

## Category Slang terms







**Generation X** 



**Generation Y** 





**Gen Alpha** 









**Social markers** 

World War II 1939-1945

Moon landing 1969

Way out

Stock market crash 1987

September 11 2001

**GFC** 2008

COVID-19 2020

**Iconic** cars

Model T Ford Final, 1927











**Iconic toys** 













**Music devices** 



Record player LP, 1948



Walkman 1979









Leadership style



Audio cassette 1962





2001





Directing



Guiding



2008



**Ideal leader** 

Commander

Thinker

Structured

**Experts** 

Doer

Supporter

Peers

Collaborator

Co-creator

Learning style

Formal

**Participative** 

Interactive

Multi-modal

Virtual

Influence Advice

Marketing

Officials Print (traditional)

Broadcast (mass)

**Practitioners** 

Direct (targeted)

Online (linked)

**Forums** 

Digital (social)

Chatbots

In situ (real-time)