

Marketing and Hiring Like a Generational Genius

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HOW DID WE GET HERE?

- **Builders**
- **Boomers**
- **Busters/Gen X**
- **Millennials/Gen Y**
- **Zoomers/Gen Z**

HOW DID WE GET HERE?

- **Builders**

“Builders are responsible for the infrastructure of today.”

HOW DID WE GET HERE?

- **Builders**
- **Boomers**

“Boomers were the center of attention growing up.”

HOW DID WE GET HERE?

- **Builders**
- **Boomers**
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***“Busters were overshadowed
by the Boomers.”***

HOW DID WE GET HERE?

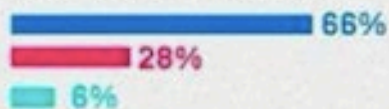
- **Builders**
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“Millennials are the most photographed and mobile generation in human history.”

THE GENERATIONS IN THE WORKPLACE

BASED ON A SURVEY OF 1,200 WORKERS ACROSS DIFFERENT GENERATIONS MEASURING THEIR STRENGTHS & WEAKNESSES

EXECUTIVE PRESENCE



GENERATING REVENUE



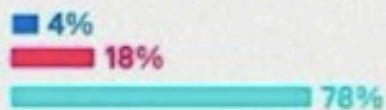
ADAPTABILITY



COST-EFFECTIVENESS



TECH SAVVINESS



RELATIONSHIP BUILDING



PROBLEM SOLVING



COLLABORATION



BABY BOOMERS

BORN: <1963

PROS: Productive, hardworking, team players, mentors

CONS: Less adaptable, less collaborative



GEN X

BORN: 1963-1980

PROS: Managerial skills, revenue generation, problem solving

CONS: Less cost-effective, less executive presence



MILLENNIALS

BORN: 1980-1995

PROS: Enthusiastic, tech-savvy, entrepreneurial, opportunistic

CONS: Lazy, unproductive, self-obsessed



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“Zoomers are the first generation to grow up with the internet as a staple. The pandemic emphasized this.”

Millennials vs. Zoomers

Marketing

- **Email** – 74.9% of Millennials check their emails multiple times a day - **58% of Zoomers/Gen Z** do so.
- **Endorsements** - 63% of Zoomers prefer seeing “real people” over celebrities in advertisements, while 37% of millennials prefer seeing “real people” discussing products in ad content. 29% of Zoomers are influenced by celebrities, compared to 19% of Millennials.
- **Facebook** - 84% of Millennials use Facebook, compared to **32% of Zoomers**.

Millennials vs. Zoomers

Marketing

- **Social Media Base** - Zoomers use TikTok more than Millennials. 35% of Gen Z use TikTok regularly, as opposed to the 19% of Millennials who do so. 25% of Zoomers log onto TikTok daily; only 9% of Millennials use TikTok on a daily basis.

- **Advertising** - 84% of Zoomers will skip video ads as quickly as possible, preferring to learn about products from influencers and social media videos; Millennials are more open to a variety of promotions.

- **Purchasing** - Gen Z makes twice more mobile purchases, compared to Millennials.

GENERATION Z vs. MILLENNIALS

GEN Z: BORN AFTER 1996

MILLENNIALS: BORN 1981-1996



Gen Z is on track to being the most ethnically diverse and educated generation in history.



ATTITUDES

GEN Z vs. MILLENNIALS

- born into technology revolution
- independent
- realistic
- private
- adapted to tech revolution
- collaborative
- optimistic
- share more personal info online

% of Gen Z that didn't complete high school

6%

% of Millennials that didn't complete high school

12%

% of Gen Z 18-20 year olds enrolled in college

59%

% of Millennials when ages 18-20 were enrolled in college

53%

40% of Gen Z members say they would rather have a working internet connection than a working bathroom.

We communicate through social media and texts, which changes the dynamic of communication.

- GEN Z MEMBER, AGE 19

Sources:

Pew Research Center, "Defining generations: Where Millennials end and Generation Z begins"

Pew Research Center, "Early Benchmarks Show 'Post-Millennials' on Track to Be Most Diverse, Best-Educated Generation Yet"

Inc, "Generation Z Versus Millennials: The 8 Differences You Need to Know"

Business Insider, "Millennials love their brands, Gen Zs are terrified of college debt, and 6 other ways Gen Zs and millennials are totally different"

What do ZOOMERS and Millennials have in common?

- **MASSIVE DEBT**
- **DESIRE FOR IMMEDIATE RESULTS**
- **QUESTIONING DEPTH/MEANING**
- **CASUAL LIFESTYLE**

*What do both generations
VALUE MOST about life and
work?*

*“Millennials and Zoomers care
more about
the ‘WHY’ and the ‘CAUSE’
than the RULES.”*

“What difference will I make?”

How do younger generations feel about the workspace and routines?

“Millennials and Zoomers are accustomed to flexibility in working conditions.”

Flexibility and Collaboration

*How are Millennials
changing hiring?*

The “GIG” Economy

*“Short term opportunities are ideal
for them.”*

Short Term Opportunities/Tasks

*How do you ATTRACT more
Millennials and Zoomers to
your business?*

TEAMS

Collaboration Comes Natural

Marketing to Zoomers

- **Value authentic personal stories.** Zoomers can spot "fluffy" marketing campaigns from a mile away.
- **Use your limited time wisely.** Make your marketing count to Zoomers. Imagine that you have only 12 seconds to grab their attention.
- **Place authentic value in your customer experience.** The importance authenticity and helping your Zoomer audience feel connected to your brand/service/product.
- **Focus on diversity, inclusivity, and equality.** Zoomers have grown up in a world that is more open and inclusive than any others have. They actively look for this in products and services.

ATTRACT more younger people to your business...

- **GLOBAL GOALS**
- **TECHNOLOGY**
- **EASE OF SERVICE**
- **OTHER YOUNG PEOPLE**

“Young People reach other young people better.”

**What ONE IDEA will you
take away from this?**

***“Millennials and Zoomers
will be running your
business one day!”***



“You know what makes me sick to my stomach? When I hear grown people say that kids have changed. Kids haven’t changed. Kids don’t know anything about anything. We’ve changed as adults. We demand less of kids. We expect less of kids. We make their lives easier instead of preparing them for what life is truly about. We’re the ones that have changed.”

-FRANK MARTIN
S.C. HEAD BASKETBALL COACH

~ SDS ~
SATURDAY
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SOUTH

Reinvention Nation™

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- **Autograph *MY* Book!**