

# CURT STEINHORST



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**Generational Kinetics®**

# The Center For Generational Kinetics

- ▶ #1 Generational research, positioning, and solutions firm
- ▶ Over 180 clients per year, spanning virtually every industry
- ▶ We solve the challenge of *why* every generation acts the way they do so you can unlock the power of each generation as customers and employees



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# Generational Overview

- ▶ Generation Z: 1996 - Present
- ▶ Millennials: 1977 - 1995
- ▶ Generation X: 1965 - 1976
- ▶ Baby Boomers: 1946 - 1964
- ▶ Traditionalists: Pre-1946

**[GenHQ.com/BirthYears](https://GenHQ.com/BirthYears)**

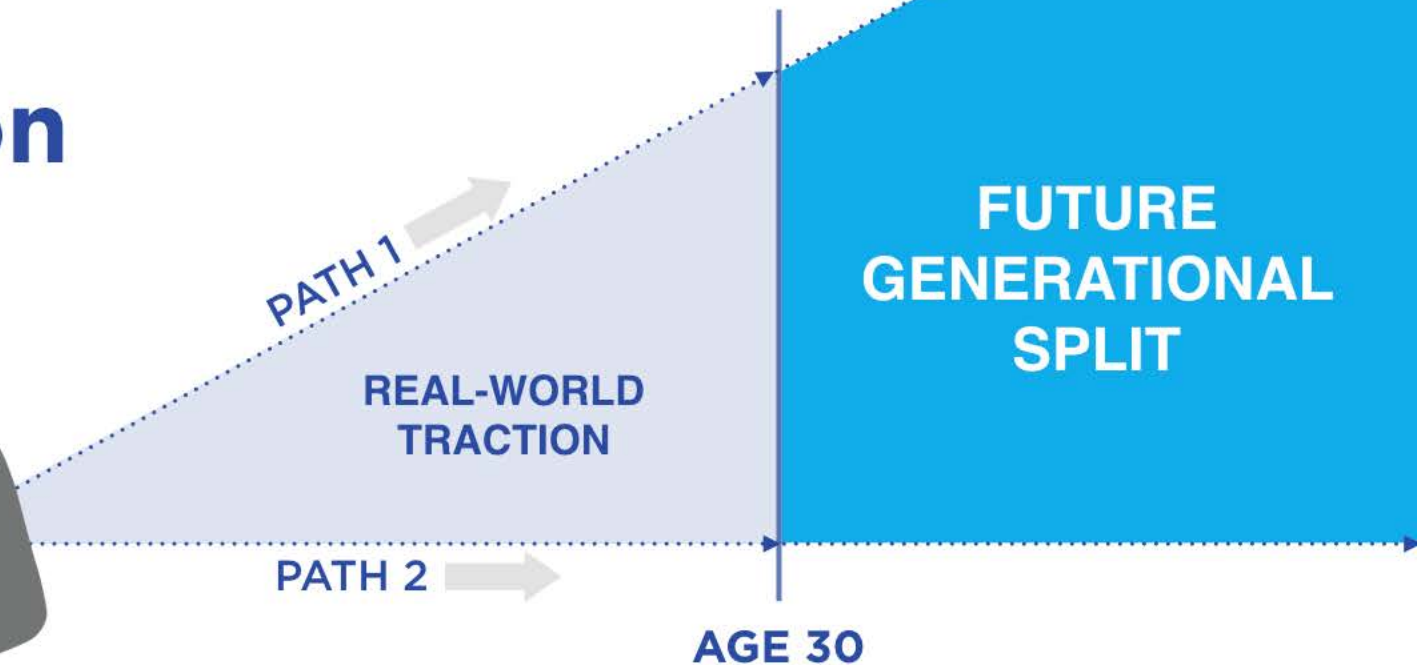


# The Future of the Millennial Generation

## Millennials

Ages 23-41

- 83 Million (U.S.)
- Diverse
- College Debt
- Delayed Adulthood



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