

Below are my speech notes for today's program.

If you have any questions, reach out to me:

- Email: ar@genhq.com
- Twitter: [@AliciaRainwater](https://twitter.com/AliciaRainwater)

I know, Twitter, how Millennial...

*Here are my notes
for today's prez!
Alicia*

Quick Background about our Research Center

At The Center for Generational Kinetics, we are on a mission to separate generational myth from truth through data.

We deliver custom research, speaking and consulting solutions that solve generational challenges for clients. We are all about **data** and driving results.

Our clients include many of the biggest brands around the world.

Check out our latest research findings at <http://genhq.com/findings/>

↑ good stuff

Today's Speech Notes

What is a "generation"?

A generation is a group of people born about the same time and raised in about the *same* place. People frequently overlook the importance of geography, but within the same generation, you'll see differences between urban and rural and people raised in different countries around the world.

Generational Behavioral Drivers

The Center's Ph.D. research team constantly studies several drivers that shape generations in the workforce, marketplace, community, and as trendsetters. These drivers include macro trends such as technology, mobility, education, economics, politics, generation-defining moments, and many more.

Generations are not a box

At The Center, **we believe generations are not a box, but powerful clues** on where to start to faster connect with and influence people of different ages. These clues are grounded in our research from around the world. I am guessing you and I would both agree that connecting and influencing faster across generations is *key* to driving the measurable results you want - whether that is sales and marketing gains or management and leadership impact.

Most people and companies immediately benefit from connecting with and influencing different birth cohorts faster. We've used our research and consulting solutions to *exponentially* increase a client's sales within a year, take a client from last to first in employee retention, and fast-track client innovation.

To read our popular blog post on how we determine where a generation starts and stops go here: http://genhq.com/generational_birth_years/

↑ our most popular blog

NOTE: You can be born within 5 years of any generation's beginning or ending birth year and have all the characteristics of the generation before or after. This makes you a "cusper" and it's an advantage because you're more empathetic to the generations before and after. This is also where terms to describe so-called micro generations come from, such as Xennials.

Overview of Each Generation

Gen Z, aka iGen - Born about 1996 to 2015

- Do not remember 9/11 or a time before the Internet, smartphones, or social media
- Over the next 5 years, they will become the fastest growing generation of employees and consumers
- Might leapfrog Millennials at work due to their work ethic and expectations
- Most diverse generation in history, even more diverse than Millennials
- Fiscally much more conservative than Millennials
- Avoid college debt if possible

Check out the best findings from our national Gen Z Study here:

<http://genhq.com/gen-z-2017/> ← free

See our founder, Jason Dorsey talk about Gen Z on [TEDx here](#).

↑ funny + personal

Millennials, aka Gen Y - Born about 1977 to 1995

- Fastest growing generation of employees and consumers
- Driving every major workplace and marketplace trend
- Most consistent generation globally
- Often feel entitled, but the group most offended by Millennials acting entitled is other Millennials who do not feel entitled!
- Experiencing delayed adulthood, which impacts everything - from marriage and buying a home to employee retention and job searches

← mega-millennials vs. Mc-millennials



- Not tech savvy, but tech dependent—which dramatically impacts communication, marketing, and learning
- Greatest lifetime value of any consumer or client you can win today
- Most likely to refer friends and colleagues to a company or brand
- Bring valuable new skills and a willingness to challenge the status quo as employees

See the answers to the Top 10 Millennial and Generations questions here:

<http://genhq.com/FAQ-info-about-generations/> ✨

Generation X - Born about 1965 to 1976

- Often skeptical – as The Center’s CEO, who is Gen X, says, “Trust but verify.”
- Loyal to individuals
- Don’t like surprises at work
- Make great managers and leaders because they dive into the details

Baby Boomers - Born about 1946 to 1964

- Define work ethic in hours per week
- Don’t believe you’re working unless they can see you
- Like policies, procedures, and fax cover sheets!
- At The Center, we believe Boomers are two generations because younger Boomers experienced very different formative events than older Boomers

Traditionalists - Born about 1945 and earlier

- My grandparents’ generation
- This is the generation Millennials most naturally trust!
- Strong military connection – but they rarely talk about it
- Comfortable with delayed gratification

Speaking and Research - Quick contact info

Want a little info on me speaking or to set up a call to talk about working together on research or consulting? Contact our friendly office at Info@GenHQ.com and they’ll happily set it up. I look forward to it!

Thank you!

Most importantly, thank YOU for what you do to make the most of every generation.

This is an important conversation to have—and it must be based on accurate research and data that you can use right away.

We each bring value that the world, whether that is knowing how to do long division or where to find great Snapchat filters—or both at the same time.

I hope you enjoyed these speech notes.

I look forward to talking with you about speaking or research.

My best,

Alicia

ar@genhq.com

GenHQ.com

← Email me and we can talk about speaking or research.

Talk soon!

Alicia