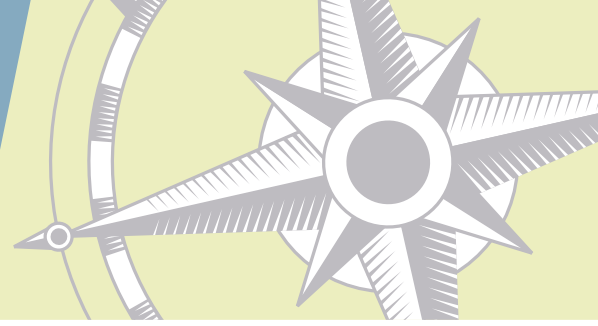


GENERATIONAL SAVVY

Communicating from where your audience IS, not from where you want them to be



	TRADITIONALISTS (Born Before 1945)	BABY BOOMERS (1945-1960)	GEN X (1961-1980)	MILLENNIAL / GEN Y (1981-1995)	GEN Z / DIGITAL NATIVES (Born after 1995)
What Influenced Them Growing Up	<ul style="list-style-type: none"> > Second World War > Rock n' Roll > Specific Gender Nuclear > Family Unit Popularity of Automobile 	<ul style="list-style-type: none"> > Cold War > Woodstocks - the 60's > Man on the Moon > Family-oriented > Rise of TV 	<ul style="list-style-type: none"> > Fall of Berlin Wall > First PC introduced > Early Mobile Technology 	<ul style="list-style-type: none"> > 9/11 Terrorism > Rise of Social Media > Reality TV > Google Maps & GPS > Global Warming 	<ul style="list-style-type: none"> > Arab Spring > Economic Downturn > Cloud Computing > Wiki-Leaks > Electricity is crucial - Charge devices
What is Important to Them	<ul style="list-style-type: none"> > Home Ownership > Stability > Planning for Retirement 	<ul style="list-style-type: none"> > Job Security 	<ul style="list-style-type: none"> > Work-Life Balance & Freedom 	<ul style="list-style-type: none"> > Freedom & Flexibility 	<ul style="list-style-type: none"> > Security & Stability
Belief about Technology	<ul style="list-style-type: none"> > Largely disengaged, unless it has to do with grandchildren 	<ul style="list-style-type: none"> > Early IT Adopters - curious 	<ul style="list-style-type: none"> > Useful Tool - Possibility > Last generation to use Overhead 	<ul style="list-style-type: none"> > Necessary - can't imagine life without it > Fast Learners 	<ul style="list-style-type: none"> > Instant Access to Information > It wasn't always like this?
Belief about Career	<ul style="list-style-type: none"> > Jobs are for life 	<ul style="list-style-type: none"> > Careers are defined by employers 	<ul style="list-style-type: none"> > Loyal to profession, not employer 	<ul style="list-style-type: none"> > Partner "with" companies vs. working "for" them 	<ul style="list-style-type: none"> > Redefining work week > Float from company to company > 24hour option to make \$
Preferred Media	<ul style="list-style-type: none"> > Formal letter, handwritten is a bonus 	<ul style="list-style-type: none"> > Telephone 	<ul style="list-style-type: none"> > Email or Text 	<ul style="list-style-type: none"> > Smartphone / Tablet / Social media 	<ul style="list-style-type: none"> > Handheld or wristwatch devices
Preferred Method of Communication	<ul style="list-style-type: none"> > Face to Face 	<ul style="list-style-type: none"> > Face to Face but Telephone or Email if required 	<ul style="list-style-type: none"> > Email, Text or Social media messaging 	<ul style="list-style-type: none"> > Online, Mobile, Text 	<ul style="list-style-type: none"> > Facetime or Instant Mediums > Tech based communication only
Key Value	<ul style="list-style-type: none"> > Respect 	<ul style="list-style-type: none"> > Integrity & Strong Work Ethic 	<ul style="list-style-type: none"> > Independence 	<ul style="list-style-type: none"> > Authenticity & Individual Expression 	<ul style="list-style-type: none"> > Belonging & Transparency

BREAKTHRU BRANDING™