

# **BUSINESS BUILDERS**

## **FOUNDATIONS OF SMALL BUSINESS SUCCESS**

### **MAY 5 – GENERATIONAL DIFFERENCES**

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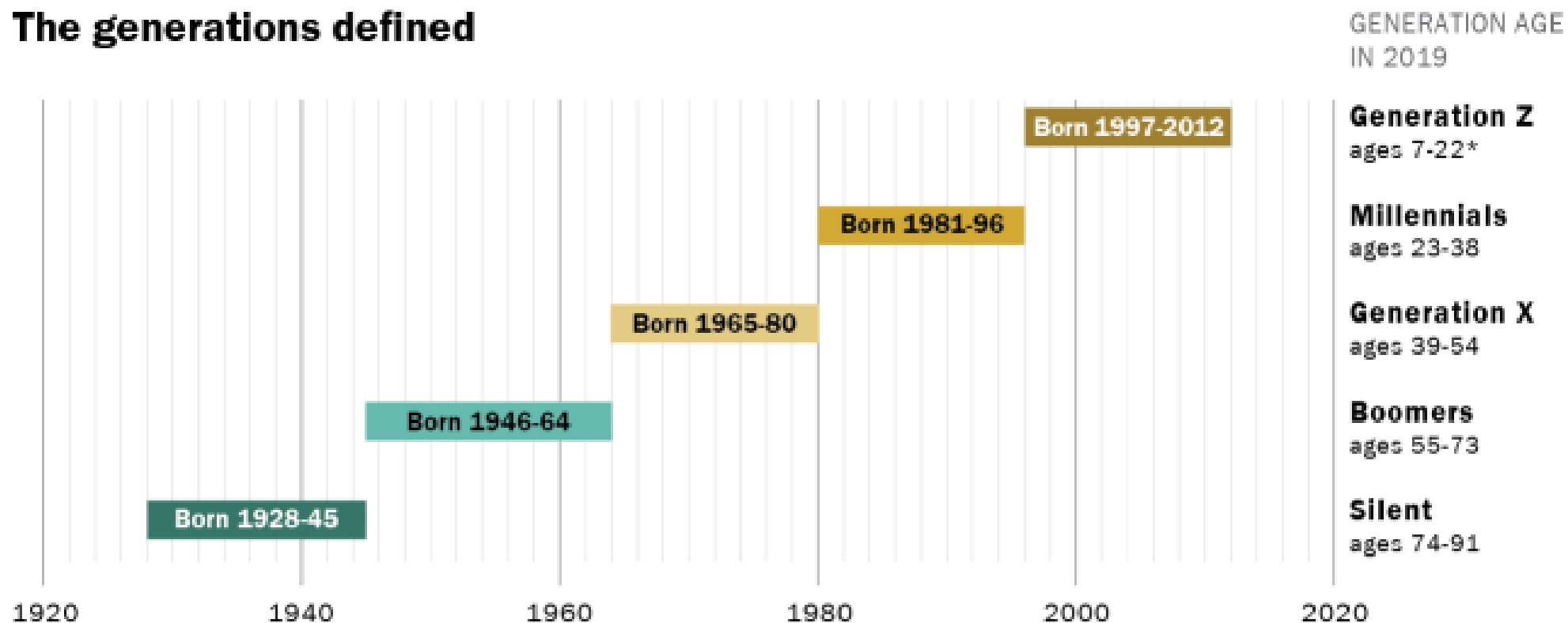
Ph.D. in Human Development and Family Sciences

Former tenured psychology professor

Full-time entrepreneur, trainer of new certified life coaches

# WHAT ARE THE GENERATIONS?

## The generations defined



\*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

# DEVELOPMENTAL STAGES

- Different from generations, but related
- Children – walking, talking, riding a bike, advanced math skills
- Teenagers – independence, taking on responsibility, hormones
- Emerging adulthood – graduations, new careers, romantic relationships
- Established adulthood – career trajectories, families, mortgages
  - Career and care crunch
- Older adulthood – divorces, grandchildren, retirement on horizon
- Late adulthood – retired, reflecting on life, religion, facing mortality

# CAREER STAGES

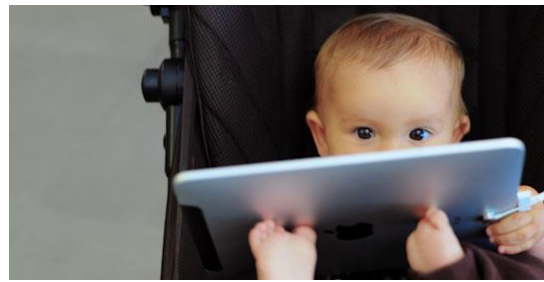
- Exploration = 15-24 years old  
Tentative choice and trying things out
- Establishment = 25-44 years old  
Focused on skill-building and stabilizing the work experience
- Maintenance = 45-64 years old  
Continual adjustment to improve position
- Preparing for next steps = 65+ years old  
Varies in decisions made

WHERE AM I?  
WHERE ARE MY EMPLOYEES?  
WHERE ARE MY CUSTOMERS?

Generation, Development, Career







# MEDIA STEREOTYPES





# WHAT DATA DO I NEED?

- Ideal customer details (Pew Research Center)
- Social media platforms
- Choosing one area to target



The background features a dynamic, abstract design with flowing, wavy bands of color. The top band is a vibrant red that transitions into a bright yellow towards the right. Below this, there are more complex, layered waves in shades of red, orange, and yellow, creating a sense of movement and depth. The overall aesthetic is modern and energetic.

# WORKSHOP YOUR BUSINESS

Examples from the group



# PLEASE CONNECT @DRCAITLINFAAS

Thank you for spending your time today focused  
on generations!