

adha 94TH ANNUAL
CONFERENCE
JUNE 14-19, 2017
JACKSONVILLE, FL




CE Course Handout

Bridging the Gap

June 16th, 2017




American
Dental
Hygienists'
Association



94TH ANNUAL CONFERENCE

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Welcome!

Bridging the Gap

Different generations in:



Issues That Arise
in the the workforce around
generations:

- Use of Technology
- Communication
- Business Etiquette
- Work Habits
- Training/Development
- Recognition
- Career Advancement

Issues That Arise in marketing to various generations:

- Use of Technology
- Communication
- Business Etiquette
- Work Habits
- Training/Development
- Recognition
- Career Advancement

Network Preferences by Generation

Q1 2017



sproutsocial

sproutsocial.com/index



The Learning Outcomes





Whoaaaaaa . . . !!

Those generations look pretty different!

How do we handle the future??



Generations:

- WWII or Traditionalists (1925 – 1945)
- Baby Boomers (1946 – 1964)
- Generation X (1965 – 1981)
- Gen Y or Millennials (1982 – 2000)



Population Numbers in Each Area:

The approximate number of people by from latest US Census publication (changing daily with births and deaths):

- Traditionalists/Mature/WWII Generation: **40,267,984**
- Baby Boomers: **81,489,445**
- Generation X: **61,032,705**
- Generation Y/Millennials: **85,405,385**



Traditionalists



Born before 1945

Mick Jagger was born in 1943 – making him 73 years old!

Jagger quote:

"I'd rather be dead than singing 'Satisfaction' when I'm forty-five."

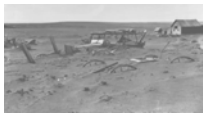


Traditionalists

- Born before 1945
- 4.7% of workforce
- Fountains of wisdom
- Work is work
- Core Values: dedication, sacrifice, conformity, respect for authority, duty before pleasure, following the rules, discipline, consistency & strong work ethic
- Career Goal: build a legacy



Traditionalists' Defining Moments



Baby Boomers

1946 – 1964



Madonna was born in 1958 – making her 59 years old.

Madonna quote:
"I'm anal retentive. I'm a workaholic. I have insomnia. And I'm a control freak. That's why I'm not married. Who could stand me?"



Baby Boomers

- 1946 – 1964
- 38.6% of workforce
- Long, long healthy life – into health food, the environment, exercise & diet, wellness
- *Live to work*
- Core Values: personal growth, youthfulness, involvement, personal gratification, personal expression
- Career Goal: build a stellar career



Baby Boomers' Defining Moments



© Cartoonbank.com



*"The years 1966 through 1995 are blank because
I was on tour with the Grateful Dead."*



Generation Xers



1965 – 1981

Beyonce born in 1981 –
making her 36 years old.

Beyonce quote:

***"Who I am on stage is very,
very different to who I am in
real life."***



Gen Xers

- 1965 – 1981
- 32.1% of workforce
- Want work/life balance
- Attracted to the edge – like taking risks
- Technologically savvy
- Work to live
- Core Values: self-reliance/independence, pragmatism, fun, balance
- Career Goal: build a portable career



Gen Xers' Defining Moments



Millennials/Generation Y

1982 – 1994



Justin Bieber was born in 1994 – making him 22 years old.

Bieber quote:

"I followed all my followers and friended their friends."

Bieber currently has 3,216,532 "likes" on ONE of his Facebook pages.



Millennials/Gen Y

- 1982 – 1994
- 24.7% of workforce
- By 2025, they will make up 75% of the world's workforce
- Cautiously optimistic about future
- Like a challenge
- Technologically driven
- Work best (most efficiently) alone
- Core Values: confidence, tolerance for diversity, morality, civic duty
- Career Goal: build parallel careers



GOING THROUGH CHANGES: FACTS ABOUT MILLENNIAL LIFE STAGES

	STAGE 1 DEPENDENT ADULTS (Living in parents' household)	STAGE 2 ON THEIR OWN (Living in their own home without children)	STAGE 3 A WARRIOR (Living in their own home with children)	ALL PERSONS 18-34 YEARS OLD
PERMEATION				
Subscription-based Video On Demand	64%	79%	54%	66%
Mobile/Smart Device	98%	98%	95%	96%
Laptop PC	74%	93%	84%	73%
Tablet	67%	54%	49%	55%
DAILY TIME SPENT (IN HRS)				
Lean TV	2.32	2.09	1.70	2.05
TV Connected Device	1.0	1.62	1.23	1.23
TOTAL	3.44	3.78	2.93	4.08
RADIO				
Monthly Reach % (Cumul)	91%	89%	93%	
SQUARES OF LISTENING				
Pop Contemporary (All Radio)	12%	14%	12%	13%
Spanish Language Radio (Total)	10%	9%	10%	10%
MOVIES OF DIGITAL DEVICE USAGE (MOVIE PER MONTH)				
PC	24.3	29.4	28.1	27.3
Smartphone	44.7	48.7	41.9	45.5
Tablet	1.8	16.8	13.3	12.5
TOTAL	70.8	94.9	83.3	85.3

Source: ©2015 Kantar Audience Report

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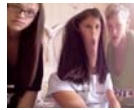


Millennials' Defining Moments



Generation Z

- Born 1995 & after
- Aka Generation "i" / Generation Alpha
- Called "Digital Natives"
- Have never known a life without digital media
- Formative years started with the Great Recession



Remember This Woman?







The Point?


60 is the new 40,
50 is the new 30...




Extreme Wellness

Consumers pursue health through strenuous adventure travel


Implications - In order to satisfy an interest in alternative fitness routines that challenge the mind and body, many consumers are opting for immersive adventure excursions that are both physically and mentally demanding. Also a natural reaction to the contemporary fixation on yoga and meditation as a means of achieving balance, this progression sees consumers embrace adrenaline-inducing holidays that serve as both modes of self-discovery and evidence of their skills.




Remote Wilderness Retreats
These Private Log Cabins are Designed for Grizzly Bear Viewing



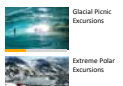
Volcano Boarding Excursions
Montezuma's Tornado Tour Will Appeal to Adrenaline-Seekers



Sky High Sport Excursions
Helicopter in Alaska is a One-Of-A-Kind Adventure



Scenic Mountain Biking Tours
Western Sport-Loving Adventurers Discover Grand Canyon Excursions



Glacial Photic Excursions
Extreme Polar Excursions


Score: 5.7

6 Ideas + 47 Related Examples


Suspended Adulthood

Millennials look to put a pause on adult life with youthful experiences


Implications - Widely considered to be the most anxious generation, Millennials are escaping the anxieties of "adulthood" by choosing to take part in adventurous events inspired by everything from summer camp to carnivals. This shift highlights the desire on the part of young adults to unwind in unique, experience-driven ways while participating in social interaction that isn't centered around digital devices and free from the responsibilities of everyday life.




Adult Ball Pit Bars
This Event Combines the Fun of a Ball Pit with Adult-Oriented Drinks



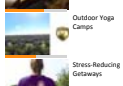
Adult-Oriented Treehouses
This Luxury Treehouse Features Both a Whiskey and Martin Bar



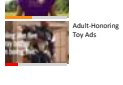
Adult Summer Camps
Campfire Cookouts Include Green Eggs to Enjoy Toasted Treats with Biscuits




Digital Detox Camps




Influencer Summer Camps



Outdoor Yoga Camps



Stress-Reducing Getaways



Adult Homing Toy Ads


Score: 7.7

8 Ideas + 70 Related Examples


Enlightened Rebellion

Today's teens take a stand against conventional stereotypes


Implications - With access to an entire world of education at their fingertips, Gen Z are becoming increasingly educated on causes that matter to them. Not afraid to show support for what they believe in, modern teens respect brands that allow them to unabashedly express their opinions in a way that is tangible, such as through fashion. This speaks, not only to the individuality of the youth generation, but to their desire to act as advocates -- as opposed to simple supporters -- of a cause.




Gender-Neutral Fast Fashion
The Ungendered Line from Zara Can Be Worn by Anyone




Gender-Blurring Fashion Ads
Anne Hathaway's First Teen Son in This Women's Campaign



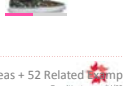
Contemporary Disney Princesses
These Casual Disney Princesses Look Like Modern Day Teenagers



Teen Activist Editorials
Teen Vogue's "The Global Hour" Edition Features Willow Smith



Feminist Sluggo Caps



Anti-Smoking Smoother Campaigns

Score: 7.9

6 Ideas + 52 Related Examples

Thank You!

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Save the Date!

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