

THE
GEN
SHIFT ©





Traditionalist
(1925-1945)



Baby Boomer
(1946-1964)



Gen X
(1965-1980)



Millennial
(1981-1995)



Gen Z
(1996-2012)



**FIVE GENERATIONS
SIDE BY SIDE
FIRST TIME
IN HISTORY**





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THE GEN SHIFT[©]

Traditionalist
(1925-1945)



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Gen Z
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TRADITIONALISTS (1925-1945)





BOOMERS (1946-1964)



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GEN Xers
(1965-1980)



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MILLENNIALS (1981-1995)



65%
\$30.5 Billion

Zipcar, GALLUP.COM



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GENERATION Z
(1995-2012)



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WHAT IS A GENERATION?











GROOVY.



DUDE, THAT'S AWESOME.



YOLO







STRENGTH: CONTEXT



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DO: LISTEN



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**DON'T: DOWNPLAY
THEIR SACRIFICE**



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**GROWTH EDGE:
HOW ARE YOU
SEEKING TO
UNDERSTAND THE
NEEDS OF OTHERS?**



GENERATION GUIDELINES DEFINED BY BIRTH YEAR

The Silent Generation:
Born 1928-1945 (73-90 years old)

Baby Boomers:
Born 1946-1964 (54-72 years old)

Millennials:
Born 1981-1996 (22-37 years old)

Post-Millennials:
Born 1997-Present (0-21 years old)

SOURCE:
Pew
Research
Center

BUZZFEED NEWS:

ARE MILLENNIALS "THE BURNOUT GENERATION?"

BABY BOOMERS AND SILENT GENERATION DEALT WITH THEIR OWN NATIONAL, INTERNATIONAL CRISES

CBSN

CBSN





STRENGTH: RESPONSIBILITY





DO: BE DIRECT



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DON'T: MICROMANAGE



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**GROWTH EDGE:
IN WHAT WAYS ARE YOU
DELEGATING
AND EMPOWERING OTHERS?**







STRENGTH: CONFIDENCE





**DO: OFFER GROWTH,
FLEXIBILITY, AND PURPOSE**





DON'T: DICTATE, NEGOTIATE





**GROWTH EDGE:
IN WHAT WAYS DO YOU SEEK TO
UNDERSTAND THE CONTEXT OF
WORK SITUATIONS?**





STRENGTH: RESOURCEFUL



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DO: FACE TO FACE





DON'T: PUT THEM IN A BOX



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?: CAN I TRUST YOU?





EXPECT CHANGE

2003: SKYPE

2004: FACEBOOK

2005: YOUTUBE

2006: TWITTER AND TEXTING

2007: IPHONE

2008: IPHONE APP STORE

2010: IPAD

2012: IPADS IN SCHOOLS

2015: APPLE WATCH



Reduce. Reuse. Recycle.



GENERATION Z:

\$29B to \$143B in direct spending

\$166B to \$333B indirect spending influence

-MILLENNIAL MARKETING



Millennials and Gen Z currently make up
46% of U.S. fulltime workforce.

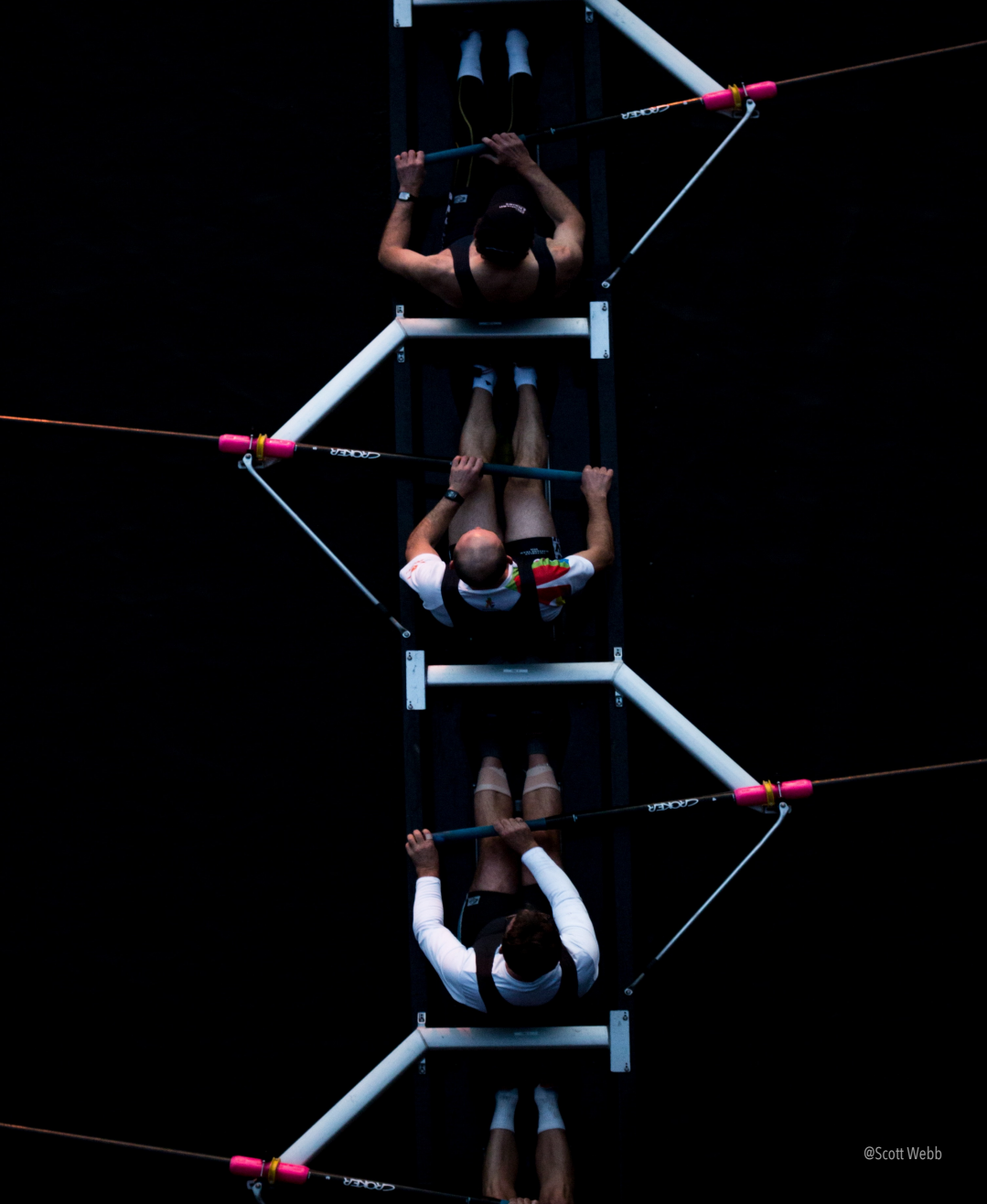
-Gallup





CHANGE
IS
HAPPENING





@Scott Webb

LEVERAGE STRENGTHS



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RAISE AWARENESS



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BREAK
DOWN
BIAS

You are positive that everyone above 40 refuses to change.

You believe that anyone who has to have an agenda on paper does not care about the environment.

Any time someone asks you for help with technology you immediately assume they should retire.

You believe that anyone who wants to work remotely is just trying to get out of doing "real work."

You believe an entire generation of people is lazy, narcissistic, and entitled.



INTERGENERATIONAL COMMUNITY



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LIFELONG LEARNING



- 1) What are the best ways to communicate effectively with my generation?
- 2) How does the workplace communicate to my generation that we have value?
- 3) How is feedback best given and received by my generation?
- 4) What does success in life look like for my generation?
- 5) What is one thing I want the other generations to know about my generation?
- 6) What is one question I would ask another generation so I could understand how to work with them more effectively?

It was great to be with you today!

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