



# MIKE'S NOTES

## *Mega Agent Camp 2024 - Jason Dorsey Executive Summary*

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*Jason Dorsey is a renowned generational researcher and author who specializes in understanding and bridging generational gaps. With his extensive knowledge and insights, he helps individuals and organizations navigate the complexities of generational differences and leverage them for success.*

### **Key Items:**

- Shared Experiences Shape Generations
  - Generations are more defined by shared experiences than age.
  - Parenting styles significantly influence a generation's values and behaviors.
- Technology is a Constant Companion
  - Younger generations have grown up with technology and are more comfortable with it.
  - Technology has become an integral part of their lives, influencing their communication and work styles.
- Generational Nuances and Cuspers
  - Generations are not monolithic, and there are variations within each.
  - Cuspers (born on the cusp of two generations) often bridge the gap between generations.
- Data-Driven Insights Are Crucial
  - Understanding generational differences requires data-driven research.
- Effective Communication Requires Tailoring
  - Personalized messaging can be effective for Millennials and younger generations.
  - Data and evidence are crucial for communicating with Gen X.
  - Traditional communication methods can be effective for Baby Boomers.

### **Action Items:**

1. Tailor marketing strategies to effectively reach different generations.
2. Leverage technology to improve and create a better customer experience.
3. Build a strong community engagement to foster loyalty and referrals.

### **[Zconomy: How Gen Z Will Change the Future of Business—and What to Do About It](#)**

*- Jason R. Dorsey and Denise Villa*

### **ONE Thing to Remember:**

By tailoring strategies to each generation's unique characteristics, businesses can build stronger connections, improve customer satisfaction, and drive growth.