



Generation Y Finding Value in the Differences

presented by

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Four Generations

The Generation

Born

Age



Traditionalists

1922-1945

62+



Baby Boomers

1946-1964

44 - 59



Gen X'ers

1965-1980

28 - 42



Gen Y's

1981-2000

18 - 26

Traditionalist - 1922-1945

Core Values

Dedication/sacrifice

Patience

Hard work

Delayed reward

Conformity

Duty before pleasure

Law and order

Adherence to rules

Respect for authority

Honor



Baby Boomers - 1946-1964

Core Values

Optimism

Youth

Team orientation

Work

Personal gratification

Involvement

Personal growth



Gen X-ers - 1965-1980

Core Values

Diversity

Fun

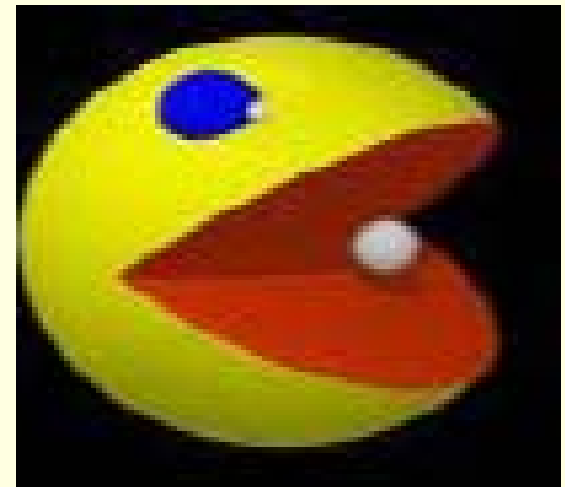
Thinking globally

Informality

Balance

Self-reliance

Technoliteracy



Gen “Y”,s - 1981-2000

Core Values

Optimism

Sociability

Civic duty

Morality

Confidence

Diversity

Achievement



Respecting the Core Values

- Start by identifying the experience that you want customers to have.
 - Identify one key experience for each generation that you currently have in place.

Creating the Experience

- How do you want your customers to think and feel when they do business with you?
 - This looks different for the entertainment and leisure industry.



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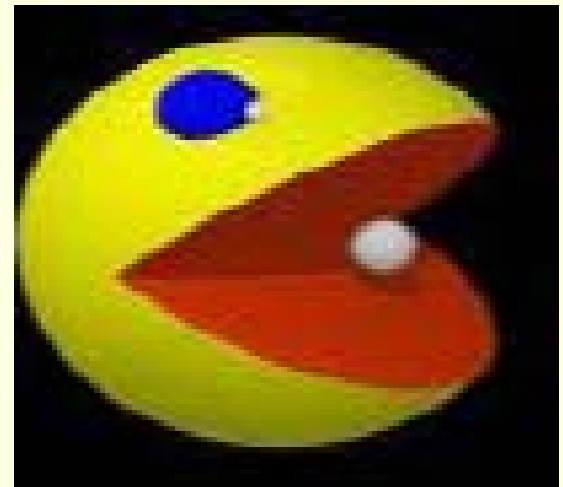
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Creating the Experience

- Are all of your staff helping to create that experience?
- Use your staff that can best make that happen.



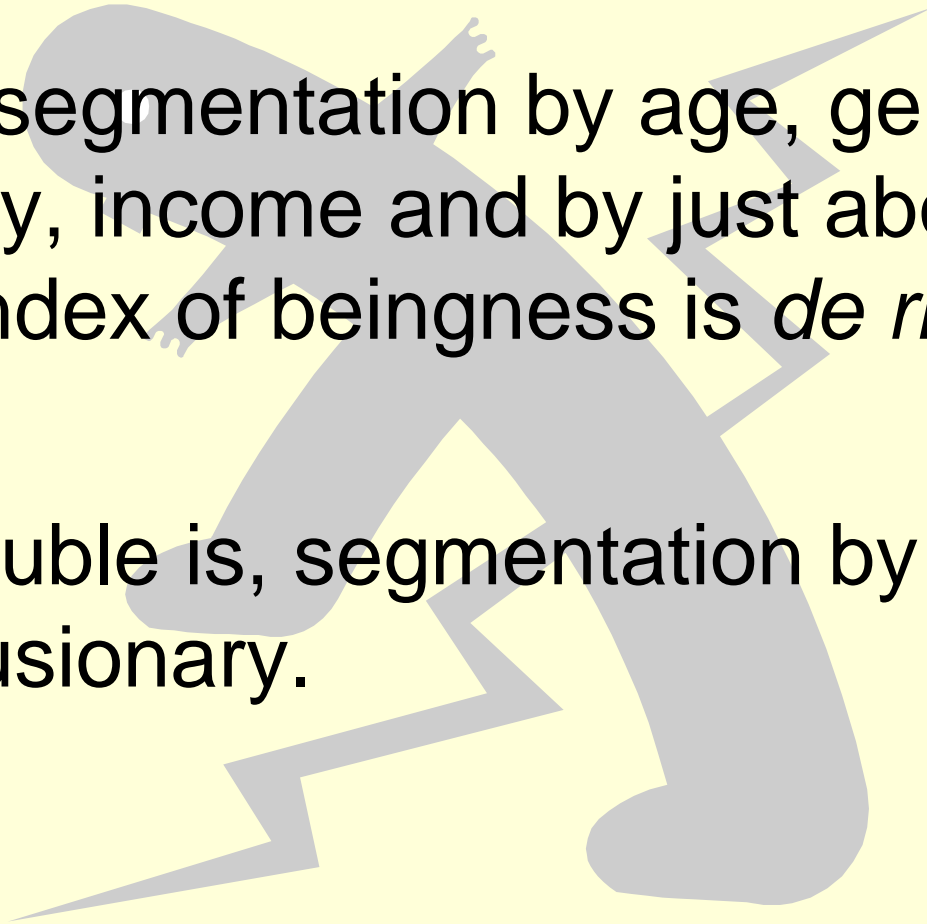
Brainstorm...

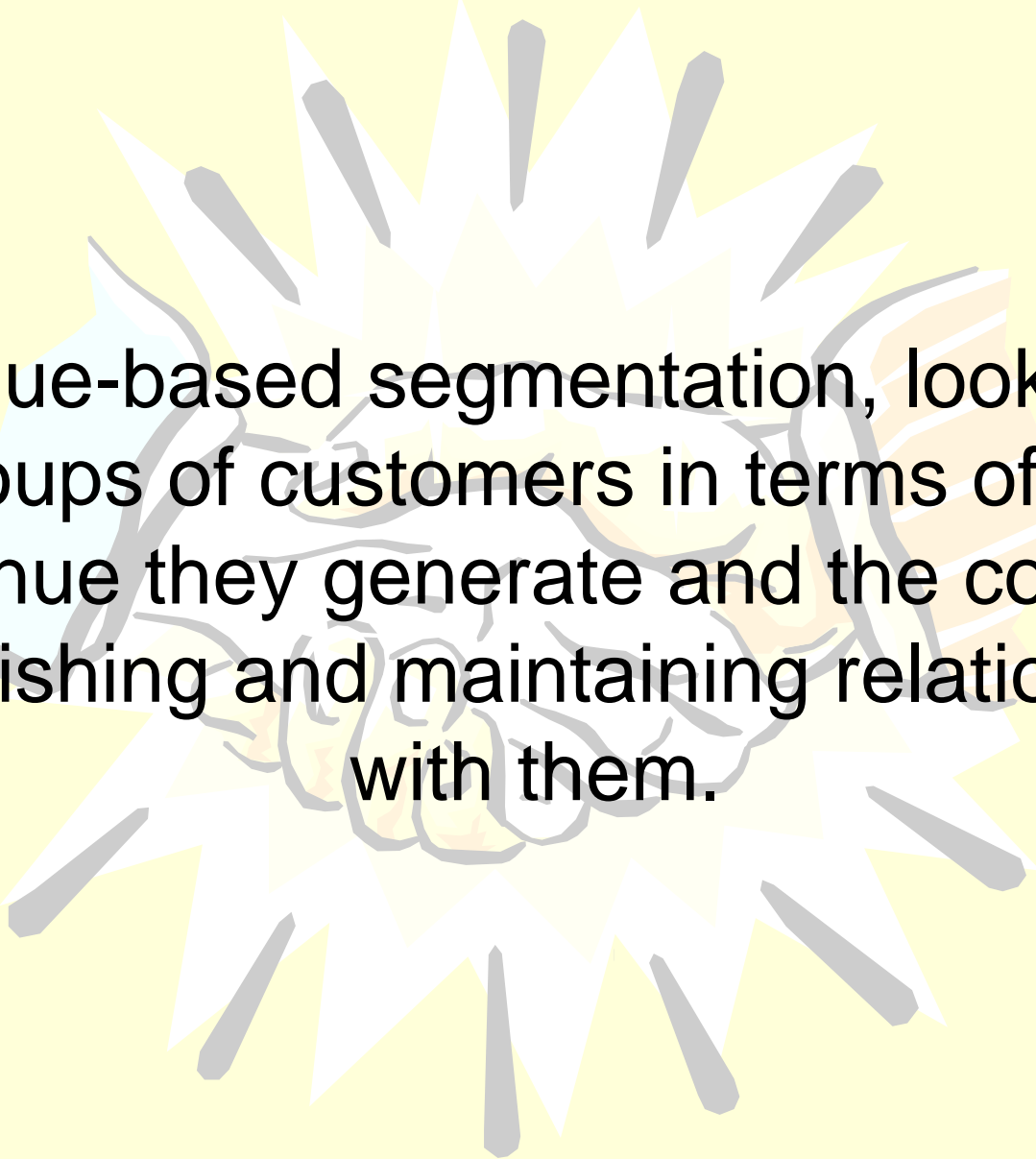


Segmentation

Today segmentation by age, gender, ethnicity, income and by just about every other index of beingness is *de rigeur*.

The trouble is, segmentation by definition is exclusionary.

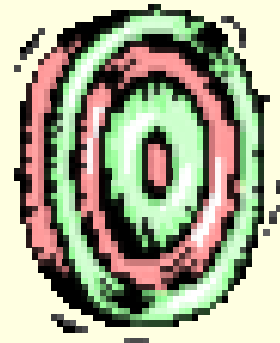




Value-based segmentation, looks at groups of customers in terms of the revenue they generate and the costs of establishing and maintaining relationships with them.

-
- Divide the market into meaningful and measurable segments according to customers' needs, their past behaviors or their demographic profiles;

-
- Invest resources to tailor programs, service, and marketing to match the needs of each target generation.



NeuroMarketing???

- Did you know...
 - The “old” brain is highly influenced by beginnings and endings.

The most recent experience leaves a final impression with greater weight.

NeuroMarketing???

The “old” Brain

- Did you know...
 - The “old” brain is driven by emotions.

Our old brain operates on autopilot – ie., a stimulus response mechanism. Emotions are automatic responses to sensory stimuli.

Be Careful of Stereotyping

- Get back to the basics
- Ask probing questions
- Offer options
- Recover well
- Be human.



Psychic Currency



All customers, regardless of identified generation want to be;

- 1. Heard**
- 2. Empathized with**
- 3. Have action taken**



Balance

What are three characteristics that you have been able to identify that you need to start recognizing in your business?

How will you implement:

“Value-based” segmentation?

Psychic currency practices?



Thanks

A stylized graphic illustration of the word "Thanks". The word is written in a bold, bubbly, purple font with a thick black outline. The letter "h" is replaced by a tan-colored hand with fingers curled in a gesture of appreciation. Three bright green, jagged shapes resembling lightning bolts or sparks emanate from the top of the hand. The entire graphic is set against a light blue, trapezoidal background that is slightly tilted.