

Keynote Address with Jason Dorsey

**Crossing the Generational Divide Influencing
the Industry Landscape:**

Unexpected Insights and New Strategies You Can Use Immediately

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Keynote Address

with Jason Dorsey

**Crossing the Generational Divide Influencing
the Industry Landscape:**

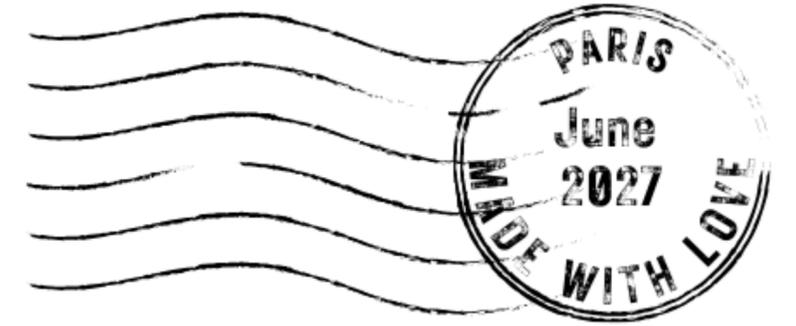
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Keynote Address

Crossing the Generational Divide Influencing the Industry Landscape: Unexpected Insights and New Strategies You Can Use Immediately



Jason Dorsey

Best-selling author, generational research leader & media-recognized expert

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JASON DORSEY

Researcher | Author

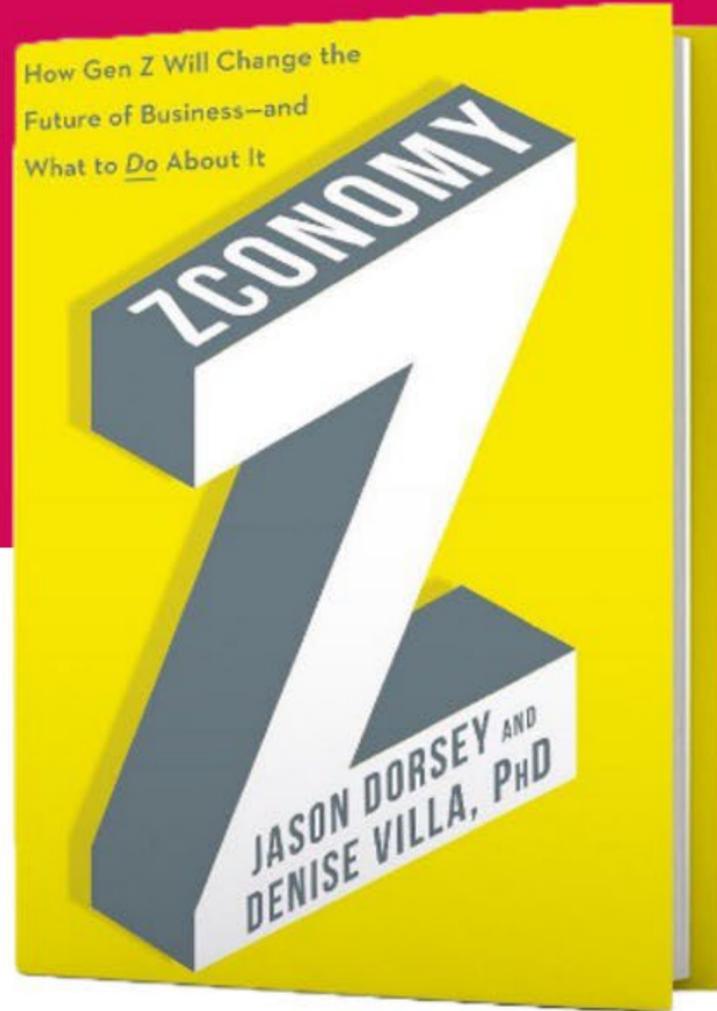
 @Jason_Dorsey

 @JasonDorsey





A FEW QUESTIONS...



CGK THE CENTER FOR
GenerationalKinetics®

WHAT MAKES US UNIQUE

- Over 150 benchmark research studies
- 700+ clients spanning every major industry
- Focused on uncovering hidden behavioral drivers

60
MINUTES



FORTUNE

The New York Times

THE WALL STREET JOURNAL.

BBC



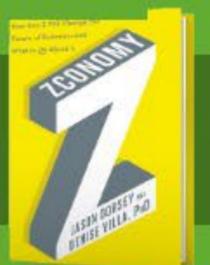
CNN

“TECHNOLOGY IS ONLY
NEW IF YOU REMEMBER
THE WAY IT WAS **BEFORE.**”

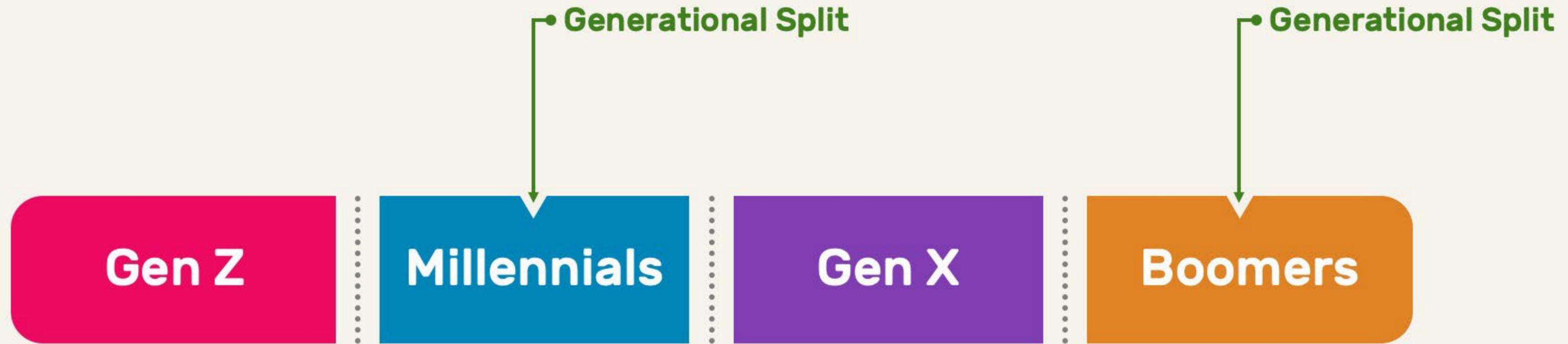
—JASON DORSEY

 @jason_dorsey

More Info:
JasonDorsey.com/Z



GENERATIONAL OVERVIEW BY CGK

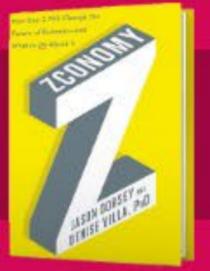


 **Cuspers** are born on the edges of generations and are a natural bridge between generations.

Email me for my detailed speech notes, State of Gen Z national study, and speech summary video: JRD@JasonDorsey.com



More Info:
JasonDorsey.com/Z



GENERATION Z

Ages 15-30

Gen Z

Millennials

Gen X

Boomers

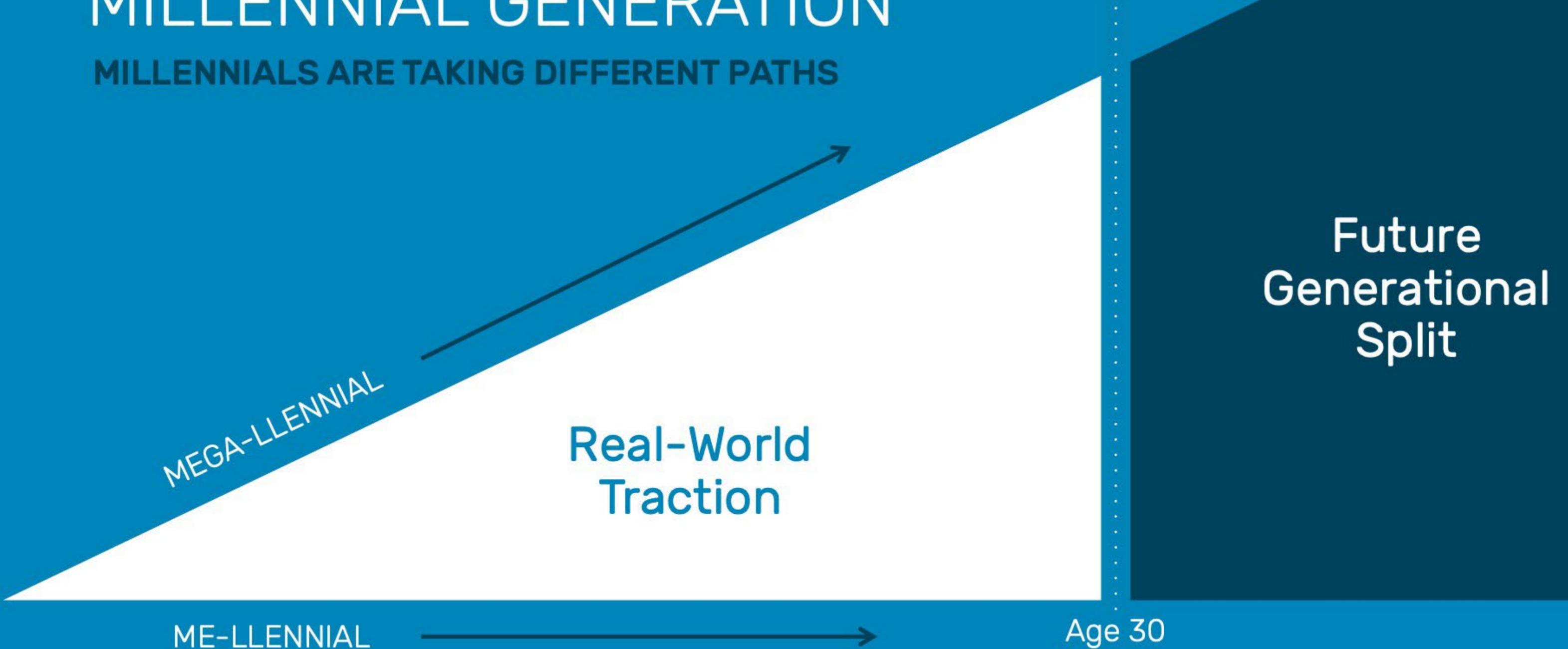
MILLENNIALS

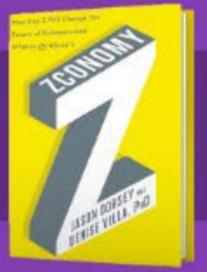
Ages 31-48



THE FUTURE OF THE MILLENNIAL GENERATION

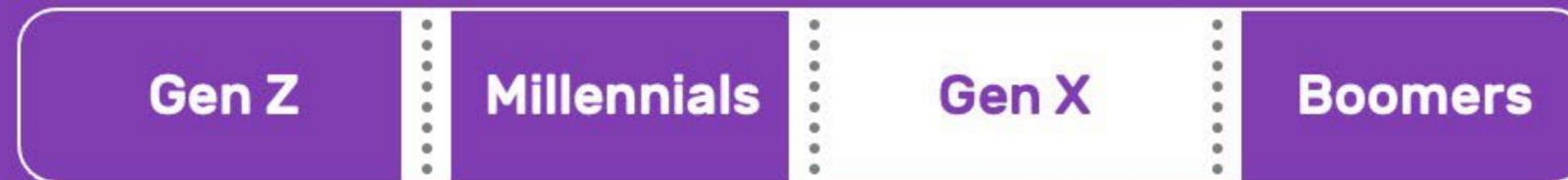
MILLENNIALS ARE TAKING DIFFERENT PATHS





GENERATION X

Ages 49-61



BABY BOOMERS

Ages 62-80



THIS REALLY
HAPPENED



TAKE-ACTION RESOURCES

For Your Speech Summary
Video, My Speech Notes,
and State of Gen Z Study:

E: JRD@JasonDorsey.com

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Thank You for Joining Us

*Lunch is now open in the Terrace Ballroom and
the Women in the Industry Luncheon is in Grand 114*

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