

2021 VIRTUAL
USER
FORUM
BETTER TOGETHER

MAY 11-13 | PRESENTED BY [meridianlink](#)

The Right Message to the Right Generation Makes You Instantly Relevant

PRESENTED BY



Cam Marston

Author, Columnist, and Leading Expert on Generational Change on the Workplace and Marketplace



Presentation Goals:

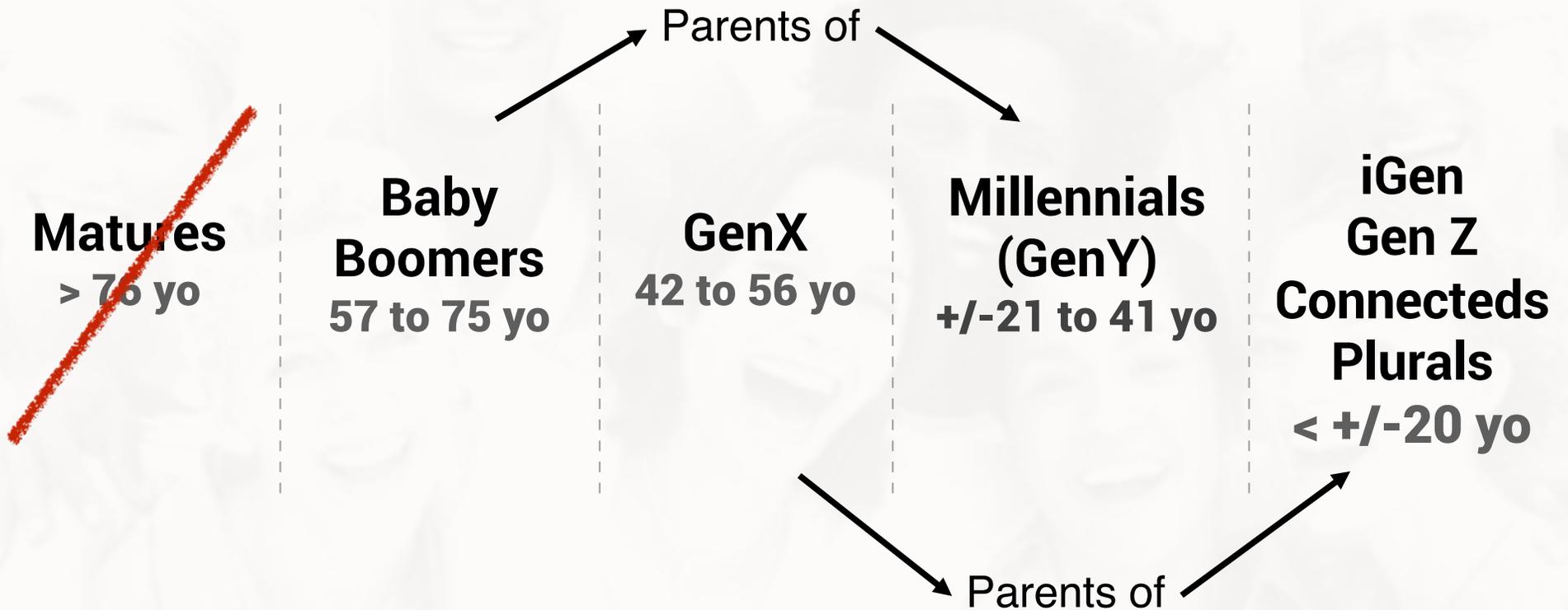
- Generations 101: trends, changes, predictions
- Present messaging concepts for each generation of customer / member.
- Understand some of the data regarding generations and impact of pandemic.
- Your questions.



Throughout Webinar:

- What does this information mean to me?
- Why is it important?
- What can I do with it?

Generations: USA - 2021

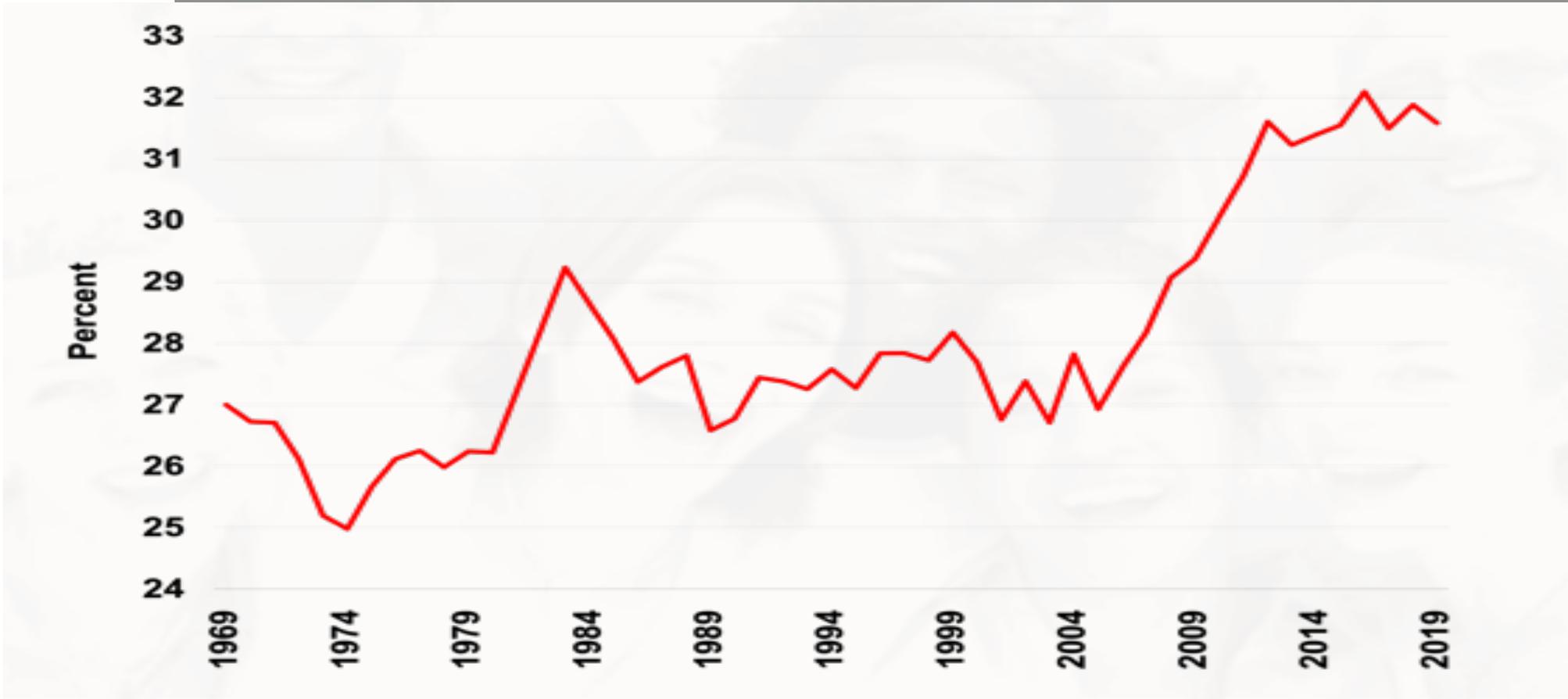




Demographic Trends of Today & Tomorrow



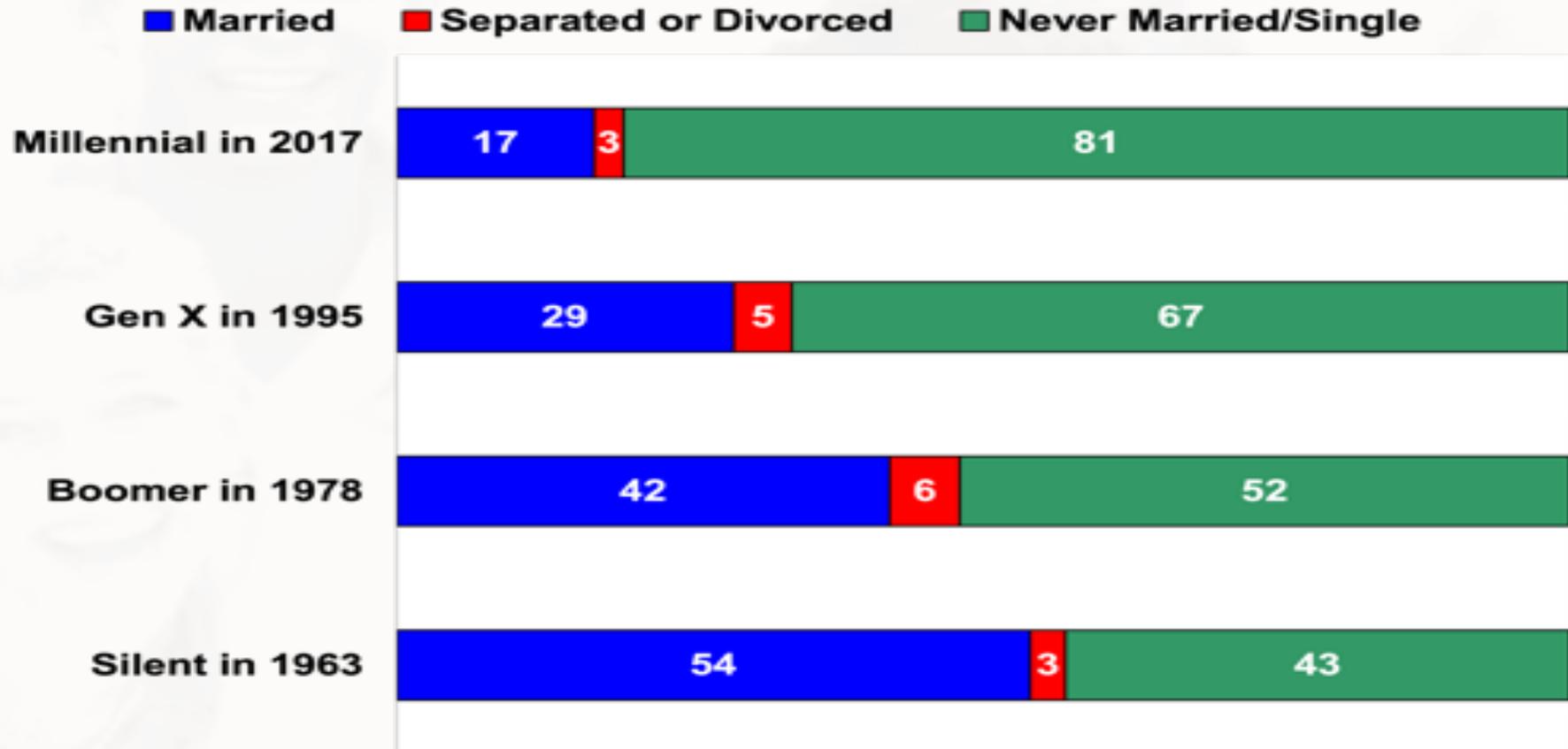
Young adults living with parents, 18-34 (%)



Source: US Census Bureau, Census & Current Population Survey



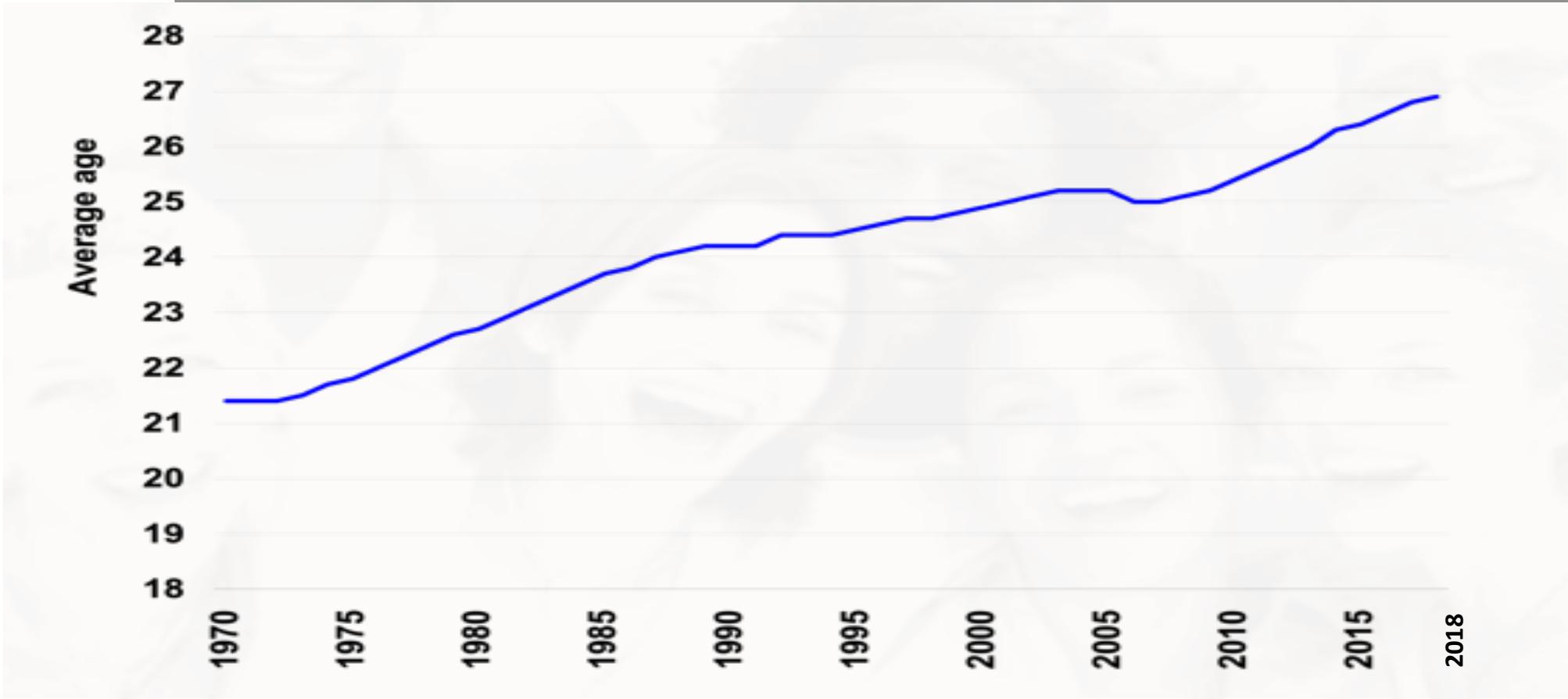
Marital Status: Ages 18-28



Sources: Pew Research Center, "Millennials: A Portrait of Generation Next. Confident. Connected. Open to Change." (February 2010)
<http://www.pewsocialtrends.org/files/2010/10/millennials-confident-connected-open-to-change.pdf>



Average age of mother at first birth

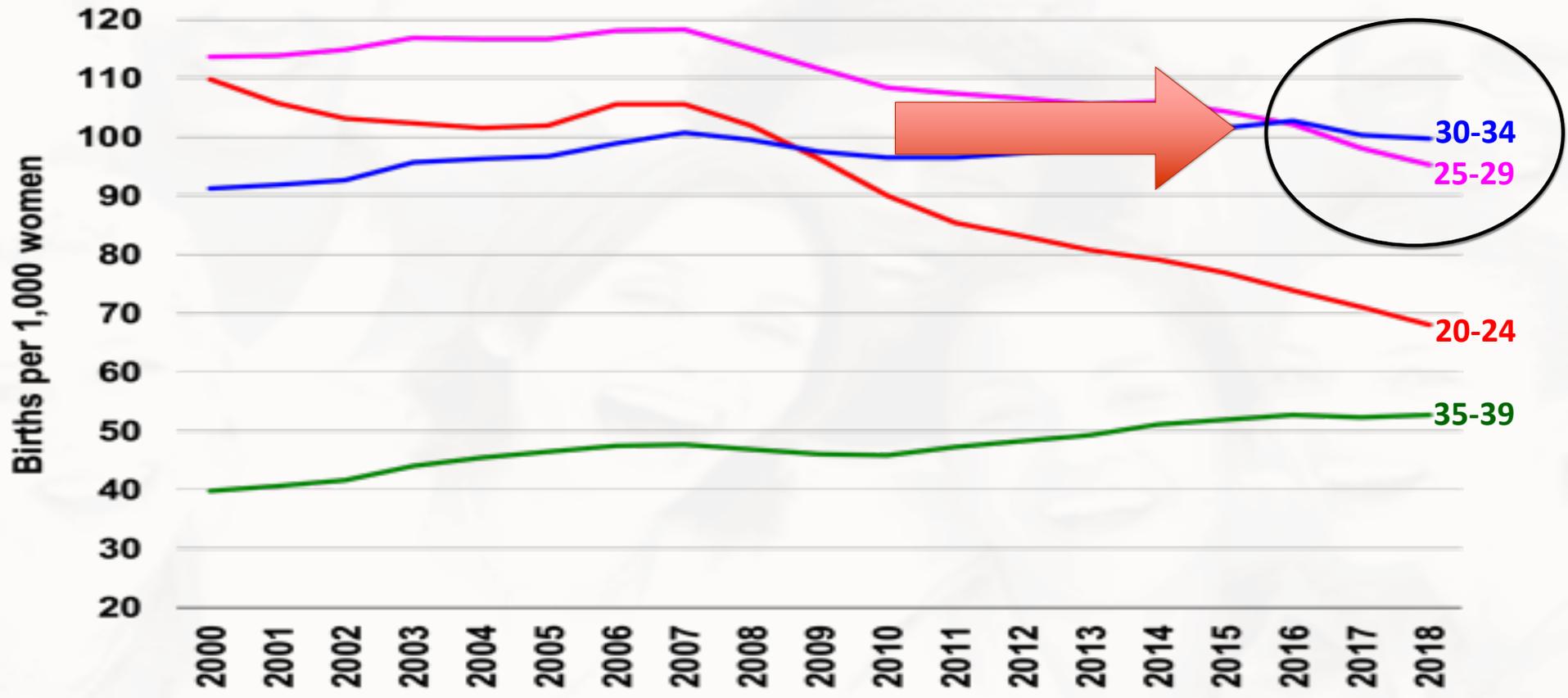


Source: CDC, National Center for Health Statistics

2019



Age-specific fertility rates, USA (births per 1,000 women)



Source: CDC, National Center for Health Statistics



Notable thus far:

- The life-stages (chapters) that have historically made banking customers / credit union members profitable will continue to begin - on average - at continuously older ages.
- This has been the case since the Baby Boomers and will continue.



affluent societies' impact:

- Delayed adulthood
- Extended life times
- Population bulges
- Individual supersedes community
- Increased unhappiness. Suicides.



parenting trends:

- “You’re special and unique and different from everyone else.” Mr. Rogers. Dr. Spock.
- Latch Key kids
- Friendship with parents
- Helicopter parents
- Drone parents
- Snowplow parents
- Bulldozer parents
- Bubble wrap parents

Bias for Receiving Info:



what seems to matter to them

Boomers:

- History of organization
- Name recognition of organization
- Tenure in the marketplace
- Historical & Perceived Quality





what seems to matter to them

Gen X & Millennials

- The Individual, the Ego
- How things will affect their lives
- How things will make them distinct
- How you'll impact their future
- How they're different



baby boomers

(1946 - 1964)





Boomer Messaging:

- Your story
- "Team"
- Deference - "humble submission and respect"
- Technology? Too much?





GENERATION X

(1965 - 1979)





Gen X messaging

- Their future with you
- “complex” - Great word to recognize their life stage.
- Rising awareness / preference for social impact
- Closet cynic (?)
- To Know: most expensive chapters of their lives right now.



THE GEN X MOTHER - BE CAREFUL ...

- Fully engaged, mostly informed, questioning, dubious information sponge.
- Buying for 1) herself 2) her kids 3) her spouse and...
- Influencing the purchases of 1) her parents 2) her in-laws 3) her peers
- She'll sing your praises...
- Woe to you to scorn this consuming machine. She'll eat you alive.



MILLENNIALS

(1980 - 2000)





Millennial messaging

- Their future with you
- Your mission...
- Tech matters a lot
- Social impact matters a lot
- Or Better Offer - Always On
- Round your edges...



Mission:

- A simple clear statement
- about the **FUTURE** you're working to create **WITH** your members
- that is your company's calling.

Part of the solution:



Dan Lyons - Team Concepts - Eight Secrets of Inspirational Leadership:

- Secret 1- Everyone wants to be part of something larger than themselves.
- Secret 4 - Ennoble the effort.



Online First Impressions



Appear interesting...

SHOW SOME PERSONALITY

Show some of your character, the real you.

Interesting.

Who you are outside the office.

"Someone I'd like to know."



Simon Baker / Chief Executive Officer

Simon Baker is the founder of Baker Ave Asset Management and chairman of the investment committee. He oversees the investment process and leads the development of Baker Ave's strategies and services.

Before launching Baker Ave in 2004, Simon was a managing director at Banc of America Securities, where he was responsible for managing wealth and risk with the private banks's high-net-forth clients and family offices. Prior to that, he served as director first ad Donaldson, Lufkin & Jenrette (DLJ), then at Credit Suisse First Boston. Simon began his wealth management career at Morgan Stanley in San Francisco in 1994.

Simon graduated cum laude with a B.A. in economics & French from Hartwick College, NY.

He is a cast member on CNBC Half Time show 'Fast Money', Yahoo 'Breakout' and often quoted in the Wall Street Journal and other financial publications.



Rollover For
The "Real" Me



Simon Baker / Chief Executive Officer



On the personal side:

Simon is a native of Nottingham, England who originally came to the U.S. on a Division 1 soccer scholarship. His mother thought it would be a quick 4 years across the pond and then he'd return home. That was 20 years ago and she's still waiting.

Simon still plays soccer on the weekends and recently learned how to kite surf. He sits on the board of the California Shakespeare Theater, as well as the advisory boards of Girls Incorporated of Alameda County and the Achieve Program. Through Achieve, Baker Ave gives full 4-year high school scholarships to 2 Oakland students from low-income families. Simon lives in New York with his English Sheep dog, Mr. Riley.

Something you may not know about Simon:

While in college, Simon had a summer job in London covering Wimbledon for HBO. There was a lot of rain during the tournament that year, so HBO had to find ways to kill time on the live feed. During one rain delay, Simon performed a skit with Cris Collinsworth in which he challenged the famed sportscaster to a "slide off" down a muddy embankment. Cris accepted the challenge and jumped. Simon, the instigator, didn't. His only response: "Those crazy Americans."



For you to do:

Three to five sentences of who you are outside of work:

Hobbies

Collections

Travel

Pursuits



Gen Z



Banks v Credit Unions - Gen Z

CU Knowledge Hub - Credit Unions v Banks:

Banks:

- intimidating
- interest charge
- intuitive
- accessibility
- superior technology
- credit card rewards

Credit Unions:

- community
- obscure
- members
- personable
- safety

Not for Profit Institutions:

- better interest rates
- scholarships
- education
- personalized
- charitable donations to community
- social impact



Banks v Credit Unions - Gen Z

CU Knowledge Hub - Credit Unions v Banks:

Banks:

- intimidating
- interest charge
- intuitive
- accessibility
- superior technology
- credit card rewards

Credit Unions:

- community
- **obscure**
- members
- personable
- **safety**

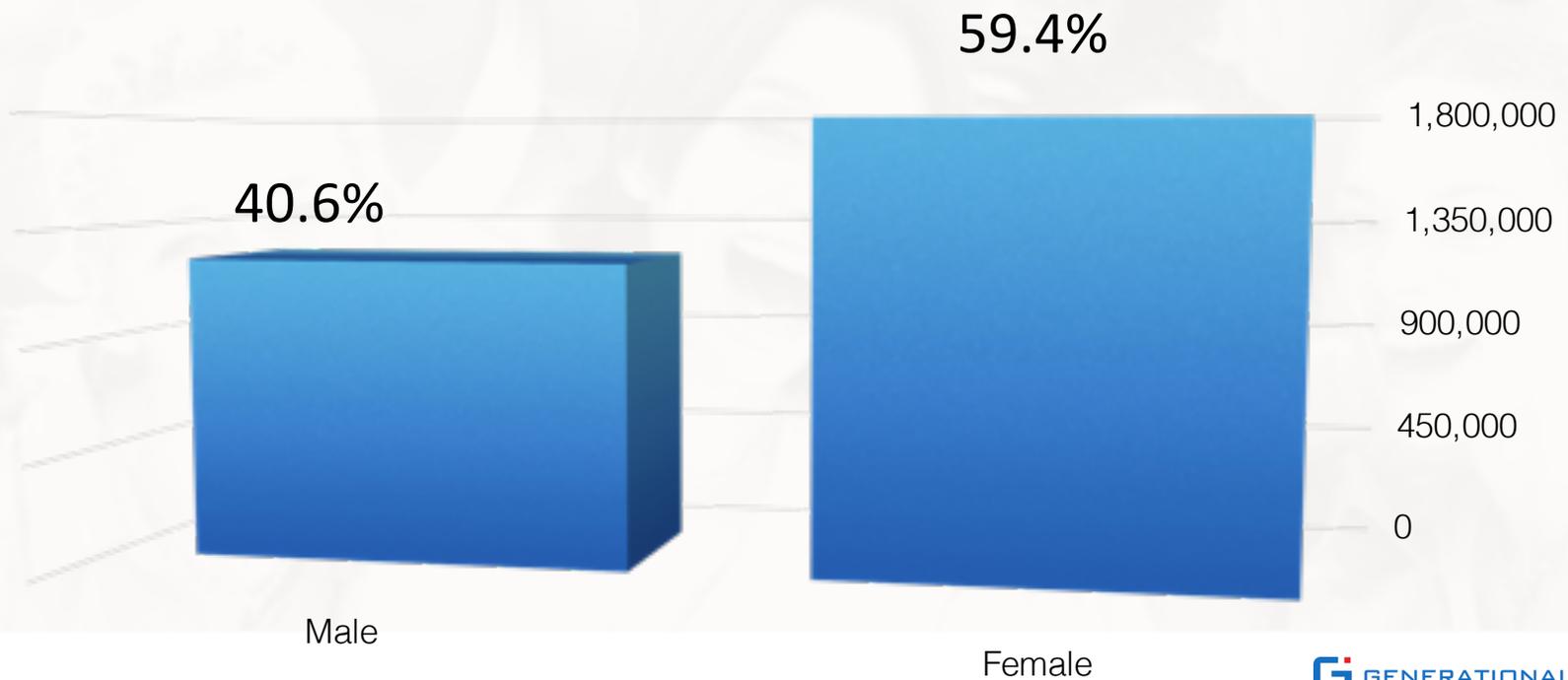
Not for Profit Institutions:

- better interest rates
- scholarships
- education
- personalized
- charitable donations
to community
- **social impact**



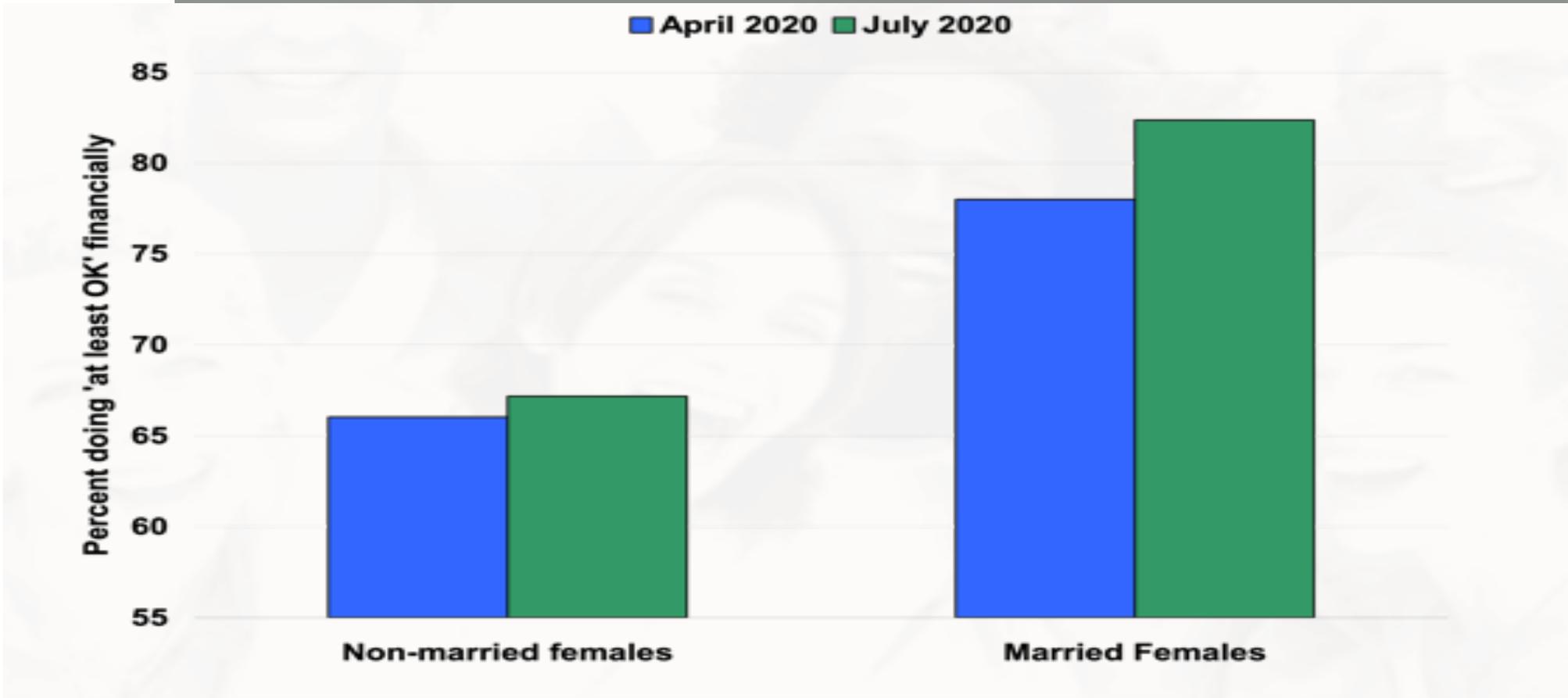
increasing female influence

Total post-baccalaureate fall enrollment by sex, 2017





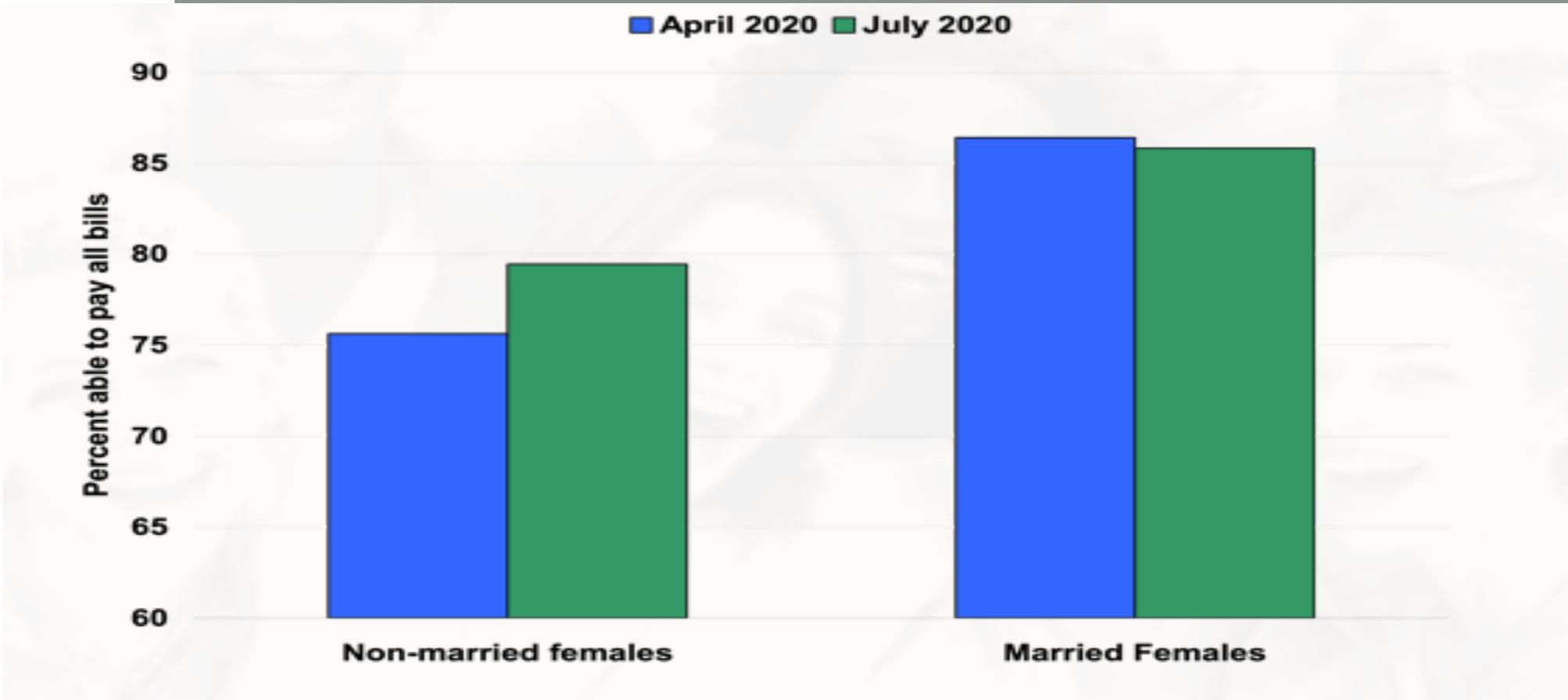
Financial situation: doing at least OK



Source: US Federal Reserve Board, *Survey of Household Economics and Decisionmaking*



Financial situation: able to pay all bills



Source: US Federal Reserve Board, *Survey of Household Economics and Decisionmaking*

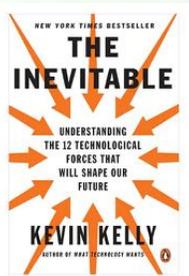


Thought Stimulators

Book Learners

v.

Screen Learners





Book learners...

- Swayed by logic, research, history of previous decisions.
- Good ideas come from dwelling on content, thoughtful consideration.
- “It’s the plans, not the planning.”



Screen learners...

- Images. First impressions.
- Associative thinkers vs logical thinkers
- "It's the planning, not the plans."



5 Things to Remember:



5 Points to Remember:

- Youngest Generations entering traditional life stages of adulthood at older ages.
- Boomers = Your Story.
- Gen X, Millennials, and Gen Z = Their Future
- Mission.
- Online First Impressions

Q&A



2021 VIRTUAL
USER
FORUM

BETTER TOGETHER

MAY 11-13 | PRESENTED BY [meridianlink](#)



contact info:

Cam Marston
Generational Insights
251.479.1990
cammarston.com
cam@cammarston.com

Weekly Podcasts found at
www.whatsworkingcam.com

© 2021, Generational Insights

Keep up with the conversation
by connecting:



@CamMarston1



CamMarston



@CamMarston1



@CamMarston1



connecting you to **better**

meridianlink[®]
meridianlink.com

This presentation is property of MeridianLink, Inc. ("Company") and is strictly confidential. It contains information intended only for the person to whom it is transmitted. With receipt of this information, recipient acknowledges and agrees that: (i) this document is not intended to be distributed, and if distributed inadvertently, will be returned to the Company as soon as possible; (ii) the recipient will not copy, fax, reproduce, divulge, or distribute this confidential information, in whole or in part, without the express written consent of the Company; (iii) all of the information herein will be treated as confidential material with no less care than that afforded to its own confidential material.

Copyright Notice

All copyrightable text and graphics, the selection, arrangement, and presentation of all materials (including information in the public domain) are ©2021 MeridianLink, Inc.. All rights reserved.

Disclaimer

The materials available in this presentation are for informational purposes only and not for the purpose of providing legal advice. You should contact your attorney to obtain advice with respect to any particular issue or problem. The opinions expressed at or through this presentation are the opinions of the individual author and may not reflect the opinions of MeridianLink, Inc. Attendees should note that sessions are audio-recorded and may be published in various media, including print, audio and video formats without further notice.