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# *Creating Dining Experiences that Cater to Generations*

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# Generational Diversity Agenda

- Generational Challenges
  - Current Challenges
  - Meeting the Challenge by Meeting the Generations
- The Problem
- Meeting the Reality of Marketing
- Strategies to Meet the Challenge
- Change Management



# Generational Challenges Facing Public Gathering Communities

- Changing use of space
  - Wireless buildings
  - Public spaces as office places
  - Accessibility
- Changes in transportation
  - Increased need for handicapped parking
  - Increased need for public transportation
- Changes in environment
  - Increased expectations for green landscapes
  - Increased expectations for sustainable practices



# Challenges Facing Dining Centers

- Serving food insecure people above the age of 60
- Marketing to diverse groups
  - Recruiting Boomer population
  - Retaining GI and Traditionalist populations
- Creating an image that is attractive to all



# Are You Asking the Questions?

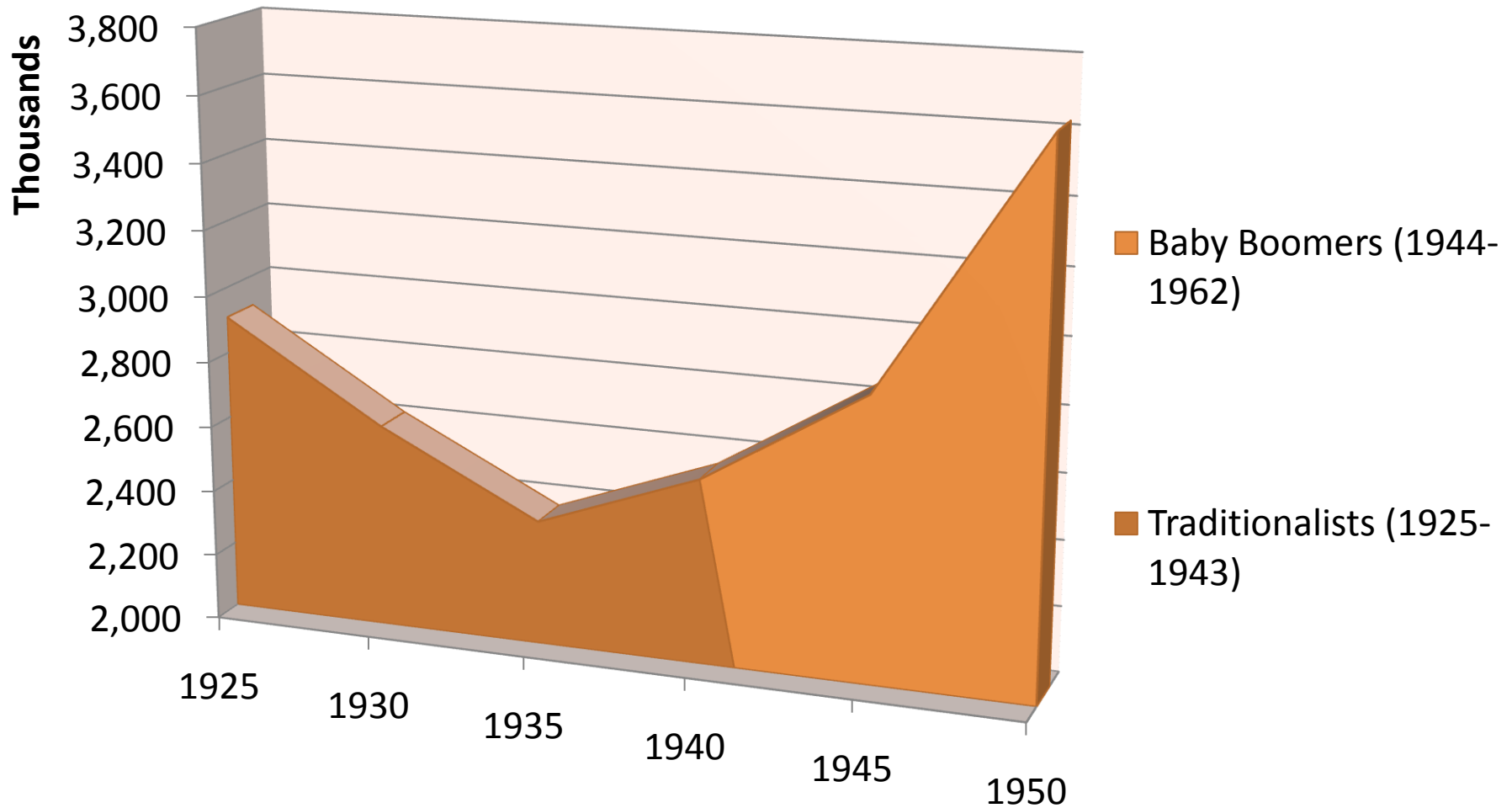
*5 – 10 years from now...*

- Who will you need to serve?
- What will they want to eat?
- Where will they want to go?
- When are they ready to come?
- How will they want to experience community?

Do you have a strategy to get  
you there?

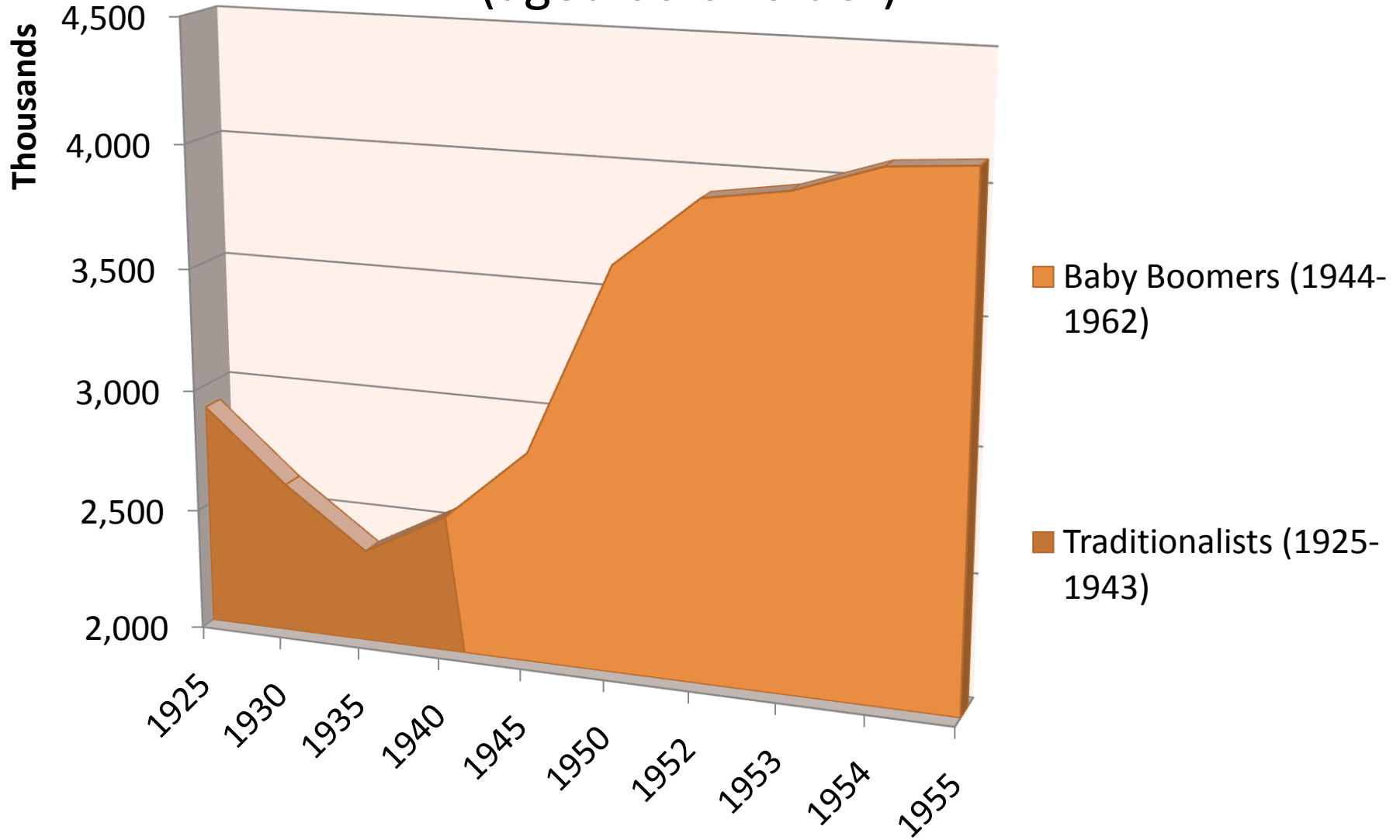


# US Birthrates (aged 60+ in 2010)



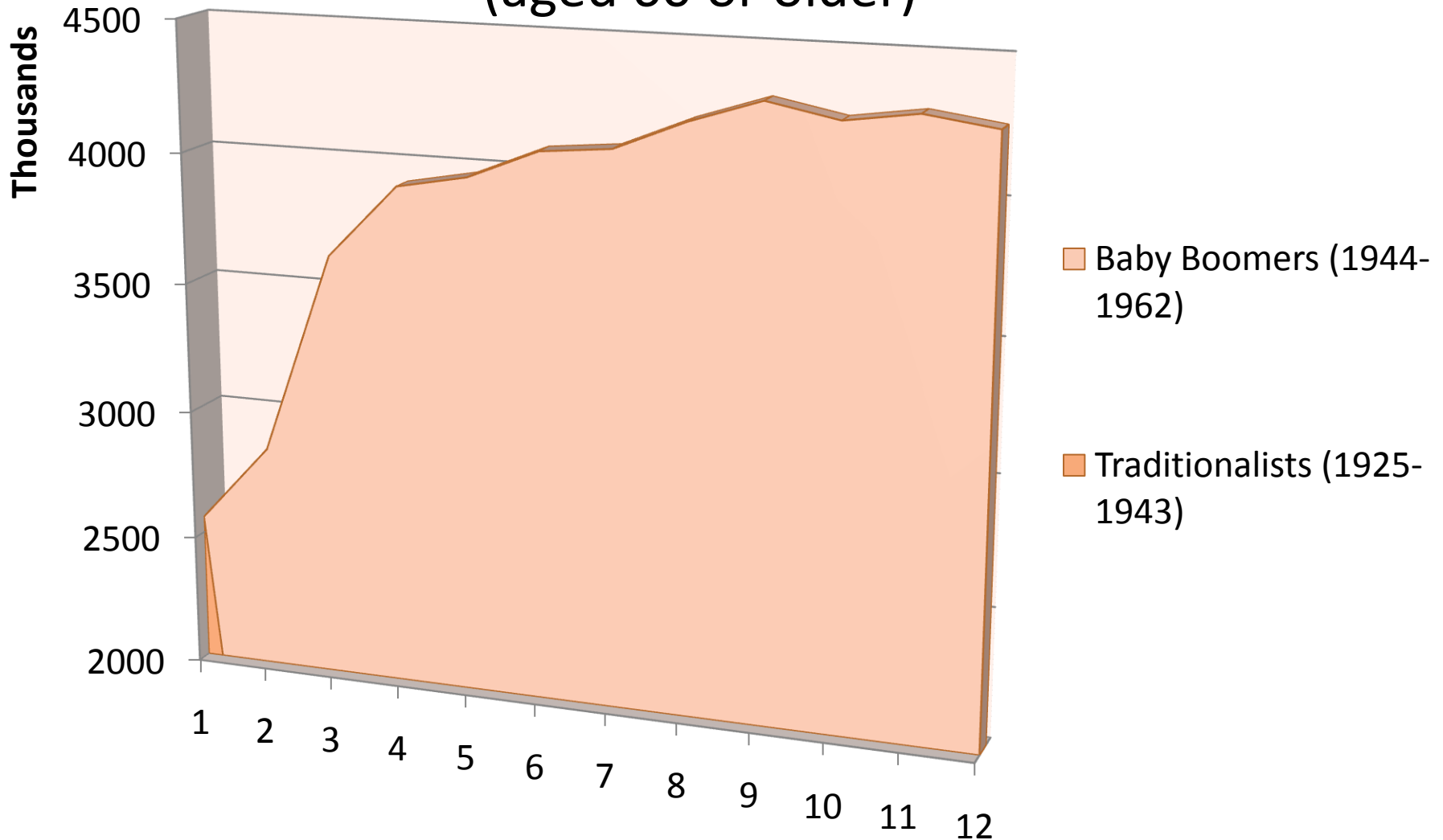
# Population to be Served 2015

(aged 60 or older)



# Population to be Served 2020

(aged 60 or older)

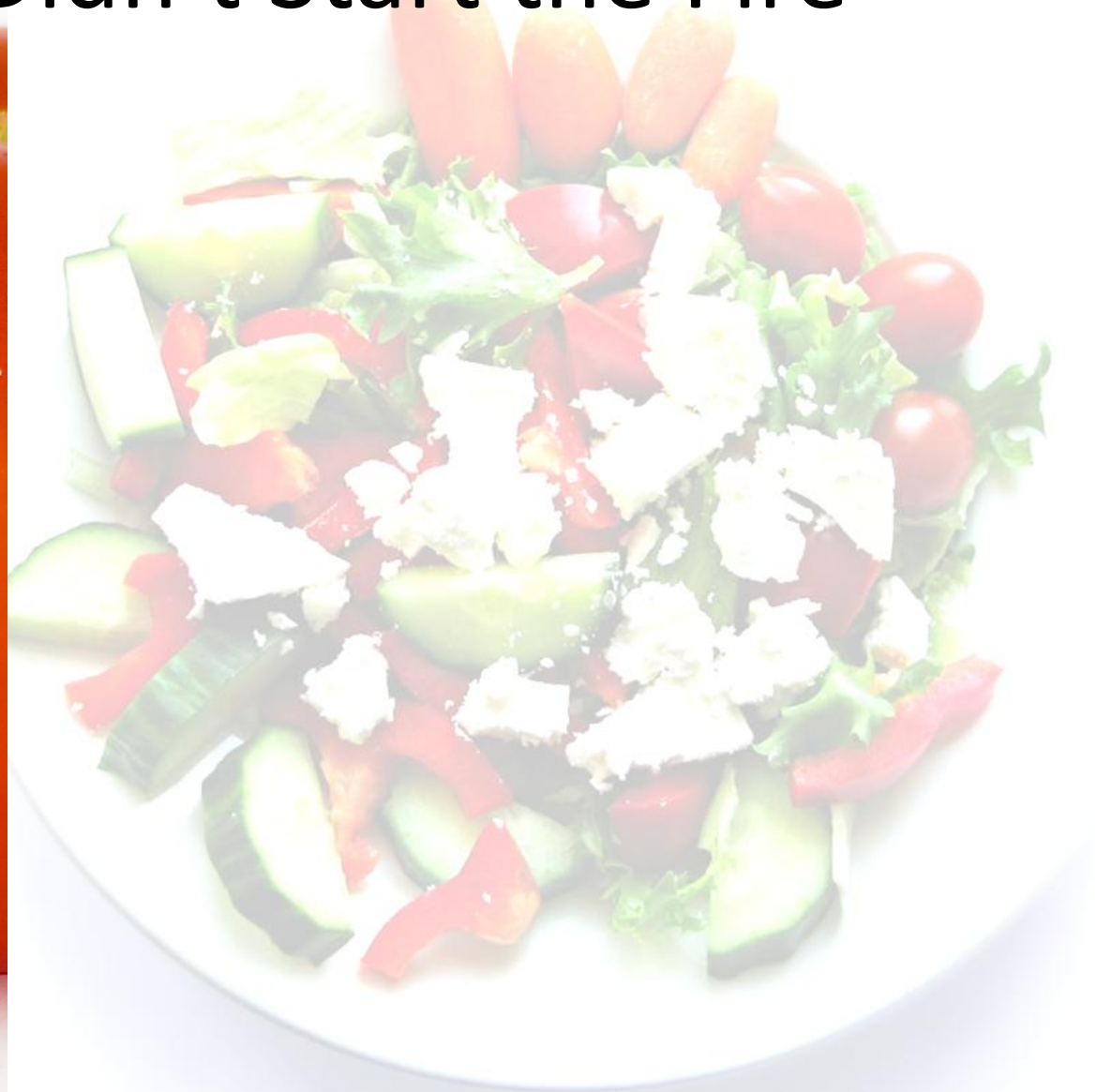


# Reaching the Generations

- GI Generation
  - Born 1901-1924
- Traditionalists
  - Born 1925-1943
- Baby Boomers
  - Born 1944-1962



# We Didn't Start the Fire



# Generational Stories



# GI Generation (1901-1924)

Population: 10 million

- Influences

- Rise in education levels
- Automobiles & airplanes
- First “Teenagers”
- Superman & Pollyanna

- Characteristics

- Uniformity & agreement
- Cooperation & civic duty
- Entrepreneurial--founded many great corporations

- Values

- Formality--suits & ties
- Authority
- Achievement
- Heroes

# GI Generation (~107-84 years young)

Talk to me, but don't tell me what to do.

- Outreach Communication

- In person visits
- Doctor's offices
- Provide hard copies with large text
- Use photographs

- Marketing Messages:

- Accentuate the positive
- Reach out in person
- Be more formal
- Include stories



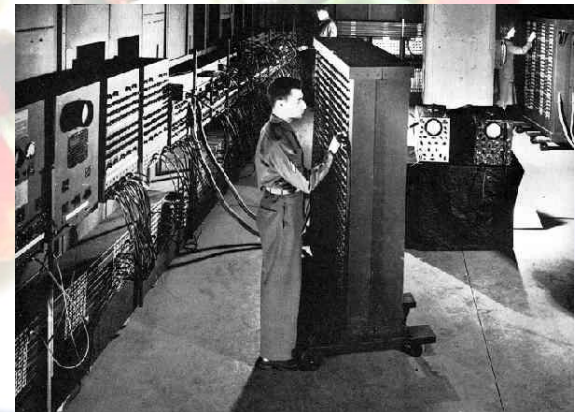


# Traditionalists (1925-1943)

55 million

- Influences Growing Up...
  - Great Depression
  - Silver screen & radio
  - World War II & Korean War
  - Play clothes & school clothes
- Civic Engagement
  - Red Cross
  - Salvation Army

- Values Today...
  - Patience & loyalty
  - Hard work & dedication
  - Public recognition



*"I know what to do"*

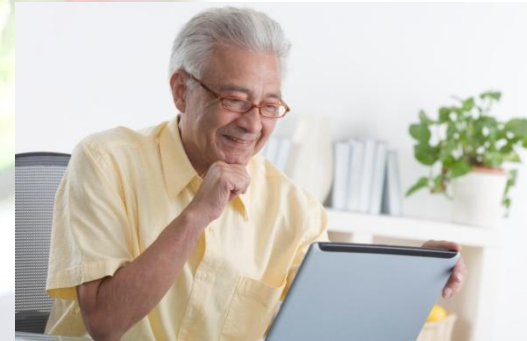
# Traditionalists (~83-65 years young)

- Outreach Communication

- Hard copies for materials
- Consider doctor's offices & family members
- Maintain boundaries & professionalism
- Engage in interpersonal storytelling

- Marketing Messages

- Community activity spaces
- Independence
- Consistency of food service & offerings
- Value for the dollar
- Access & transportation



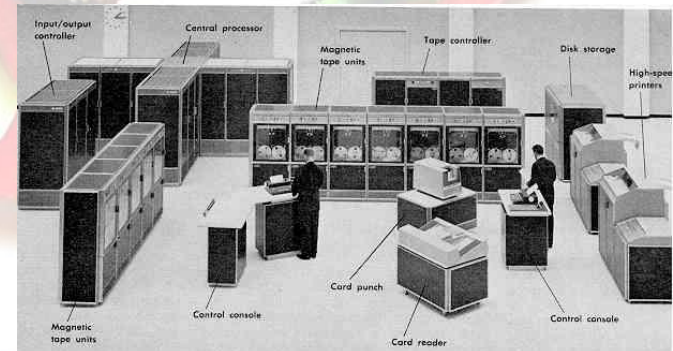


# Baby Boomers (1944-1962)

80 million

- Influences Growing Up...
  - Little League & Halloween
  - Television & rock radio
  - Women's & civil rights
  - Political assassinations
  - "Summer of Love" & "Man on the Moon"
- Civic Engagement
  - Greenpeace
  - Planned Parenthood
  - PeaceCorps

- Communication
  - Newsletters
  - Phones
- Values Today...
  - Professional identity
  - Optimistic outlook
  - Health & wellness



Remember,  
recalibration, NOT  
retirement!!

# Baby Boomers

(~64-46 years young)



- Outreach Communication
  - Market in active & wellness community places—meet them face to face where they are
  - Use telephones & structured email
  - Offer texting on their phones
  - Create online communities e.g., on FaceBook & a webpage
- Marketing Messages
  - Fun & youthful environment
  - Choice & variety
  - Health & wellness
  - Meals in support of overall active lifestyle
  - Place to meet friends
  - Wireless coffee spaces for informal gatherings
  - Ability to share in community & give back
  - Focus on green sustainability

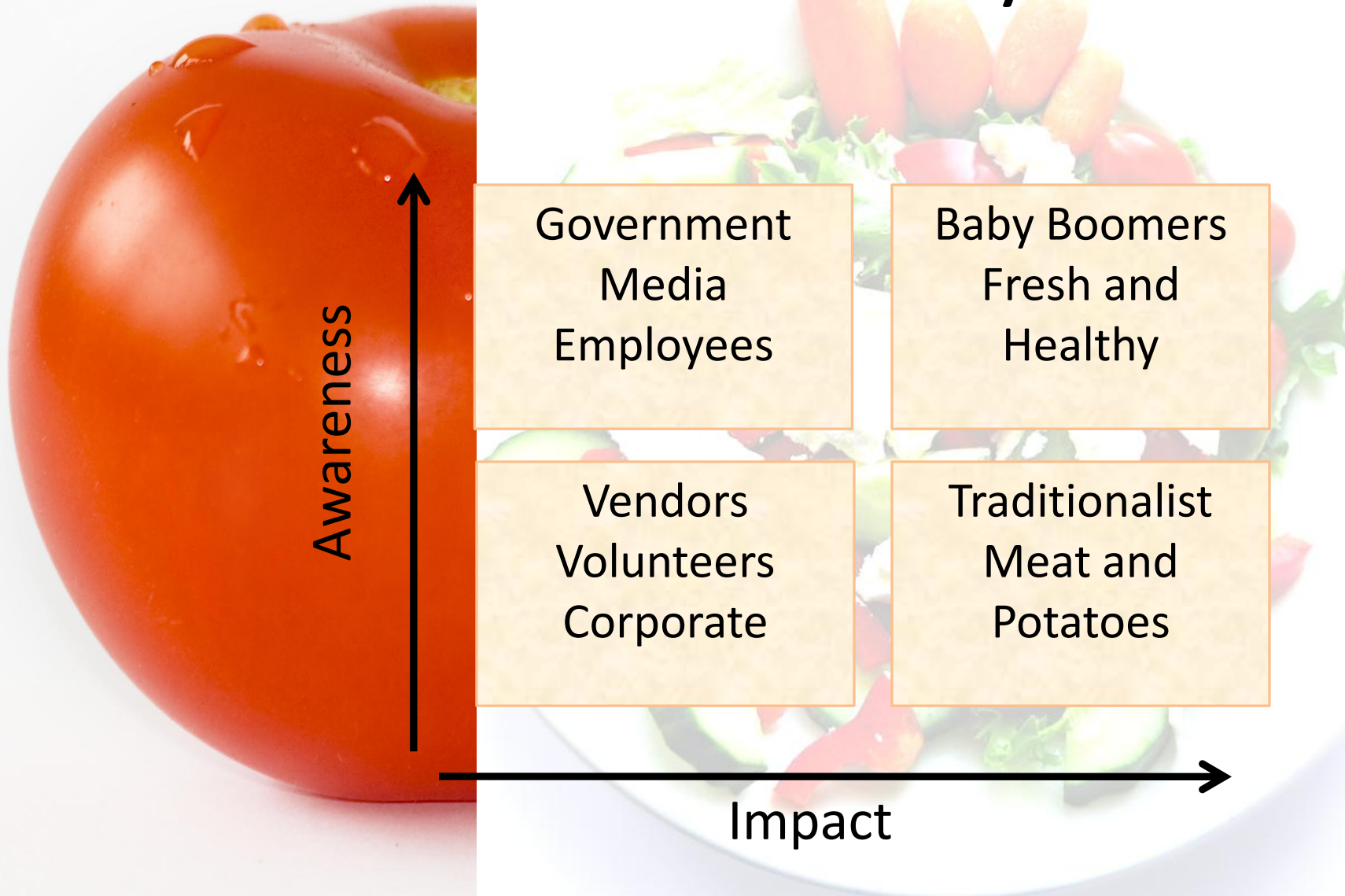
# The Nuts & Bolts

## Approach to Getting There

- Phase I: *Stakeholder Analysis*
- Phase II: *Strategic Planning*
- Phase III: *Program & Organizational Development*
- Phase IV: *Program Launch*
- Phase V: *Continuation & Evaluation*



# Stakeholder Analysis



Awareness

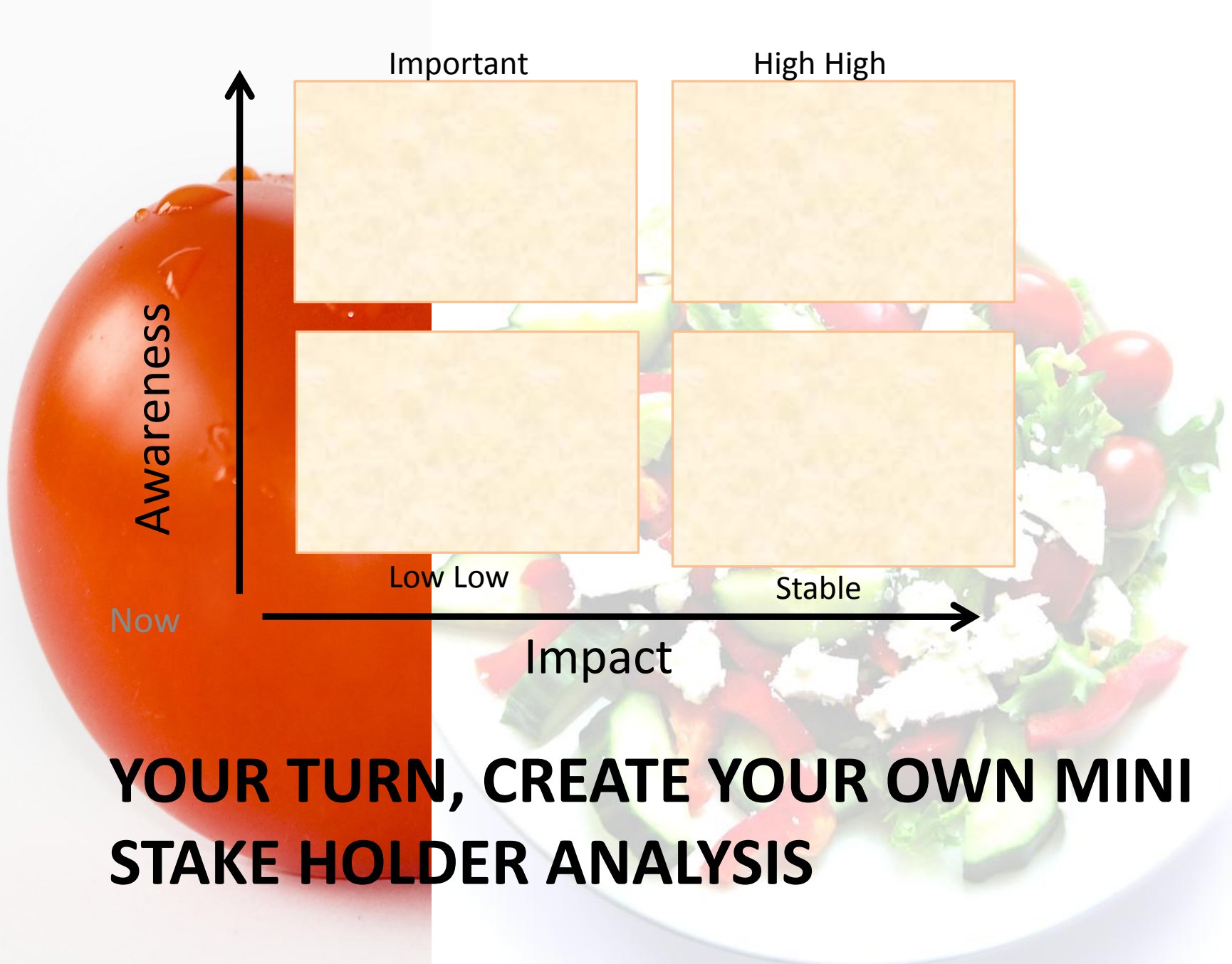
Impact

Government  
Media  
Employees

Baby Boomers  
Fresh and Healthy

Vendors  
Volunteers  
Corporate

Traditionalist  
Meat and Potatoes



Awareness

Now

Important

High High



Low Low

Stable

Impact

**YOUR TURN, CREATE YOUR OWN MINI  
STAKE HOLDER ANALYSIS**

# Strategic Planning

- To be prepared for this change strategic planning will be essential. The essentials include:
  - Assessing the environment to identify
    - Strengths, Weaknesses, Opportunities and Challenges
  - Identifying Strategic issues facing the organization
  - Formulating and adopting strategies and plans
  - Establishing and effective organizational vision
  - Implementing strategies and plans
  - Reassessing and Revising strategies and plans

# Program and Organizational

- State the desired goal
  - Launch by date: Generate 5% of new growth
- State the desired objective
  - To communicate story as clearly as possible
  - To create excitement for the program to attract further resources and clients



# Today's Situation

- Summary of the current situation
  - The market conditions
    - The specific sub market
  - Market size
    - Growth potential
  - Competitive environment
  - Opportunities



# SWOT

- Strengths
- Weaknesses
- Opportunities
- Threats



Create your own SWOT analysis now

# Your SWOT Analysis

- Strengths

- Opportunities

- Weaknesses

- Threats

Five Minutes

# Target Audience Behavior

- Who are your target clients
- How do they make a decision? Online? Word of Mouth?
- Pricing model; how are you going to charge?
- What is the business model
- How kind of food prep will be required?



# Environments Will Change

- To attack the new audiences environments will need to change
  - More communal
  - Things they have been used to
  - Social settings
    - Wireless
    - Coffee Bars
    - Wine tasting



# Change Management

- Changes in strategy almost inevitably prompt changes in basic assumptions and require adopting new methods of doing things.
  - Programmatic changes will need to be embraced by
    - Management
    - Staff
    - Front line employees
    - Volunteers
    - Vendors
    - Donors



# Sample Solutions

- Always Consider Generational Sustainability
  - Fundraising
    - Nonprofit business/social entrepreneurialism
    - Consider volunteering as in-kind donations
    - Online visibility AND traditional offline formats
  - Volunteers
    - Alternative volunteer forms, including face-to-face and virtual opportunities
    - Collaborate with businesses to create win-win situations
  - Leadership
    - Leadership & staff development to meet changing management needs
    - Revise & rotate Board composition to reflect volunteer & constituent bases
- Involve the generations to create a mission & vision based shared story & strong strategic plan



# A Thought to Consider:

“The shrinking of the younger population will cause an even greater upheaval [than other changes to work], if only because nothing like this has happened since the dying centuries of the Roman Empire.”

– Peter S. Drucker (*The Economist*, 2001)



# Contact Information

## Questions

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# Environmental Strategies

- Boomers have gotten use to meeting communally
  - Coffee shops
  - Wireless networking
  - Online dating
  - Wine tasting

