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cgk THE CENTER FOR
GenerationalKinetics®

WHAT MAKES US UNIQUE

- Over 100 benchmark research studies
- 700+ clients spanning every major industry
- Focused on uncovering hidden behavioral drivers

60
MINUTES



FORTUNE

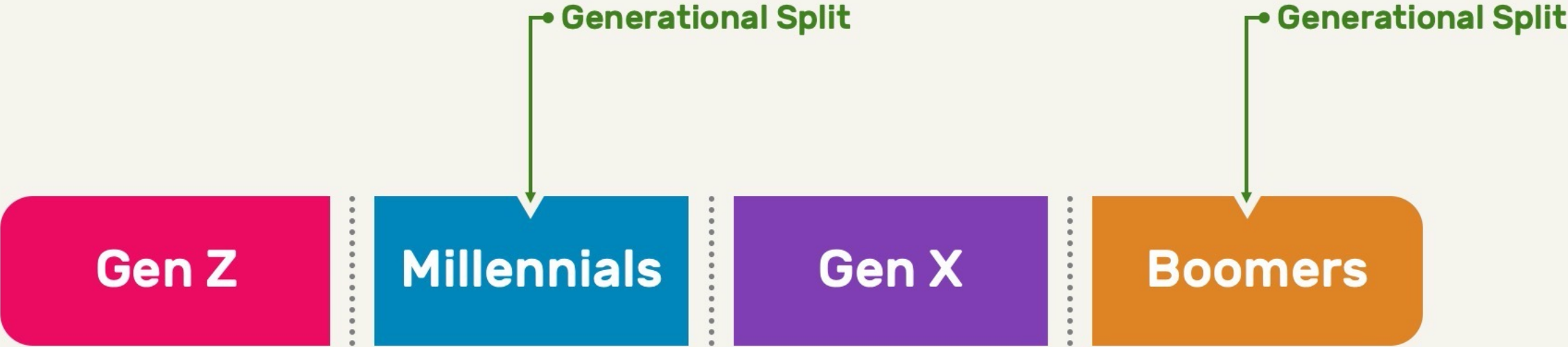
The New York Times

THE WALL STREET JOURNAL.

BBC

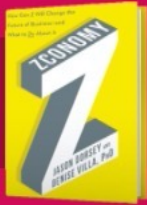


CNN



 **Cuspers** are born on the edges of generations

More info about generational birth years at: JasonDorsey.com/BirthYears

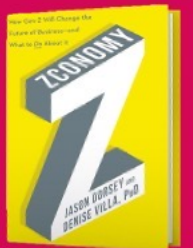


GENERATION Z

Ages 11-27



- Biggest culture risk we see = “_____”
- Recruiting has changed dramatically with Gen Z. They need to see three things in a job posting to apply.
- Pre-boarding is *critical* to stop ghosting
- Onboarding and a first-week “guide” drive retention
- Gen Z most wants _____ yet it is rarely promoted!
- They value benefits and expect free _____
- Communication frequency key to engagement



- What recruitment strategies and tech work best now—and for in-person roles in this “remote work” time?
- What tips do you have for retaining operations employees, especially Gen Z who seem to expect a raise and promotion every 6 months?
- How do we encourage better communication among different departments?
- How might we connect the narratives of generational “entitlement” vs. utilizing “boundaries”?
- How do we retain Gen Z when it seems Gen X and Boomers won't adopt new ways of working or tech?

TAKE-ACTION RESOURCES

For Your Generations Video,
Detailed Speech Notes,
and 3 Research Studies:

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