Managing & Marketing to Multiple Generations

June 20, 2018
Today’s Topics

• Values and Expectations of Generations
  – Employee Behavior
• Things to Consider when Managing Multiple Generations
• Values and Expectations of Generations
  – Consumer Behavior
• Things to Consider when Marketing to Multiple Generations
• Overview of Small Business Development Center (SBDC) services
About the Generations

- Traditionalists or Silent Generation: Born approximately pre-1946
- Baby Boomers: Born approximately 1946 – 1964
- Generation X: Born approximately 1965 – 1977
- Generation Y or Millennials: Born approximately 1977 – 1995
- Generation Z: Born approximately 1996 and after
• **Generation Xer**
• **Managing a high-performing team of:**
  • 1 Boomer
  • 3 Gen Xers
  • 2 Millennials
  • 10 Gen Zers
• **Providing Business Consulting & Training to small business owners and employees representing all generations**
• Parenting:
  • 2 Generation Alpha?
About the Generations

Use Caution When Applying Stereotypes
About the Generations

Traditionalists: Born approximately pre-1946

- Patriotism, teamwork, “doing more with less” and a task-orientation
- Rule followers, respect for authority and following directions
- Loyal & hardworking
- Keepers of the organization’s past and founding goals and beliefs. They are your organization’s historians.
- Prefer hierarchical organizational structures and will continue to view horizontal structure in a hierarchical way
About the Generations

Baby Boomers: Born approximately 1946 – 1964

- Individual choice, community involvement, ownership
- Adaptive, goal-oriented
- Workaholics
- Confidence in tasks, emphasize teamwork, seek collaboration
- Avoid conflict
About the Generations

Baby Boomers: Born approximately 1946 – 1964

- Decisions made by: the boss
- Meetings: best way to get information
- Communication: phone
- Work: Live to Work
- Feedback: annual performance review
About the Generations

Generation X: Born approximately 1965 – 1977

- Contribution, feedback and recognition, autonomy
- Adaptability, independence
- Skeptical, self reliant
- Balance between work and life – “work to live not live to work”
- Comfortable with authority but not impressed with titles
- Technology competent
About the Generations

**Generation X: Born approximately 1965 – 1977**

- Decisions made by: most qualified person w/group input
- Meetings: acceptable when needed
- Communication: e-mail
- Work: Work to Live
- Feedback: Periodically
About the Generations

Generation Y or Millennials: Born approximately 1977 – 1995

- Respect is earned; not freely granted based on age, authority or title
- Crave change and challenge
- Work is expression of themselves; not definition
- Accept others of diverse backgrounds easily and openly
- Committed & loyal when dedicated to idea, cause, product
- Expect corporate social responsibility; won’t work for/purchase from organizations not socially responsible
- Seek to balance lifestyle and work, with more focus on lifestyle
- Technology savvy
About the Generations

Generation Y or Millennials: Born approximately 1977 – 1995

- Decisions made by: the group
- Meetings: can be a waste of time
- Communication: text messages/apps
- Work: Having fun = more productivity
- Feedback: Constant
About the Generations

Generation Z: Born approximately 1996 and after

• Value opportunities for advancement, mentorship & meaningful connections w/co-workers
• Diversity and multi-culturalism are criteria of who they are; seeking companies that connect with their values
• Socially-conscious, purpose-driven workplace
• Value more traditional benefits like health insurance, competitive pay and a boss they can respect.
• Like DIY projects & can fix almost anything by watching an online how-to video; learn processes, machinery and digital interfaces quickly.
• First, true digital natives
Generation Z: Born approximately 1996 and after

- Decisions made by: collaboration
- Meetings: face-to-face time with co-workers
- Communication: value in-person communication
- Work: seeking perks that are related to their careers and that will help them advance; flexible working environment; work-life integration and the ability to blend the two at their convenience
- Feedback: Mentoring, highly engaged managers, frequent feedback
Managing Multiple Generations

Attract & Hire the Right Employees

• Assess Current Practices and Procedures
• Consider Sources for your Best Hires
• Update Job Postings/Advertisements/Web Sites
• Use Behavioral-Based Interview Questions
• Implement or Expand Internships/Apprenticeships
Managing Multiple Generations

Create a Motivating Environment

Get the best out of everyone, regardless of age!

- Know Your People
- Give Regular Feedback
- Examine Reward Systems
- Offer Training/Professional Development
- Set up Mentoring Programs
- Set Clear Expectations/Goals
- Communicate Big Picture/Value to the Organization
Managing Multiple Generations

Decisions
- Everyone wants the best outcome
- Seek input
- Offer more opportunities for collaboration

Meetings
- Be creative about locations
- Weave in technology
- Add opportunities for networking
Managing Multiple Generations

Communication

• Every generation appreciates open, quick communication
• Use the communication method preferred by the person you want to reach

Fun at Work

• Fun is different for each generation
• If incorporated strategically, fun can have positive impacts
Managing Multiple Generations

Feedback

• Feedback is important all generations
• Timing and frequency preferences differ
• Give feedback in a way employees prefer increases engagement and loyalty
Managing Multiple Generations

Summing it Up

• Differences in the values, communication styles and work habits of each generation
• Any time there are differences, there can be challenges
• Some challenges are becoming the new normal:
  – Example: lack of loyalty/long-time employees
• In all cases, be creative, open-minded, and find new ways to find solutions
• We should all seek other perspectives and ways of thinking – it’s critical for the continued success of our businesses and organizations
Marketing to Multiple Generations

Baby Boomers: Born approximately 1946 – 1964

- More tech-savvy than they get credit for
- Use social media, but traditional vehicles such as TV, radio and direct mail are still effective
- Appreciate quality and value, coupons & bargains
- More literal, want to know exactly what they’re getting
- Don’t want to get old – want to feel hip
Marketing to Multiple Generations

**Generation X: Born approximately 1965 – 1977**

- Research and make informed purchasing decisions
- Strong desire to provide for families
- Power of Moms/Bloggers
- Honesty and transparency earn trust – they don’t want to feel manipulated
- More conservative than Boomers
Marketing to Multiple Generations

Generation Y or Millennials: Born approximately 1977 – 1995

• Instant information & gratification; 24/7 connectivity
• Unique, hands-on, immersive experiences
• May sacrifice amenities for social/ethical purposes or to have access to better things to do
• Strong online presence is a MUST – blogs, social media, mobile ready content; easy purchases online
• Short, quick, highly visual - Go Pro video vs. written content
• Millennials are the #1 generation to refer their friends to a person or business. ~Jason Dorsey
Marketing to Multiple Generations

Generation Z: Born approximately 1996 and after

• Use many screens, expect brands to move as smoothly around digital devices as they do
• Short attention span; no patience for lots of content, long pitches
• Value opinions of their peers
• Pursue self education, DIY, online lessons
• Like to express individuality; personalize products and fashions
• Want to make the world a better place
Marketing to Multiple Generations

Know Your Customers

• Who are your Best Customers
• Best Ways for Reaching them
• Brainstorm Creative, New Ideas
Marketing to Multiple Generations

**Online Presence**

- Web Site (mobile friendly), SEO, Social Media, Third Party Review Sites, E-mail Marketing, Google presence
- Actively Engaging and Participating
- “Snackable” content
- Video, Video, Video!
Marketing to Multiple Generations

Creating Connections

• Use Photos that Create Emotional Connections
• Create Messaging that Connects with Customers
• Repurpose Content in Multiple Ways
Marketing to Multiple Generations

Summing it up…

• While you might be able to find some ways to appeal to all generations at once, you can’t do this all of the time.

• Knowing your customers and how to communicate with each generation is important.
Some Resources

✓ Jason Dorsey http://jasondorsey.com/research
✓ Center for Generational Kinetics http://genhq.com
✓ 16 Personalities https://www.16personalities.com
✓ Generations in the Workplace Workbook (Generations United)
✓ http://www.gu.org/LinkClick.aspx?f eticket=EvG_frpZj6k %3D&tabid=157&mid=606
✓ Millennial Mindset Travel Study https://www.hospitalitynet.org/news/4072208.html
SBDC Services

• The SBDC offers educational programs and consulting services to entrepreneurs looking to start or grow their small businesses.
  – There are exceptions based on industry sector and other variables but generally speaking, small businesses are defined as having 500 or fewer employees. For a complete definition, please visit the Summary of Size Standards by Industry from the SBA.

• SBDC consultants work with entrepreneurs in confidential, one-on-one sessions, at no cost, to help them with a range of business topics.
About the SBDC

We are part of the non-profit Pennsylvania Small Business Development Center network and an accredited affiliate of the national network of Small Business Development Centers.
About the SBDC

SBDC consulting is offered at no charge, thanks to funding and support from:

SBA

The University of Scranton

PA PREP Partnerships for Regional Economic Performance

Small Business Development Center
The University of Scranton

Helping businesses start, grow, and prosper.

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Pennsylvania SBDC Service Areas

www.pasbdc.org
18 Pennsylvania SBDC Locations

1. Bucknell University
2. Clarion University
3. Duquesne University
4. Gannon University
5. Indiana University
6. Kutztown University
7. Lehigh University
8. Lock Haven University
9. Pennsylvania State University
10. Saint Francis University
11. Saint Vincent College
12. Shippensburg University
13. Temple University
14. University of Pittsburgh
15. The University of Scranton
16. Wharton (University of Pennsylvania)
17. Widener University
18. Wilkes University

http://www.pasbdc.org/centers
Questions?