



**KSHIFT®**

Understanding and Appreciating  
Generational Distinctions –  
It's More Important Than Ever!

# How Different Generations are Defined

3 Stages – Based on Studies by PEW Research Center



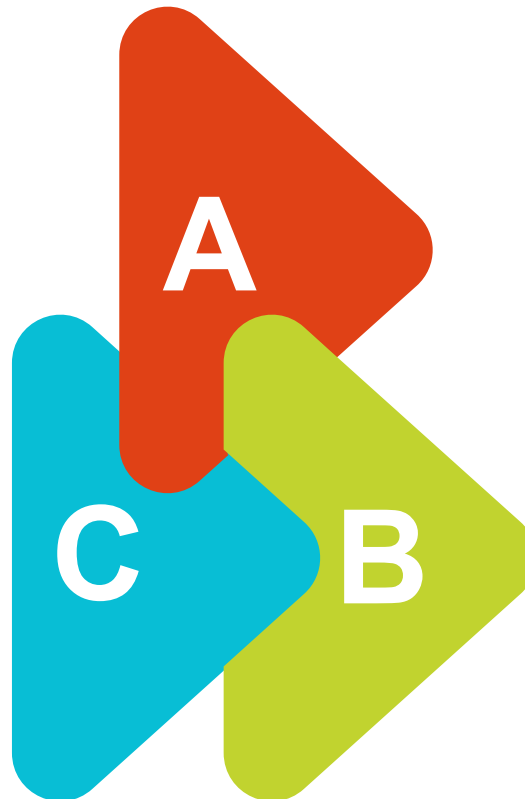
## A. Stage of Life

Defining Characteristics based on their Stage of Life, not because of their defined generation



## C. Cohort Effect

Effect of historical events that create distinctions among different generations

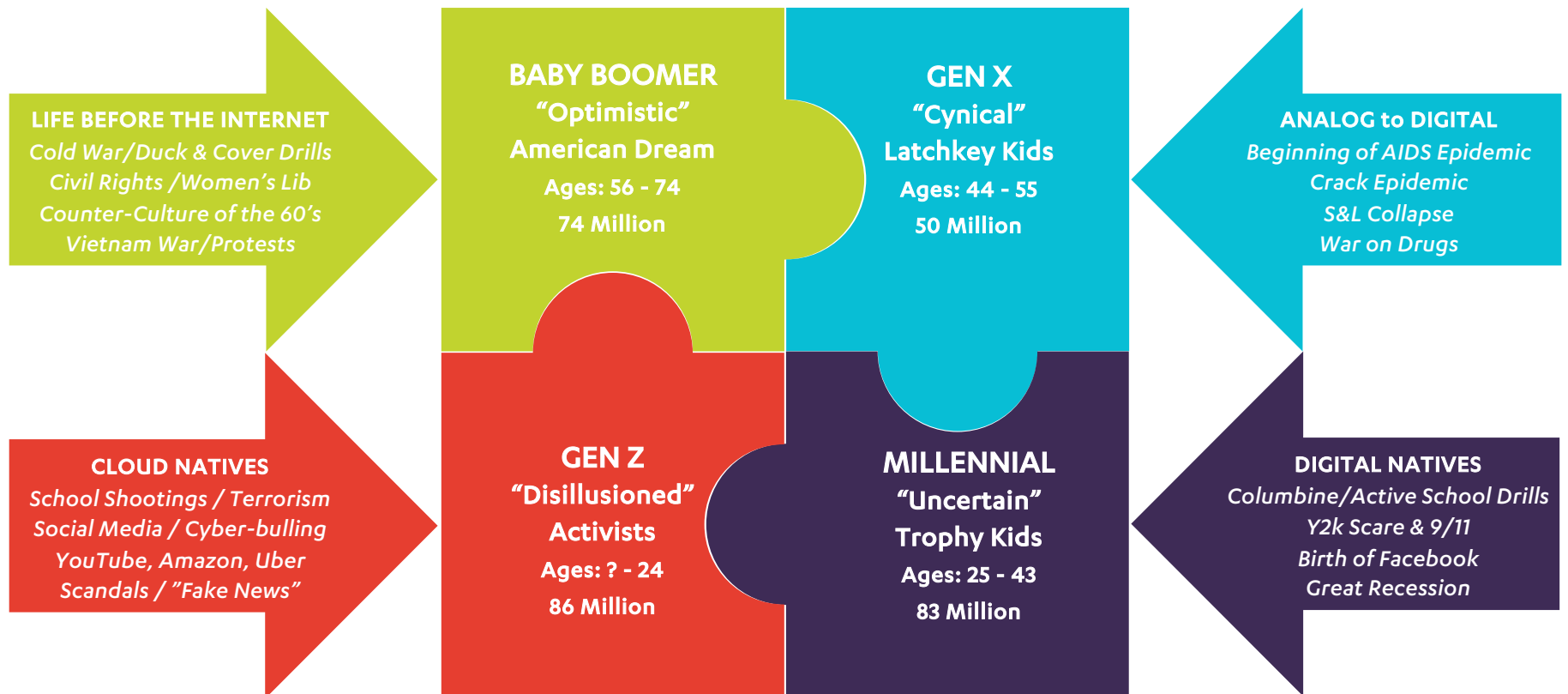


## B. Period Effect

Each generation is shaped by its unique historical events that create distinctive *generational traits and attitudes* that follow them through their different Stages of Life

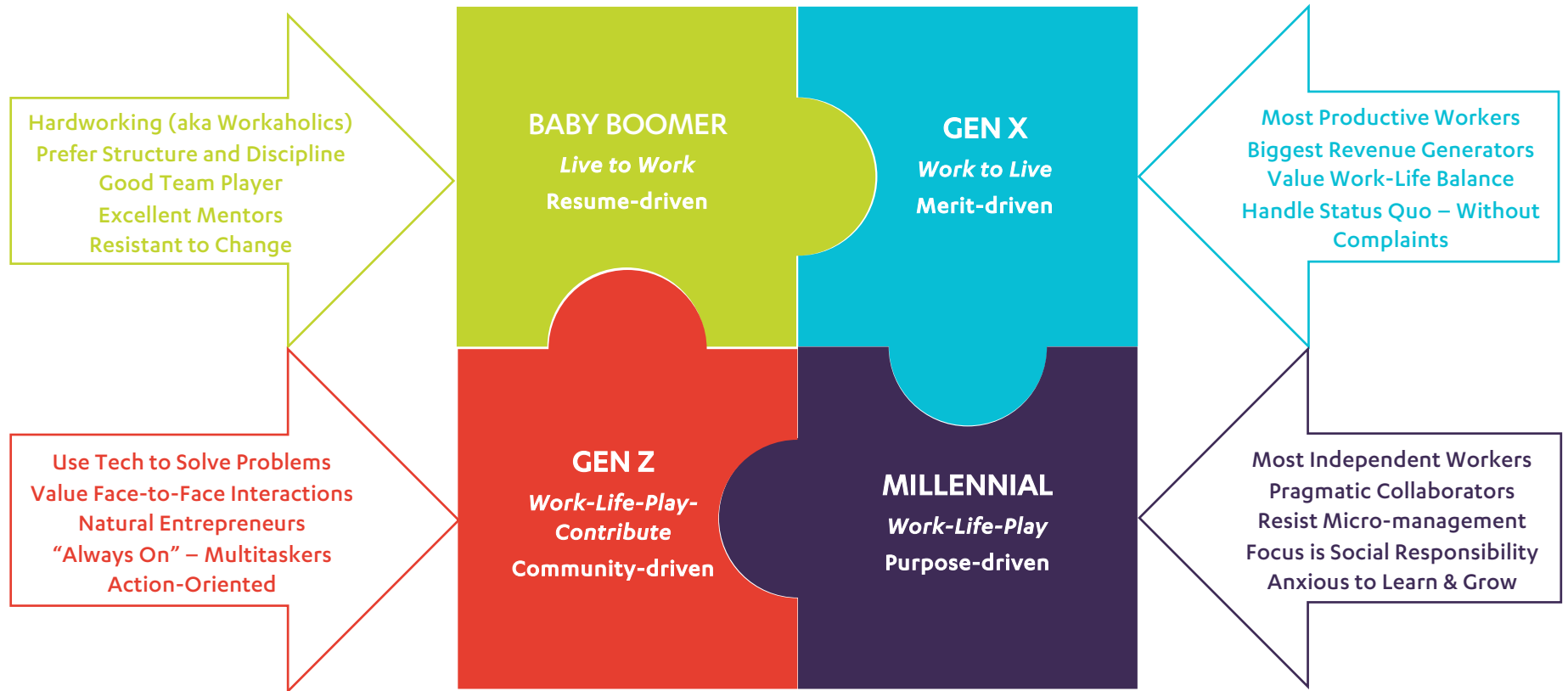
# Solving the Generational Puzzle

Understanding and Appreciating: Influencing Factors



# Solving the Generational Puzzle

Understanding and Appreciating: Characteristics & Impact on Workplace

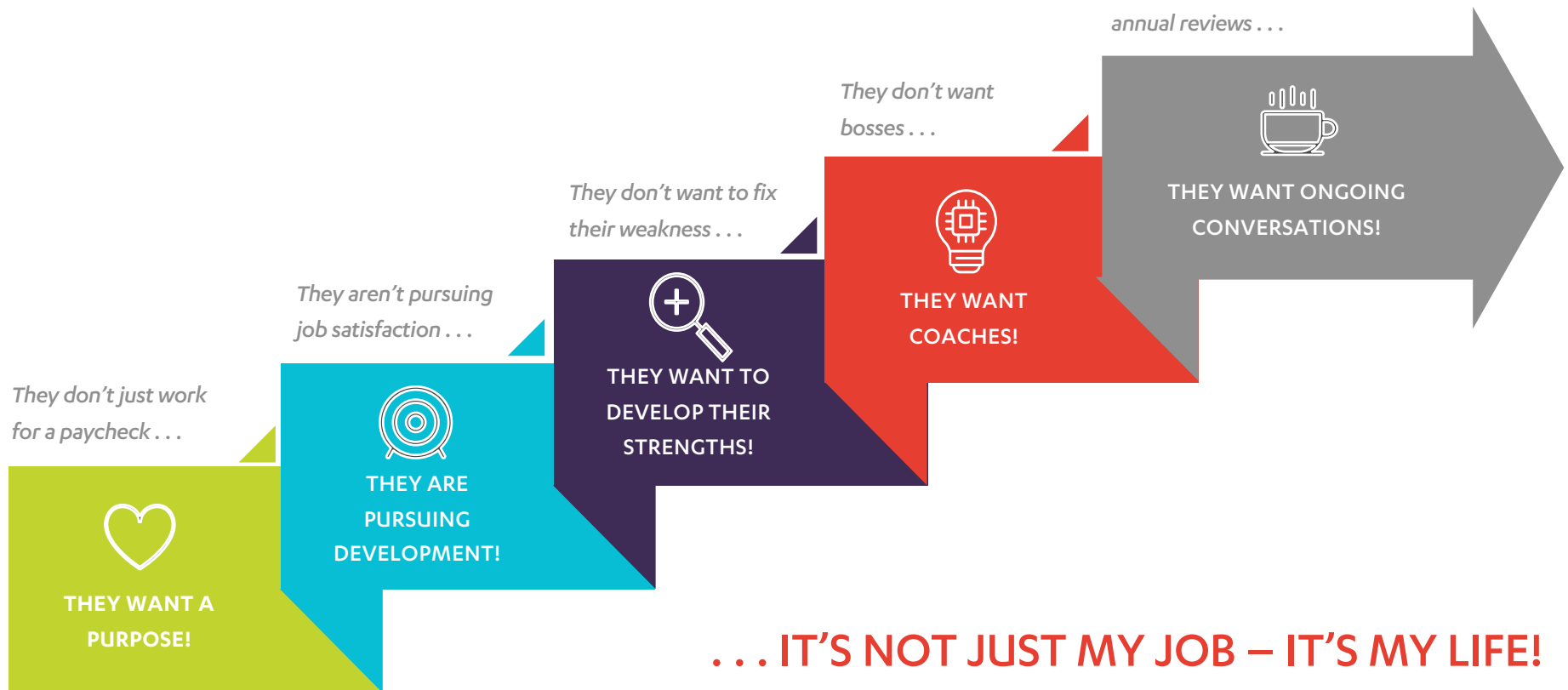


**COMING SOON:** If you want to know how COVID-19 is impacting each generation, subscribe to our [Blog](#)

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# WHAT MILLENNIALS *REALLY* WANT

*Perhaps we're not that different after all . . .*





KSHIFT

verb | k • shift | \ ka - shift \

### Definition of KSHIFT

That “katalytic” shift that changes everything by:

- Shifting your mindset in a way that creates a fresh perspective
- Using that fresh perspective to create new possibilities
- Fully leveraging new possibilities so you can survive now and thrive later

**Kat is a Baby Boomer and a Millennial at heart.** For over 25 years, Kat has led organizations across the corporate, nonprofit, government, and education sectors. She has experienced the challenges of creating a fundamentally different workplace amidst resistance by those who could affect change but choose to keep things the way they’ve always been. Kat has reinvented herself over and over again and is committed to helping leaders shift their perspective to open up new possibilities that will enable them to survive now and thrive later.

**KSHIFT is in the people business.** Every business is dependent 100% on its people to deliver on its promises. Whenever you have people, you have endless ‘dynamics’ that either set you up for success or put your business at risk. The multi-generational workforce amplifies those dynamics. KSHIFT is committed to helping business leaders fully leverage each generation’s skills, strengths, and experience, especially now. This global pandemic demands that we develop a new leadership strategy and make the essential shifts needed to navigate these seismic shifts and inevitable aftershocks that we will feel for months and years to come.

**We’re here to help.** Go to <https://www.kshift.com/connect> to schedule your Free Clarity Call with Kat.

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