

Thank for an awesome day! Here are my notes, I circled some key points. See you on Facebook!



THE CENTER FOR GENERATIONAL KINETICS®

Below are my speech notes.

If you have questions, reach out and I'll answer directly:

- LinkedIn: [Linkedin.com/in/JasonDorsey](https://www.linkedin.com/in/JasonDorsey)
- Twitter: [Twitter.com/JasonDorsey](https://twitter.com/JasonDorsey)
- Facebook: [Facebook.com/Jason.Ryan.Dorsey](https://www.facebook.com/Jason.Ryan.Dorsey)

I know, how Millennial!

Speech Notes

What is a generation?

A group of people born about the same time and parented in about the same place. You will see differences within the same generation based on geography, such as me growing up in rural Texas and my best friend living in the Bronx.

There are several key trends The Center studies that shape generations.

These include parenting, technology, mobility, economics, access to healthcare, politics, generation-defining moments and more.

At The Center, we believe **generations are not a box, but instead are powerful clues** on where to start to faster connect with and influence people of different ages.

Most people and companies immediately benefit from being able to connect with and influence people faster—this includes growing sales, employee performance, innovation and much more.

You can be born within 5 years of any generation's start or stop date and have all the characteristics of the generation before or after you. This makes you a "cusper" and can be an advantage because you're more empathetic to the generations before and after.

Millennials (aka Gen Y) - Born 1977 to 1995

- Fastest growing generation in the workplace and marketplace
- Most consistent generation globally
- Often feels entitled... the group most offended by entitled Millennials are other Millennials who do NOT feel entitled (because we think they're giving us a bad rap)
- Experiencing delayed adulthood, which impacts everything—and it's critical for marketers and employers to know and adapt to
- Not tech savvy, but tech dependent—changes communication preferences
- Greatest lifetime value of any consumer, customer or client you can win today

- Most likely to refer friends and colleagues
- Bring valuable new skills and a willingness to challenge status quo
- Get more surprising info about Millennials and Gen Y [here](#)

Generation X - Born 1965 to 1976

- Often skeptical—remember what my wife says: “Trust but verify”
- Loyal to individuals
- Don't like surprises at work
- Make great managers and leaders because into the details

Baby Boomers - Born 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
- Remember my dad and his “emergency check”
- Actually two generations because younger Boomers experienced very different formative events than older Boomers
- Watch my video about Baby Boomers v Millennials [here](#)

Traditionalists - Born 1945 and earlier

- My grandparents' generation
- This is the generation Millennials most naturally trust
- Strong Military connection - but my grandfather never talked about it
- Comfortable with delayed gratification

To get specific actions that drive measurable results:

Get my book for free when you order my Managing Across Generations online training [here](#)

Get my book for free *and* get my Managing Across Generations course for free when you order my selling and marketing to Millennials online training [here](#)

Most importantly, thank YOU for investing the time to make the most of every generation.

We each bring value in our own way—whether that is by doing long division or texting without looking!

See you on Twitter!

@JasonDorsey

Free book here

funny!