



Another Generation Label?

Boomers, Zoomers, GenZ and GenAlphas- Creating a company that engages, attracts, and impacts our multi-generational workforce and consumer audiences



Welcome!

Erin Nessmith, Millennial
Project Owner, Account Manager
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15+ years in Leadership Development, Change Management, and
Business Culture Strategies
Education, Healthcare, University system, Farm Bureau, and
Training & Educational Development strategies





our purpose:

**We build others' capacity
to do good in the world.**

We apply this purpose to our client relationships, to our learning solutions, and to how we cultivate the talents and passions of our team.

our

solutions:

- Learning Strategies
- Talent Management Services
- Program Design
- Digital Learning Experience
- Implementation & Support
- Training & Facilitation
- Workforce Strategy
- Brand Strategy and Implementation

Toddlers:

Takes 35 minutes to put on shoes, but can open 3 apps, delete iTunes, and call my boss in less than **17 seconds.**

Generation Alphas (2010-2024)



Let's
GENERATIONS
talk
AND WHY THEY MATTER

Traditionalists

1920-1945

Baby Boomers

1945-1964

Gen X

1964-1980

Millennials

1980-1996

Gen Z

1996-2010

Gen Alphas

2010-2024

GENERATION X

1965–1979

39–53 Years



GENERATION Y

1980–1994

24–38 Years



GENERATION Z

1995–2009

9–23 Years



GENERATION Alpha

2010+

<9 Years



Aspirations
Work – Life Balance



Technology
Personal Computer



Hobby
Watching TV / Reading



Leadership Style
Organizing



Communication Medium
Telephone / Fax



Aspirations
Freedom & Flexibility



Technology
Smart Phones



Hobby
Outdoor Sports



Leadership Style
Administrative



Communication Medium
Email / Text Messaging



Aspirations
Security & Stability



Technology
Smart Watches



Hobby
Xbox / PlayStation



Leadership Style
Empowering



Communication Medium
Text / Social Media



Aspirations
'Always – On'



Technology
3D Printing – Driverless Cars



Hobby
YouTube & Netflix

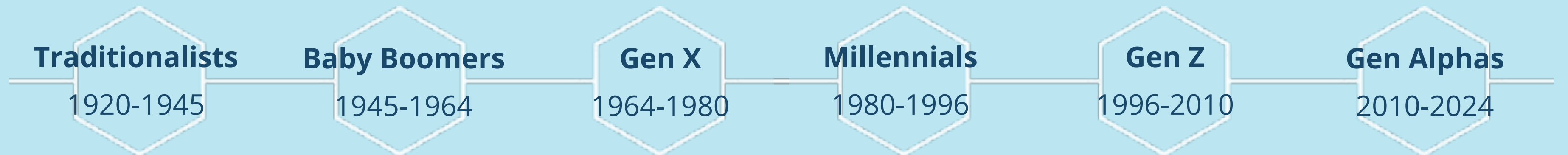


Leadership Style
Influencing



Communication Medium
Smart Devices

Meeting GENERATIONAL NEEDS



Part 2

Making strides forward for your business





1.

Ask
WHY

2.

Ask
HOW

3.

Ask
WHAT

Creating a generational consumer-driven company/product/service

As with New Year Resolutions, your companies strategic plan should be assessed and developed every year. It is a process worth doing!



Strategy #1

"People don't buy what we do. They buy why we do it."

- Simon Sinek, Start with Why
Customers buy into the reasons why these companies exist. They buy into the idea that a company exists for something larger than themselves.

A strong brand purpose means having a distinct brand perspective that influences what your company does and doesn't do. It's what drives your company forward.

1.

Ask
WHY

what
ASKING WHY
does
LOOK LIKE ?

1. Apple

Think Different.
Create products that
enrich people's daily
lives.

2. Dove

Committed to
creating a world
where beauty is a
source of confidence,
not anxiety.

3. Whole Foods

Nourish people & the
planet.

**4. Southwest
Airlines**

Connecting people to
what's important in
their lives through
friendly, reliable and
low-cost air travel.



Strategy #2

"It's the discipline to never veer from your cause, to hold yourself accountable to HOW you do things; that's the hardest part."

- Simon Sinek, Start with Why

2.

Ask
HOW

The how are the values and principles that guide your actions and decisions on a day-to-day basis.



How do we do

it? The HOW is our process to help promote and emphasize your why to customers.

- What makes you special/unique?
- Do you have a competitive advantage?
- What is your value proposition?

St • Stren • Val • Beha

What comes

to mind?



St • Stren • Val • Beha



Strategy #3

"If you are not consistent in the things you say and do, no one will know what you believe."

- Simon Sinek

3.

Ask
WHAT

What you do brings your why to life. The what is everything you produce- your products, services, marketing, culture, and the people you hire.

WHAT can you offer that helps elevate your business, engage customers, and establish consumer loyalty?



Meeting the generational needs in your business:

01

The same ole' same ole' is really just old.

02

Marketing and branding are your
business best friends.

03

Assess, reassess, and evolve.



Southern Belle Farms, Jake Carter

01

The same ole' same ole' is really just old.

Southern Belle Farms is a recognizable Agri-tourism location just outside of Atlanta. But what differentiates this locations for consumers of all generations?

- 1.) The farmer face (Jake)
- 2.) Family-first planning
- 3.) Consistency of common goods



Besties Satsumas, Corbett Brothers

02

Marketing and branding are your business best friends.

The Corbett Family knew they couldn't just introduce another citrus fruit to the market without a significant focus on branding and marketing.

- Appealing to parents (health benefits)
- Marketed to children (seedless, easy peel, delicious)
- Generational focus (locally grown)



Paulk Vineyards, The Paulk Family

03

Assess, reassess and evolve.

The 6th generation farm has put the muscadine grape on the map (and other farm fresh fruit favorites)

- Social atmosphere: tasting room, live music, retail store, and coordinated community events.
- Family-oriented: U-pick fruits
- Strong presence on social media sharing the farm story and sculpting a brand of a "Must Try" location





Boomers & Millennials

These two generations need experiences, curating moments that they themselves can not do in their own place and space.

It might even be the suggestion of an experience with your product in their home. Enjoy discounts & easy transactions.

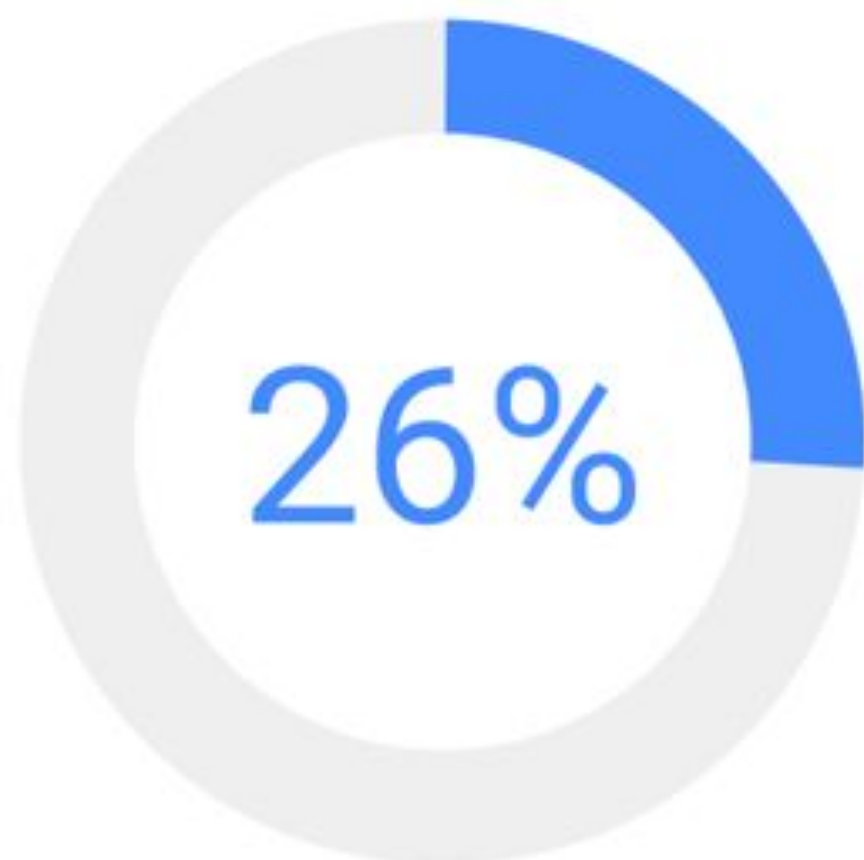


Gen Z

- Environmental sustainability
- Digital experiences (If there isn't a picture on Insta, did it even happen?)

Social responsibility

GenZ represents a large—and valuable—segment of the population



 GenZ represents more than $\frac{1}{4}$ of the U.S. population



 Annual U.S. purchasing power of GenZ

Gen Z Continued

-Always connected- optimize your mobile experience

-Make your WHY (purpose) known and easy to remember

-Generate loyalty- human connection

- Provide them a way to:

- Showcase themselves (Instagram)
- Share real-life (Snapchat)
- Provide news or facts (Twitter)
- Provide life updates (Facebook)



Final

- Be **intentional** about your purpose and messaging annually

thoughts

- Ask for **help** (from all generations)

- Be **quick** to change, adapt, and pivot!

Thank You!

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