERS

## Ages 61-79



THIS REALLY  
HAPPENED



# TAKE-ACTION RESOURCES

For Your Speech Summary  
Video, My Speech Notes,  
and State of Gen Z Study:

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