

PREPARE FOR THE FUTURE

*THE GENERATIONAL TRENDS
SHAPING THE FUTURE*



@kimlear

80 MILLION

Baby Boomers



1946-1964

60 MILLION

Generation X



1965 - 1979

82 MILLION

Millennial



1980 - 1995

76 MILLION

Generation Z



1996-2010

Baby Boomers

→ 1946–1964



TIME OF TRANSFORMATION





What does this mean for you?



Generation X

● ————— 1965–1979



Macintosh, Apple, US, 1984
The innovative Macintosh — Apple's second attempt at a 128K-based personal computer. Following the failure of the Lisa — was a small, self-contained personal computer with a user-friendly, window-like graphical desktop. Graphical designers, artists, and educators



Generation X

—● 1965–1979



Skeptical



Independent



Entrepreneurial

Generation X

—● 1965–1979



Skeptical

THE SANDWICH GENERATION

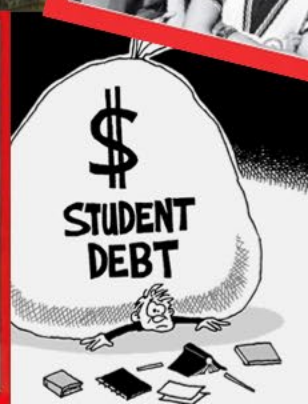
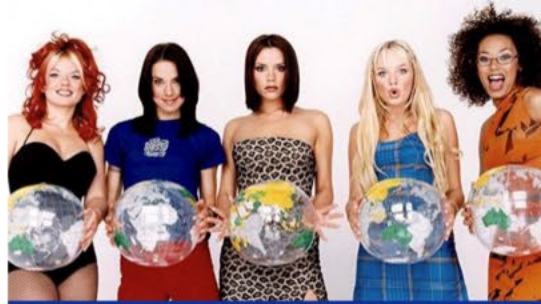


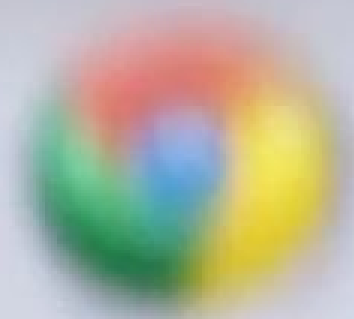
What does this mean for you?



Millennials

1980–1995





chrome

Millennials

— ■ 1980–1995



Collaborative



Empowered



Networked



Risk Averse



In Search of Meaning



Millennial Families



IN 1960
25%
OF HOUSEHOLDS
WERE DUAL
INCOME



PEW RESEARCH CENTER.
JUNE 18TH, 2015





IN 2023
69%
OF HOUSEHOLDS
WERE DUAL
INCOME



US BUREAU OF LABOR STATISTICS.
EMPLOYMENT CHARACTERISTICS OF FAMILIES

IN 1965
FATHERS' SPENT
6.5 HRS
PER WEEK
ON HOUSEHOLD
WORK AND CHILDCARE



PEW RESEARCH CENTER. AMERICAN DADS.
JUNE 12TH, 2019

IN 1965
FATHERS SPENT
6.5 HRS
PER WEEK
ON HOUSEHOLD
WORK AND CHILDCARE



PEW RESEARCH CENTER. PARENTING IN AMERICA
2023



BY 2023
THAT NUMBER
JUMPED TO
19 HRS



THE AGE OF AUTHENTICITY



AUTHENTICITY IS ABOUT
BRINGING YOUR
WHOLE SELF
TO WORK



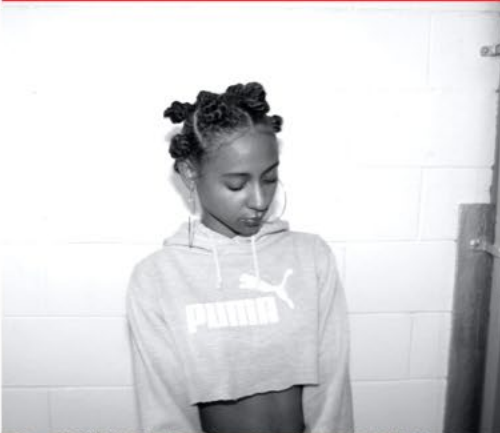
LEADERSHIP DEMANDS THAT YOU
BRING YOUR
BEST SELF
TO WORK

What does this mean for you?



Generation Z

1996–2010



WELLBEING REVOLUTION



JUST

SAY

NO



**THIS IS A
BRAIN ON
DRUGS.**



**ANY
QUESTIONS?**





IF YOU DON'T
MAKE TIME FOR

WELLNESS

YOU'LL BE FORCED
TO MAKE TIME FOR

ILLNESS

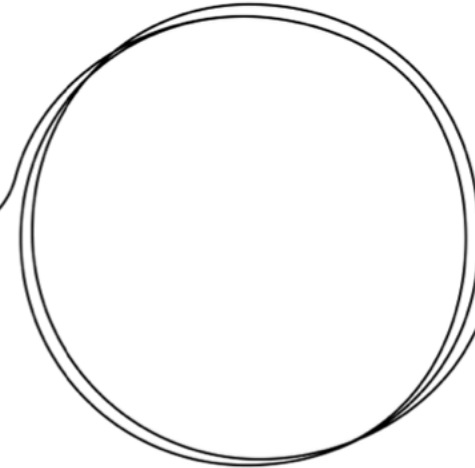
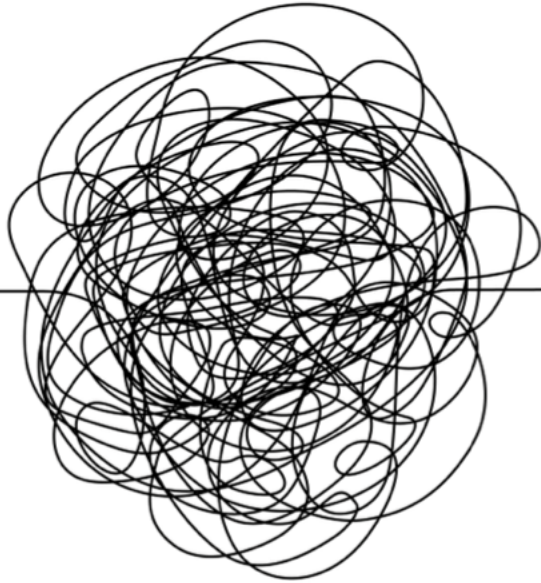


WHAT AM I WILLING TO
SACRIFICE
FOR MY
JOB?

What does this mean for you?



ALWAYS BE OPTIMIZING



CONVENIENT

Involving little
trouble or effort



OPTIMAL

To make as
effective, perfect or
useful as possible

CONVENIENT



OPTIMAL



What does this mean for you?





SCAN TO CONNECT

