# UNLOCKING THE POTENTIAL OF GENERATIONS

## A NEW APPROACH TO DRIVING MEASURABLE RESULTS

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

KEY INSIGHTS TO KNOW ABOUT GENERATIONS:

**SHARE YOUR FAVORITE INSIGHTS:**

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| GENERATION Z | MILLENNIALS | GENERATION X | BABY BOOMERS |
|---|---|---|---|
| Ages 14-30 | Ages 31-48 | Ages 49-61 | Ages 62-80 |

* 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 14–30

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## MILLENNIALS
BORN 1978-1995 | Ages 31-48

## GENERATION X
BORN 1965-1977 | Ages 49-61

## BABY BOOMERS
BORN 1946-1964 | Ages 62-80

You can unlock the potential of each generation using CGK's research-based discoveries

TAKE-ACTION STRATEGIES

## LET'S WORK TOGETHER TO DRIVE RESULTS ACROSS GENERATIONS

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