

October 26, 2010

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



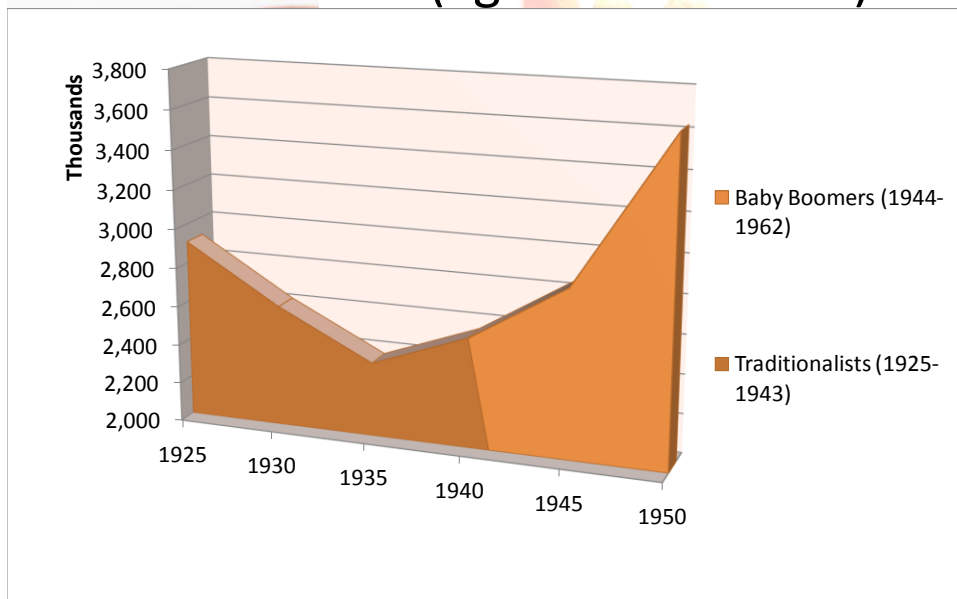
Are You Asking the Questions? 5 – 10 years from now...

- 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?

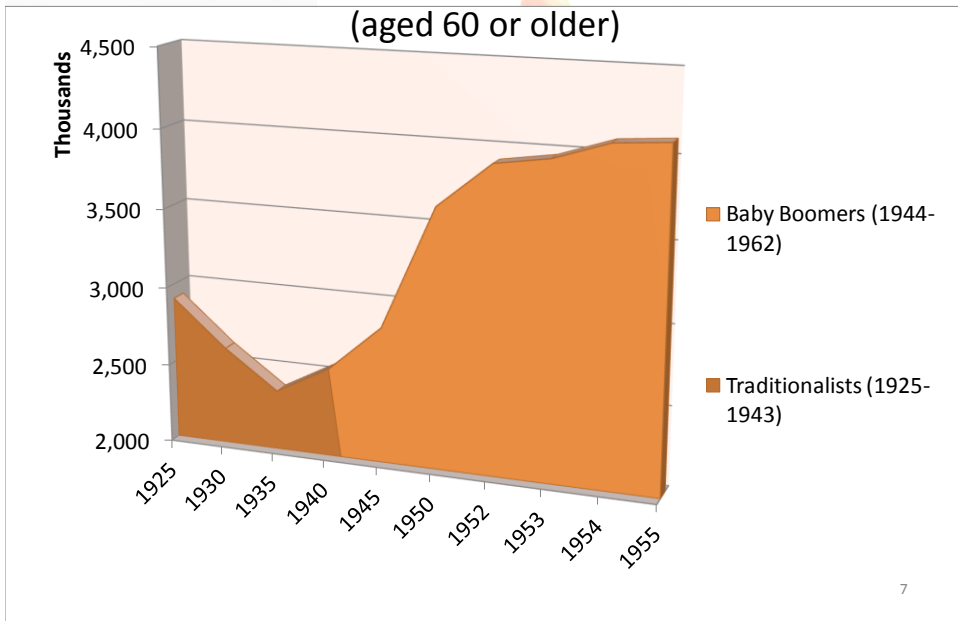
Do you have a strategy to get
you there?



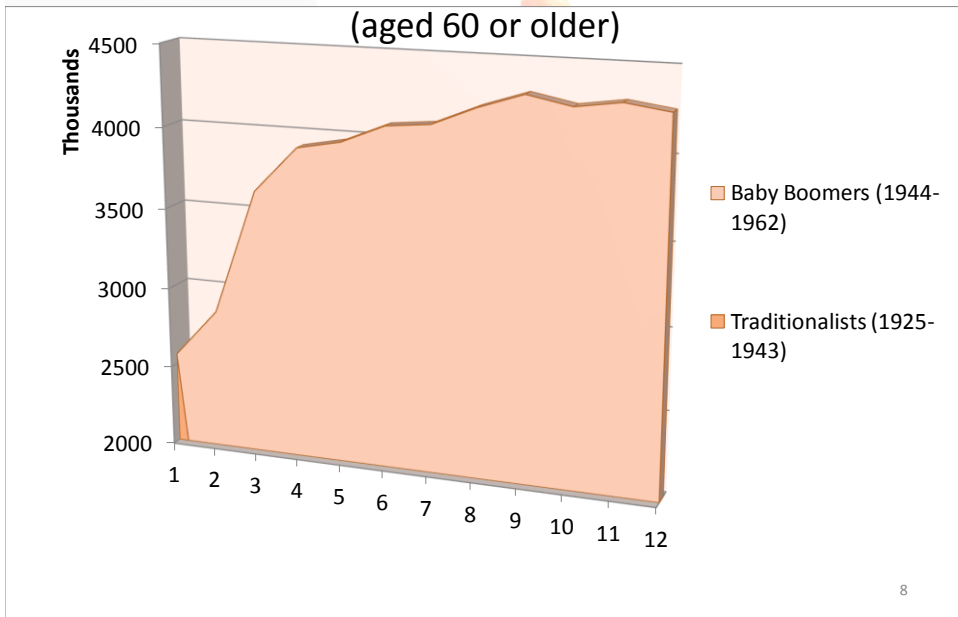
US Birthrates (aged 60+ in 2010)



Population to be Served 2015



Population to be Served 2020



Reaching the Generations

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

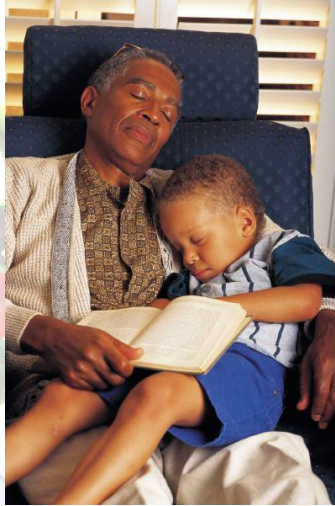


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We Didn't Start the Fire



Generational Stories



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GI Generation (1901-1924)

Population: 10 million

- Influences
 - Rise in education levels
 - Automobiles & airplanes
 - First “Teenagers”
 - Superman & Pollyanna
- Values
 - Formality--suits & ties
 - Authority
 - Achievement
 - Heroes
- Characteristics
 - Uniformity & agreement
 - Cooperation & civic duty
 - Entrepreneurial--founded many great corporations

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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

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Traditionalists (1925-1943)

55 million



- Values Today...
 - Patience & loyalty
 - Hard work & dedication
 - Public recognition
- Influences Growing Up...
 - Great Depression
 - Silver screen & radio
 - World War II & Korean War
 - Play clothes & school clothes
- Civic Engagement
 - Red Cross
 - Salvation Army



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"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

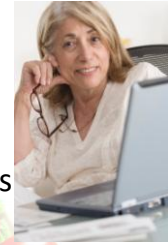
- Influences Growing Up...
 - Little League & Halloween
 - Television & rock radio
 - Women's & civil rights
 - Political assassinations
 - "Summer of Love" & "Man on the Moon"
- Civic Engagement
 - Greenpeace
 - Planned Parenthood
 - PeaceCorps
- Communication
 - Newsletters
 - Phones
- Values Today...
 - Professional identity
 - Optimistic outlook
 - Health & wellness



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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

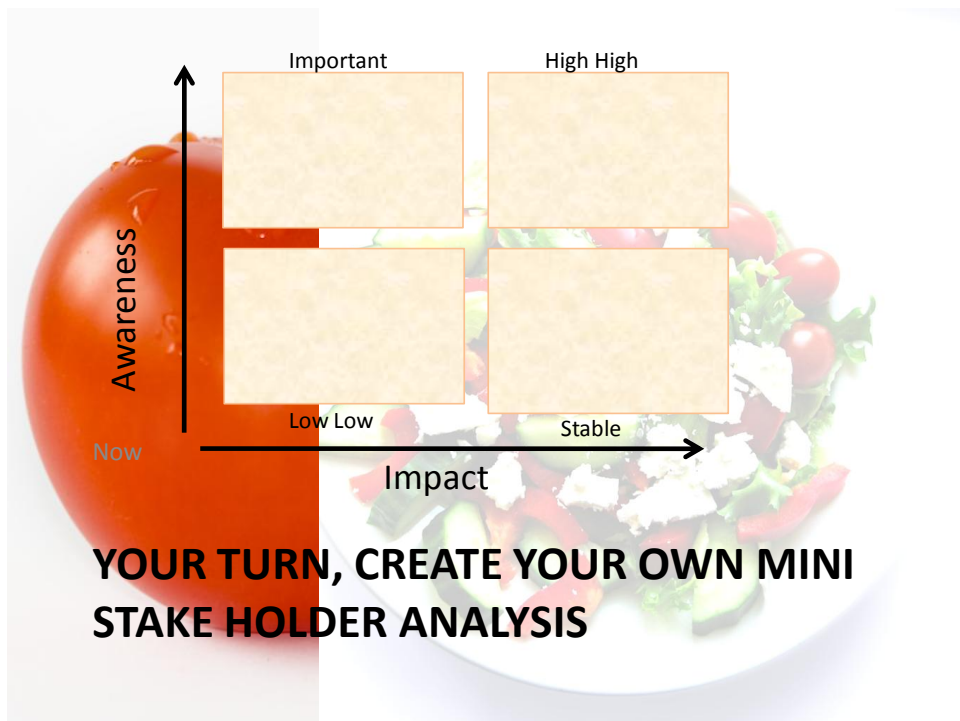
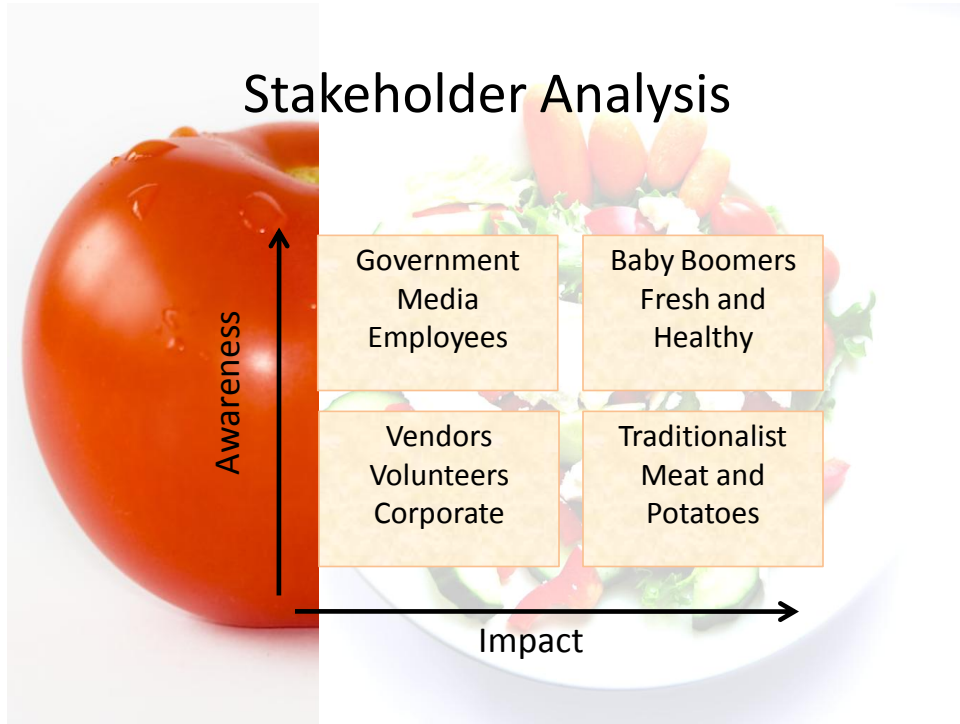
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The Nuts & Bolts Approach to Getting There

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



Stakeholder Analysis



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
- Weaknesses
- Opportunities
- 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

