

UNLOCKING THE POTENTIAL OF EMERGING GENERATIONS

New Insights and Actions To Unlock the Potential of Gen Z for the Future of Work

Presented by Jason Dorsey
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CGK THE CENTER FOR
GenerationalKinetics[®]





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JASON DORSEY

Keynote Speaker | Generational Researcher | Strategic Advisor

My passion is helping you solve generational challenges.

- **Research:** President of The Center for Generational Kinetics. We've led more than 65 generational studies.
- **Writing:** Wrote my first book at age 18. My new book is *Zconomy: How Gen Z Will Change the Future of Business*
- **Speaking:** Over 3,000 in-person, virtual, and hybrid events
- **Advising:** I am an advisor to executives, entrepreneurs, companies and serve on several corporate boards
- **Living It:** I'm a Millennial, married to a Gen X'er, and we have a Gen Z daughter!



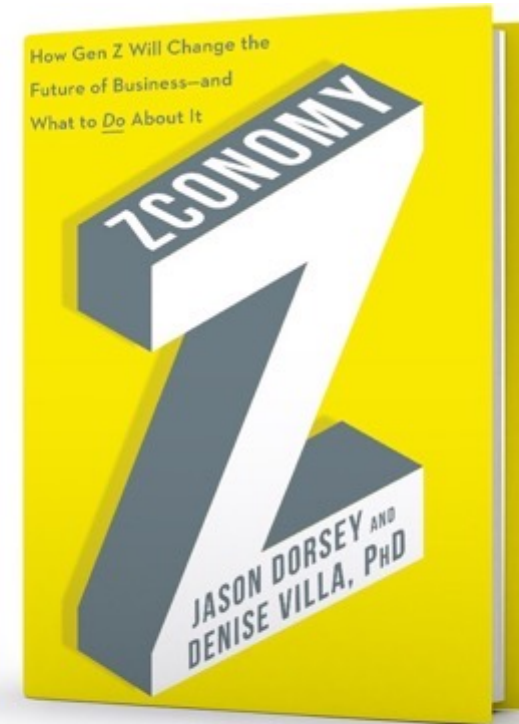
THE CENTER FOR GENERATIONAL KINETICS

Generational speaking, research, and strategy firm.
700+ clients spanning every key industry.

What makes us different? We lead behavioral research. We study why generations act the way they do as employees, customers, and trendsetters.

Combining our insights with your own data leads to new solutions and measurable gains.

Results: We've taken clients from last to first in employee retention *and* customer growth.



CGK's New Book on Gen Z



RETHINKING GENERATIONS

Redefining the term “generation”

- ▶ At CGK, we define a generation as a group of people born at about the same time and raised in approximately the same place, leading to increased *predictability by scenario*.

Generations are not boxes

- ▶ Instead, generations are powerful **clues** on where to start to connect with and influence people of different ages—older and younger.





BIRTH YEAR OVERVIEW

GENERATIONAL BIRTH YEARS

- ▶ Generation Z: 1996 – 2015
- ▶ Millennials: 1977 – 1995
- ▶ Generation X: 1965 – 1976
- ▶ Baby Boomers: 1946 – 1964

*Cuspers are born on the edges of generations

JasonDorsey.com/Birthyears

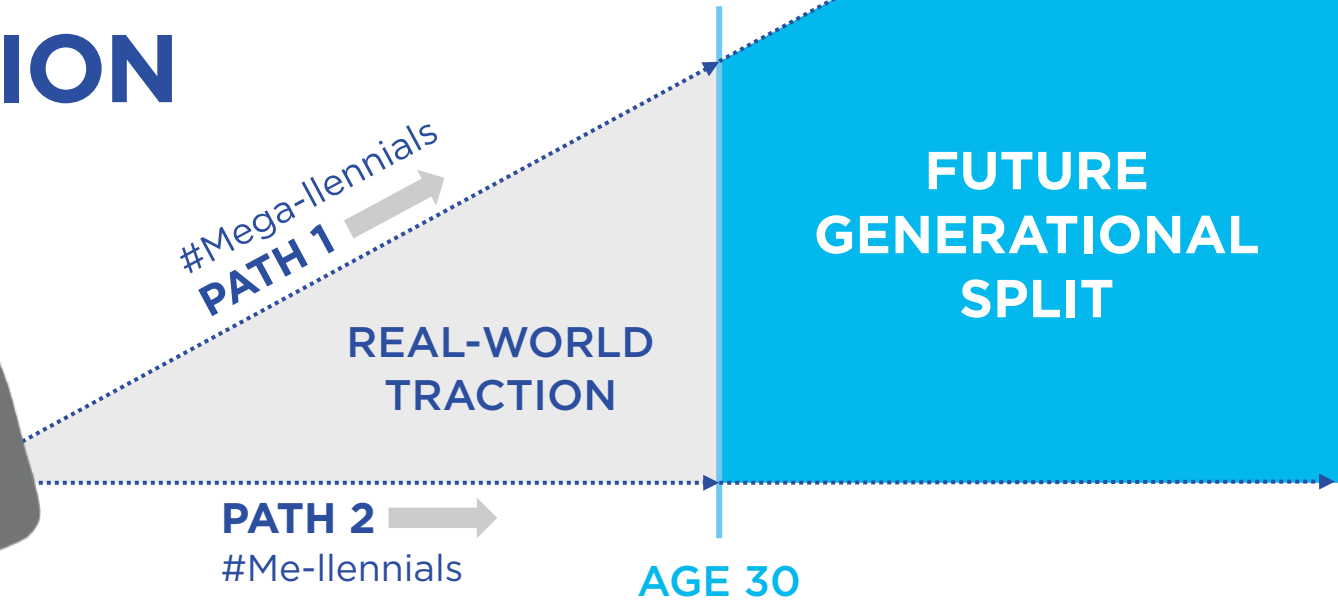


THE FUTURE OF THE MILLENNIAL GENERATION

Millennials

Ages 25-43

- Tech Dependent
- Diverse
- Delayed Adulthood
- Generational Split



READ MORE AT GENHQ.COM
CGK THE CENTER FOR
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A FEW KEY GENERATIONAL TRENDS WE'RE STUDYING NOW

COVID-19 is impacting generations differently

- Gen Z is being affected *significantly* as we believe COVID-19 is their generation-defining moment.
- Millennials feel like they've been bookended with traumatic events, starting with The Great Recession and now COVID-19.
- Generation X is being pulled in *three* different directions. They're often taking care of their kids, helping their parents, and trying to navigate work or a job search.
- Baby Boomers are often using their emergency savings for financial support during the pandemic, which could lead to them having to work longer.

The coronavirus pandemic will mint a new generation, according to a researcher — and it has nothing to do with the supposed 'baby boom'

Hillary Hoffower Apr 10, 2020, 8:05 AM



The post-Gen Z generation is here. NurPhoto/Getty Images

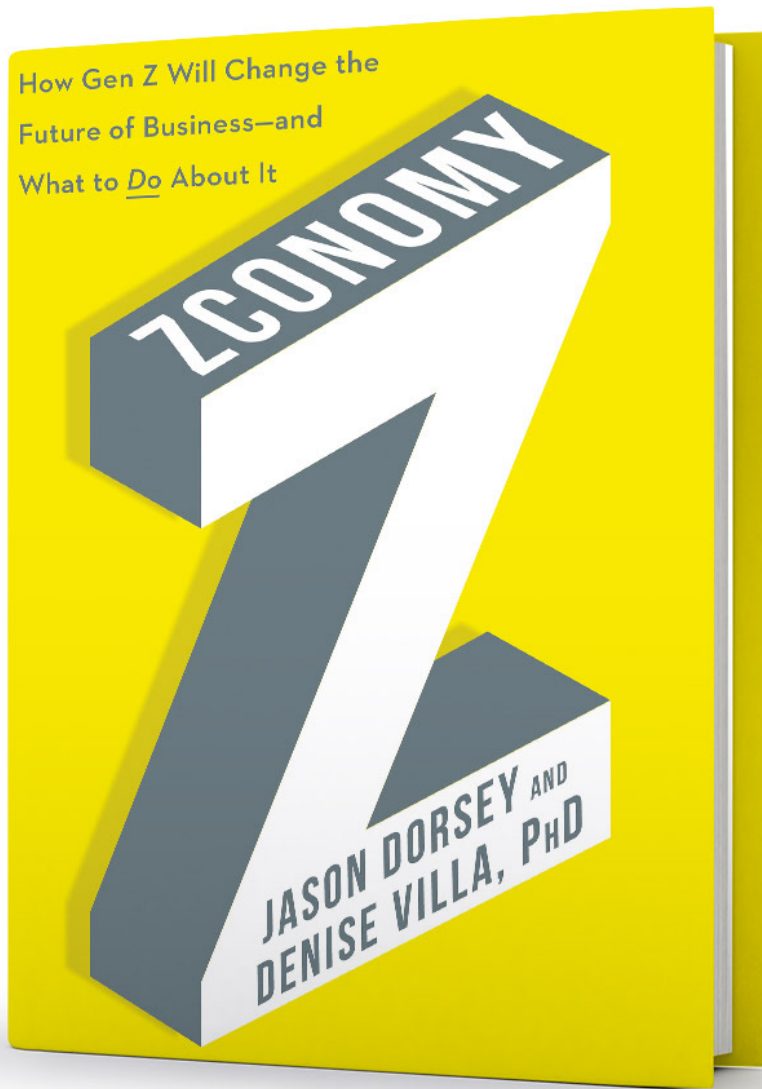
SIX ACTIONS TO HELP GEN Z UNLOCK THEIR POTENTIAL IN THE FUTURE OF WORK



Six Actions To Help Gen Z Unlock their Potential in the Future of Work

1. Provide specific examples of the _____ that you expect. Test onboarding by _____.
2. Be clear on the benefits that matter now: flexibility and offering _____-day-pay.
3. Frequency of _____ is critical to keeping emerging generations aligned.
4. Tell employers: How you let go of employees determines the _____ of those who stay.
5. Consider delivering training in _____, especially onboarding and hard skills.
6. Demonstrate a strong, candid commitment to social causes, especially social justice and combatting climate change.





Zconomy.com

ZCONOMY:

How Gen Z Will Change the Future of Business
—and What to Do About It

Named a Top 10 Business Book of 2020 by Forbes!

Zconomy answers questions leaders need to know:

- ▶ Could Gen Z leapfrog Millennials at work?
- ▶ What can you do to attract, retain, and unlock the potential of Gen Z as employees fast?
- ▶ How are parenting, COVID-19, and technology shaping Gen Z right now?



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GENERATIONAL RESOURCES

1. More generational discoveries available at: GenHQ.com/findings
2. Reach out to me to me for speaking in your community: Info@GenHQ.com
3. Email JRD@JasonDorsey.com for your three State of Gen Z[®] research reports!

Most importantly: Thank you from our family!

