

FUTURE-PROOFING YOUR COMPANY ACROSS GENERATIONS

New Insights and Actions to Recruit, Hire,
and Retain Talent and Position Succession Planning

Presented by Jason Dorsey
President and Lead Researcher





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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!



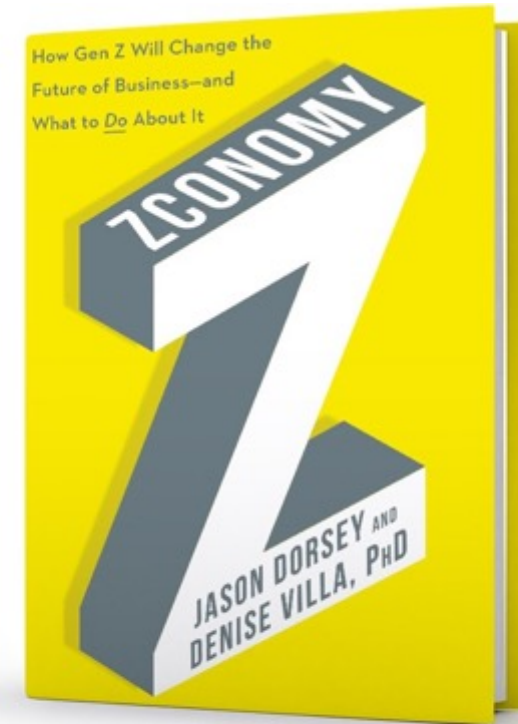
THE CENTER FOR GENERATIONAL KINETICS

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 team members, 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



FORTUNE



WALL STREET JOURNAL



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

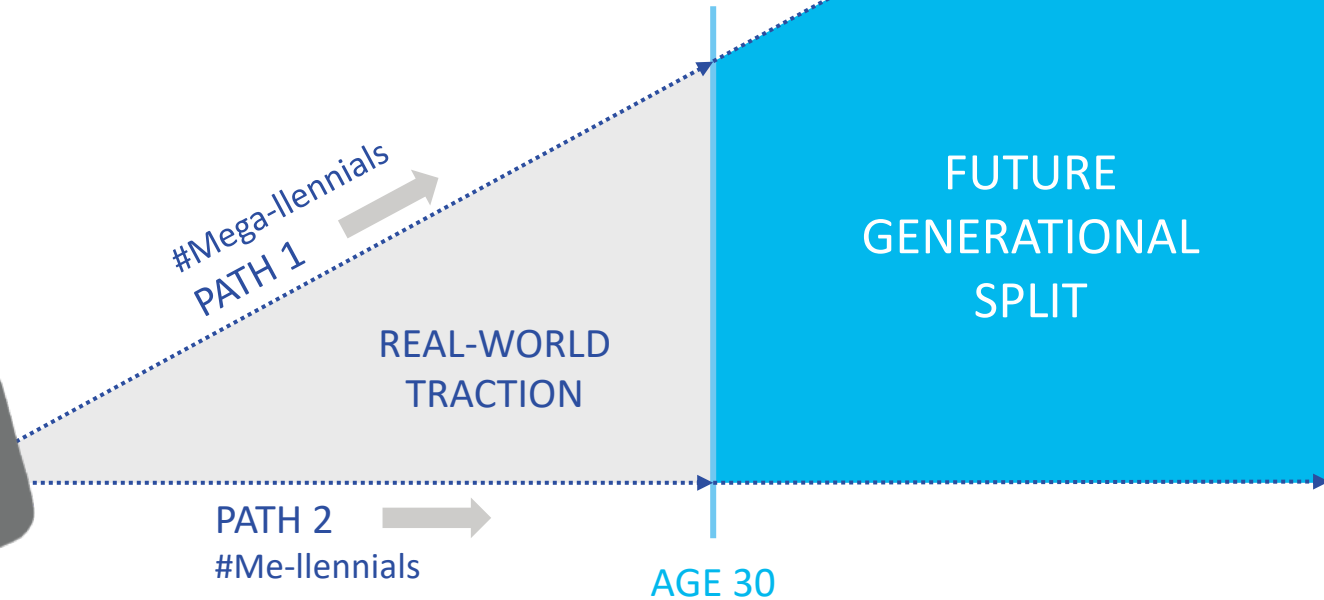


THE FUTURE OF THE MILLENNIAL GENERATION

Millennials

Ages 25-43

- Tech Dependent
- Diverse
- Delayed Adulthood
- Generational Split



LEARN MORE AT [GENHQ.COM](https://genhq.com)

CGK THE CENTER FOR
GenerationalKinetics®

A FEW KEY GENERATIONAL TRENDS WE'RE STUDYING NOW

COVID-19 is impacting each generation differently

- **Gen Z** is being affected *significantly* as we believe COVID-19 is their generation defining moment. Older members of Gen Z are also having a different experience than younger members.
- **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 Hoffer Apr 10, 2020, 8:05 AM



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

SEVEN ACTIONS TO START FUTURE-PROOFING YOUR COMPANY NOW



Seven Actions to Start Future-Proofing Your Company Now

1. **Make applications easy** to _____ and save on mobile.
2. **Be clear on the work characteristics that matter now:** scheduling flexibility, benefits, and _____-day-pay.
3. **Provide specific examples** of the _____ that you expect. Individualized, on-demand instruction is an expectation.
4. **Onboarding by** _____ will become normal.
5. **Increase frequency of** _____ to drive trust and alignment with emerging talent.
6. **How you let go of employees** determines the _____ and tenure of those who remain.
7. **Succession planning** starts with _____ development and participating in _____ planning. The next generation in family-led businesses benefit from external experience.





Thank you from our family

1. Get more of CGK's generational discoveries are available at: GenHQ.com/findings
2. Reach out if you'd like me to work with you or your organization: Info@GenHQ.com
3. Email your Vermeer contact for your three State of Gen Z[®] research reports.

And now to the discussion...