



ALICIA RAINWATER



A FEW QUESTIONS...

WHY FOCUS ON GENERATIONS?



CGK THE CENTER FOR
GenerationalKinetics[®]

WHAT MAKES US UNIQUE

- Over 100 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

REDEFINING THE TERM GENERATIONS AS CLUES

1

2

3

4

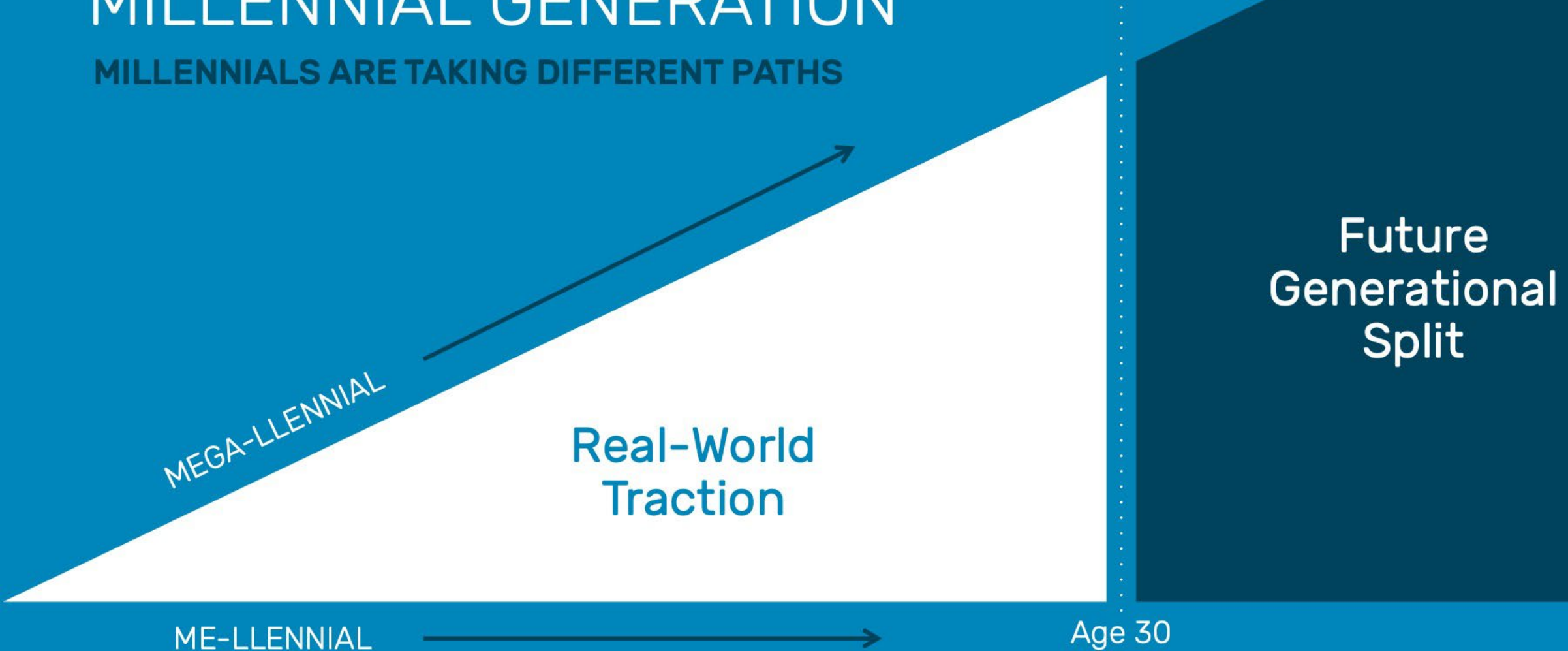
Trends that Shape a Generation

GEOGRAPHY



THE FUTURE OF THE MILLENNIAL GENERATION

MILLENNIALS ARE TAKING DIFFERENT PATHS



1

2

3

4

Rethinking Generations



CONNECTION



TRUST



INFLUENCE

1

2

3

4

Trends that Shape a Generation

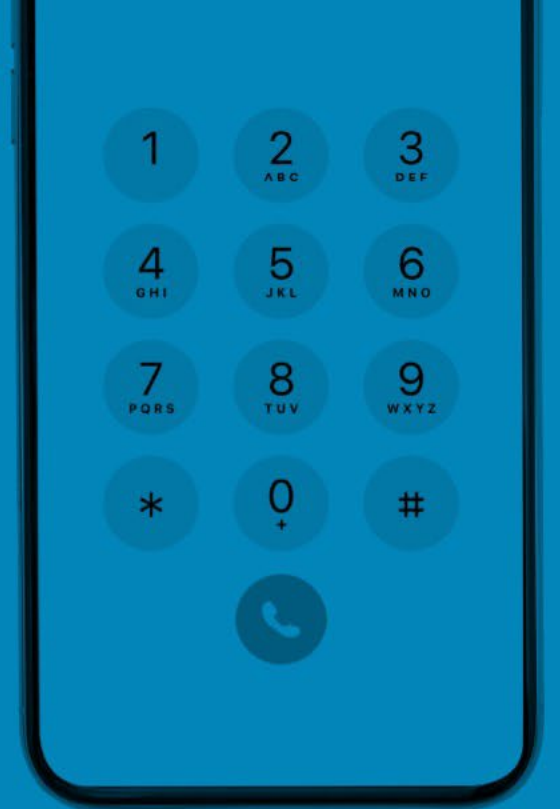
PARENTING



- 1
- 2
- 3
- 4

Trends that Shape a Generation

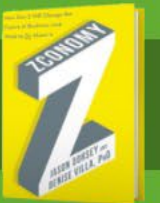
TECHNOLOGY



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

–JASON DORSEY,
Founder of CGK

More Info:
GenHQ.com

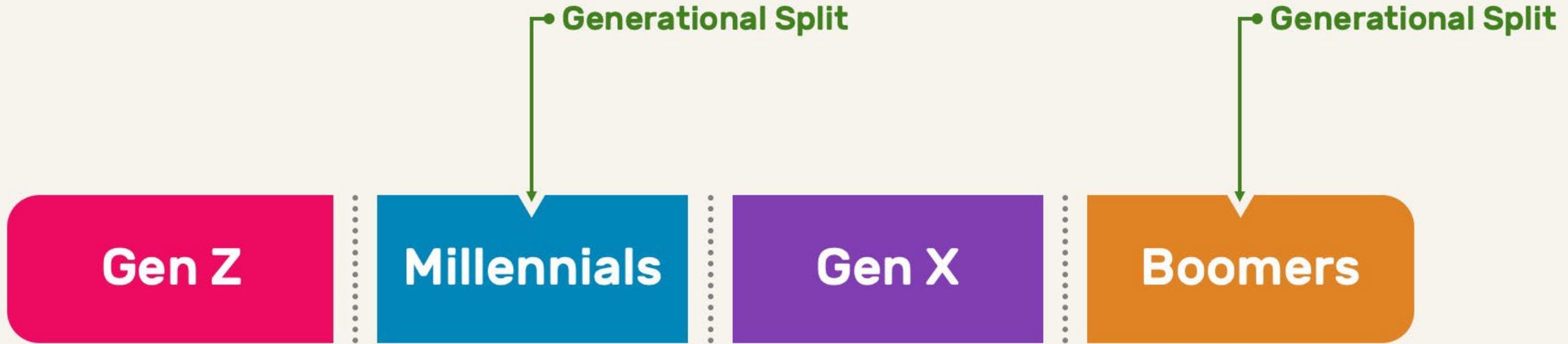


Trends that Shape a Generation



EXAMPLES OF GENERATION-DEFINING MOMENTS

GENERATIONAL OVERVIEW BY CGK



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

More info about generations: GenHQ.com

GENERATION Z

Ages 12-28



MILLENNIALS

Ages 29-47



GENERATION X

Ages 48-59

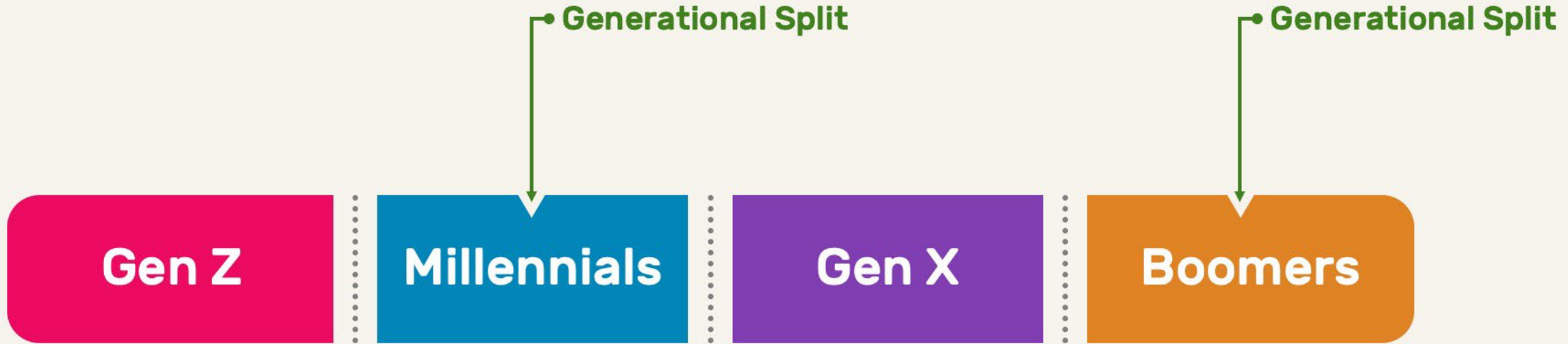


BABY BOOMERS

Ages 60-78



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WHAT'S WORKING NOW TO DRIVE RESULTS

TAKE-ACTION RESOURCES

Explore more
discoveries

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Email me for my
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video, and latest
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Reach out for
us to work
together

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