The Center defines a generation as a segment of a geographically linked population that experienced similar social and cultural events at roughly the same time in their maturation.

Members of the same generation tend to share similar:

- Beliefs
- Priorities
- Preferences
- Buying Patterns
- Communication Habits
- Workplace Styles

The Center views generations as clues, not a box. We believe four converging influences give generations their unique personalities:

Macro Influencers
Defining Moments
Life Stage
Micro Influencers

Approximate Ages

For the first time ever, there are five generations in the workforce and five generations in the marketplace.

MILLENNIALS / GEN Y

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<table>
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<tr>
<th>GENERATION X</th>
<th>BABY BOOMERS</th>
<th>GEN Z (PREVIEW)</th>
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To make each generation a strategic advantage, engage them based on their preferences & priorities.

**STRATEGIES**

**TACTICS**

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**Speaking for You**
To request a little speaking info and check my availability, contact Emily Boyd:

Em@GenHQ.com | 512.944.5456

**Research and Consulting**
To set up an initial call about custom research and consulting, contact my friendly office:

Shannon@GenHQ.com | 512.259.6877

**Discover Your Real Generation**
You are more than your birth year.

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