

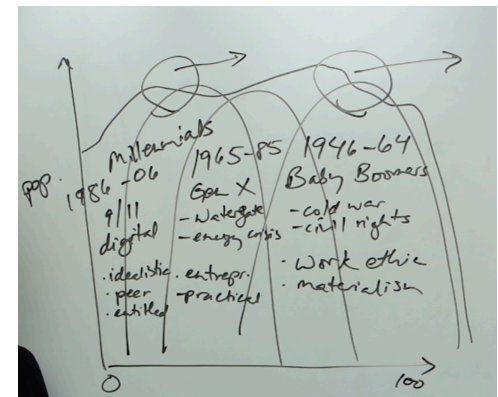
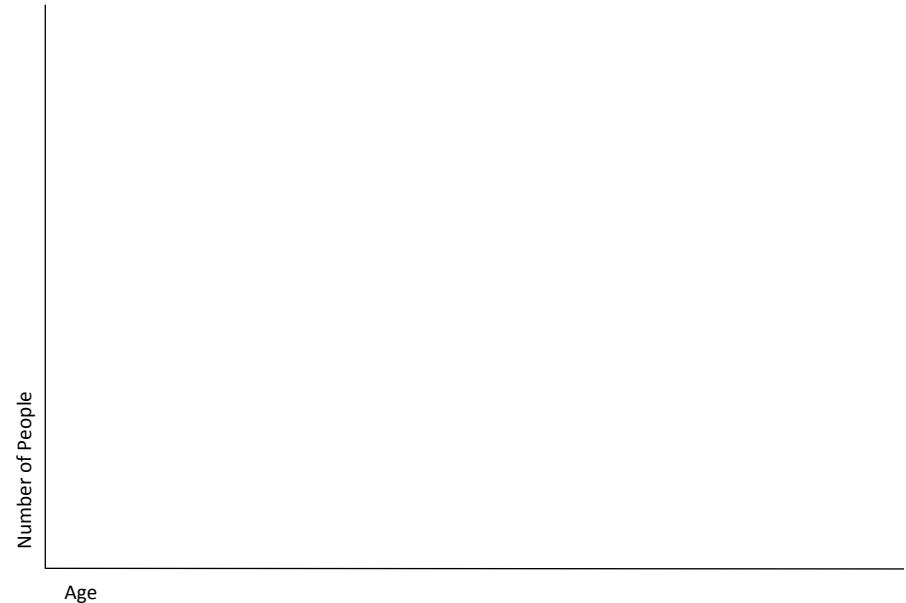
Generational Arcs

Generational Arcs help you track, analyze and discover market changes, including potential disruptions

1. Select a region—city, state, country, region—that houses our customer base, current or one we're considering entering.
2. Find a credible source of population records to draw a demographic curve. Shade in the three phases of life.
3. Map the generations using the language and timing specific to the region. Mainstream newspapers are good sources.
4. Begin capturing the values, beliefs and attitudes that each generation share. What historic events changed their lives? What products were new to their generation? How are they perceived in comparison to the other generations?
5. For our customers, current or potential, ask:
 - a — What phase of life are they entering next and what changes are they likely to make as they enter this next phase?
 - b — How are they different than the prior generation based on personal history and the technologies they grew up with?
 - c — Looking at our existing customers, are we seeing a rise in potential customers? Is our market instead shrinking?
 - d — Is there a youth dividend we should be addressing?
 - e — If we target an aging market, how can we learn more about addressing the needs of customers as they age?

Expert Edition — How can we begin tracking new information we collect on this potential market? Where can we find expert opinions or insights into the changes occurring in the potential market? Turning to our existing or perceived customer, where do they fit in the potential market we've captured?

Generational Arcs for a potential market



On the right: Sample Gen Arcs for U.S. This is early in the process after the team has an outline of the major generations (step 3). Next steps are to dig into data (steps 4 & 5).