

POSITIONING YOUR FIRM FOR SUCCESS

GENERATIONAL CONFLICTS AT WORK

VENUE: MOMBASA-ICPAK

LEAD TRAINER- BARBRA MKALA



CIM



BARBRA MKALA
BCOM, MBA,ACIM



- ☐ Barbra Mkala is a Consultant in Business Development, strategic Management, trainer and a brand strategist at Bubbles Consulting firm and an entrepreneur. She has over 15 years of Brand Marketing, Sales & Commercial experience gained in local and multinational companies.
- ☐ Barbra has also trained , consulted and taught many marketing practitioners locally. She has also given professional talks in many marketing forums in Kenya.
- ☐ Barbra has a B.Com- (Marketing), PGD-Marketing, and an MBA from the University of Nairobi- Strategic Management.
- ☐ She is a passionate Sales, Marketing, Brands and Strategy
- ☐ Her strength lies in Training, Strategy development, sales system development and brand management
- ☐ Passionate about Leadership, Developing People and improving society.
- ☐ Proud member CIM



Brain teasers

- **1.** Johnny's mother had three children. The first child was named April. The second child was named May. What was the third child's name?
- **2.** A clerk at a butcher shop stands five feet ten inches tall and wears size 13 sneakers. What does he weigh?
- **3.** Before Mt. Everest was discovered, what was the highest mountain in the world?
- **4.** In British Columbia you cannot take a picture of a man with a wooden leg. Why not?
- **5.** If you were running a race and you passed the person in 2nd place, what place would you be in now?
- **6.** Which is correct to say, "The yolk of the egg is white" or "The yolk of the egg are white?"

Why Positioning

- Positioning is a vital part of organizational or business strategy.
- It is important for all organizations, but especially those facing increasingly competitive market conditions, driven by government and policy shifts, changing customer preferences, an economic downturn and technological transformations.
- In order **to cut through in a noisy marketplace and optimise growth opportunities** with current and potential markets, your organization must clearly establish its position and offering.

What is positioning?

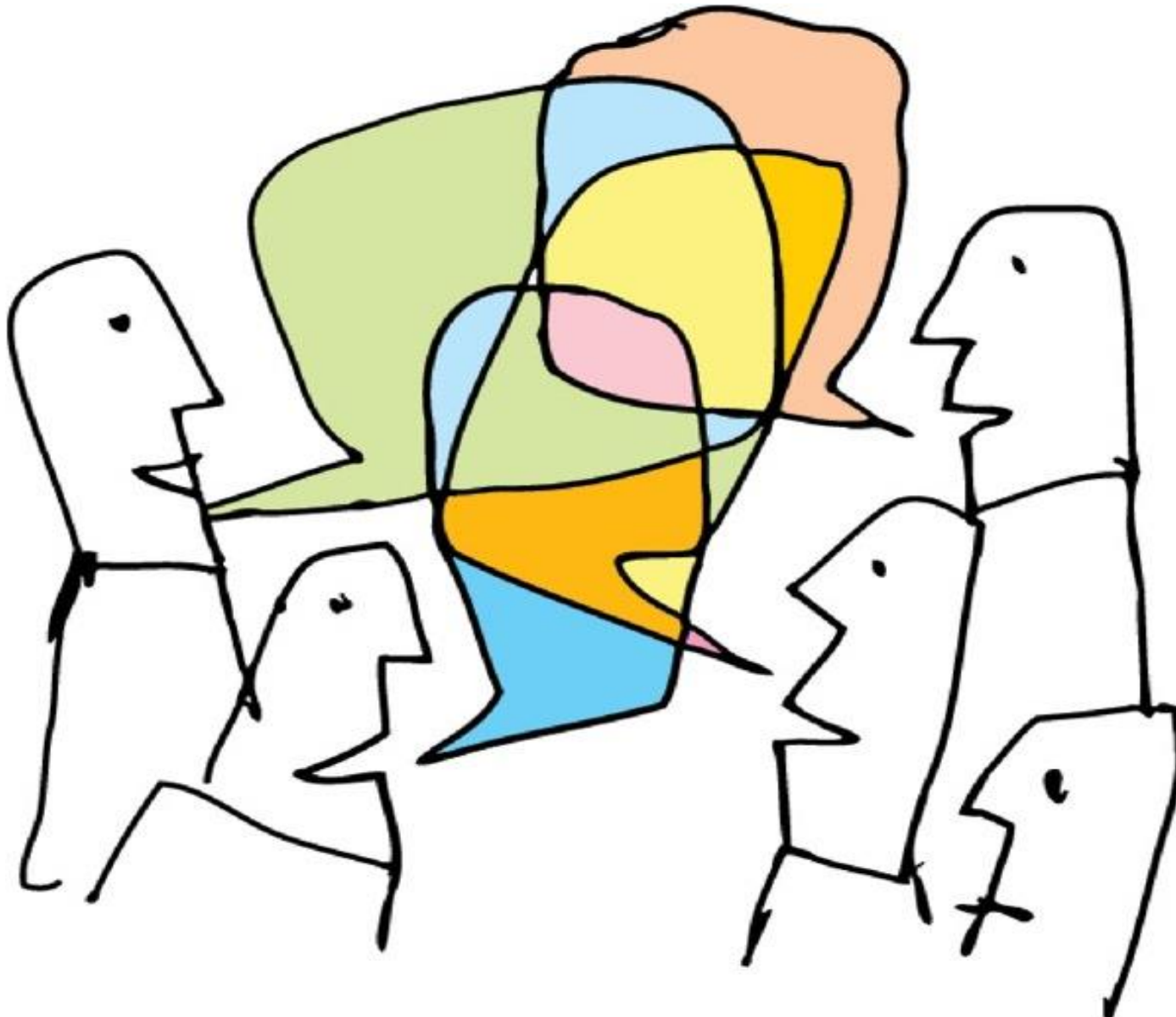
Positioning is about finding a niche in the prospects mind.
And filling it with a slogan* that sticks



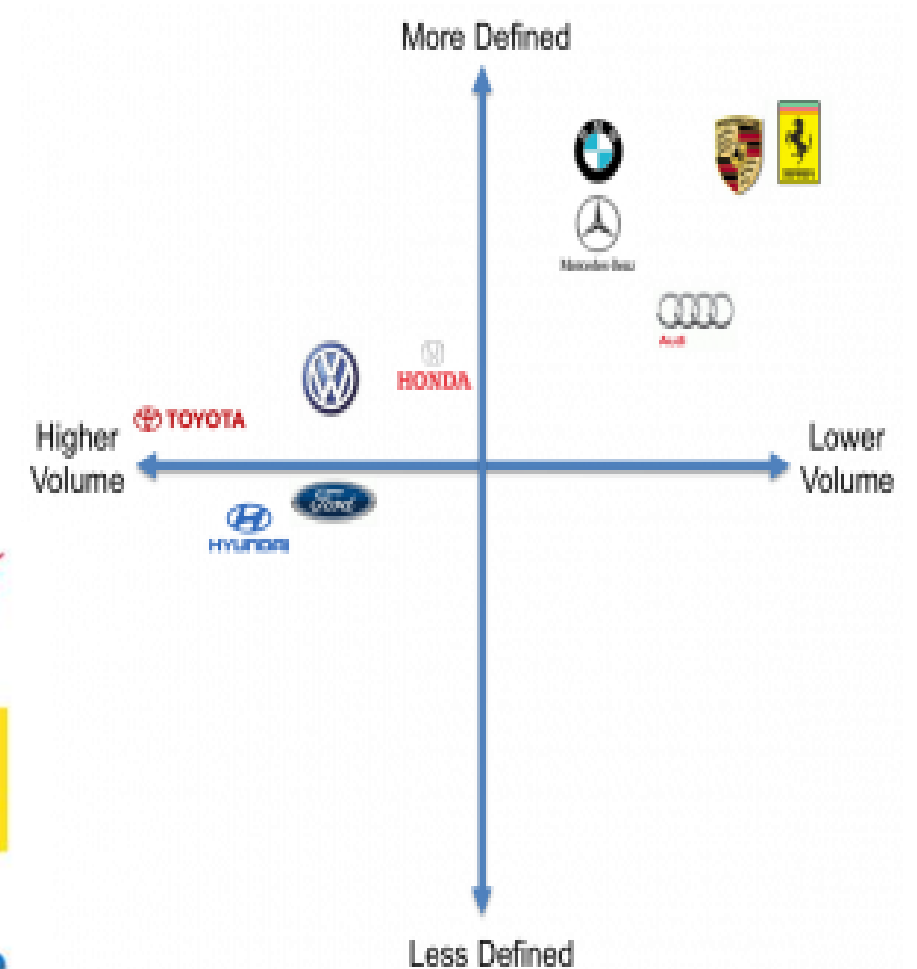
Who are we talking to?

Segmentation and Targeting

Clearly Identify the TA



Positioning effects





McDonald's has the same
look and personality
all around the world.

Branding is about telling our audience the same thing all
the time.

This is who I am, my personality and story

This is what I look like.

And this is what I can do for you.

positioning Models

A company's positioning is the result of
whatever the company does.

- Marketing mix is the most
- tangible and the most flexible
- tool to create the desired
- positioning.
- Companies use their marketing mix to create some

The 7 Ps of Services Marketing



Differentiation...porters Generic Forces

- Should you go Niche or Mass...The question of technology !

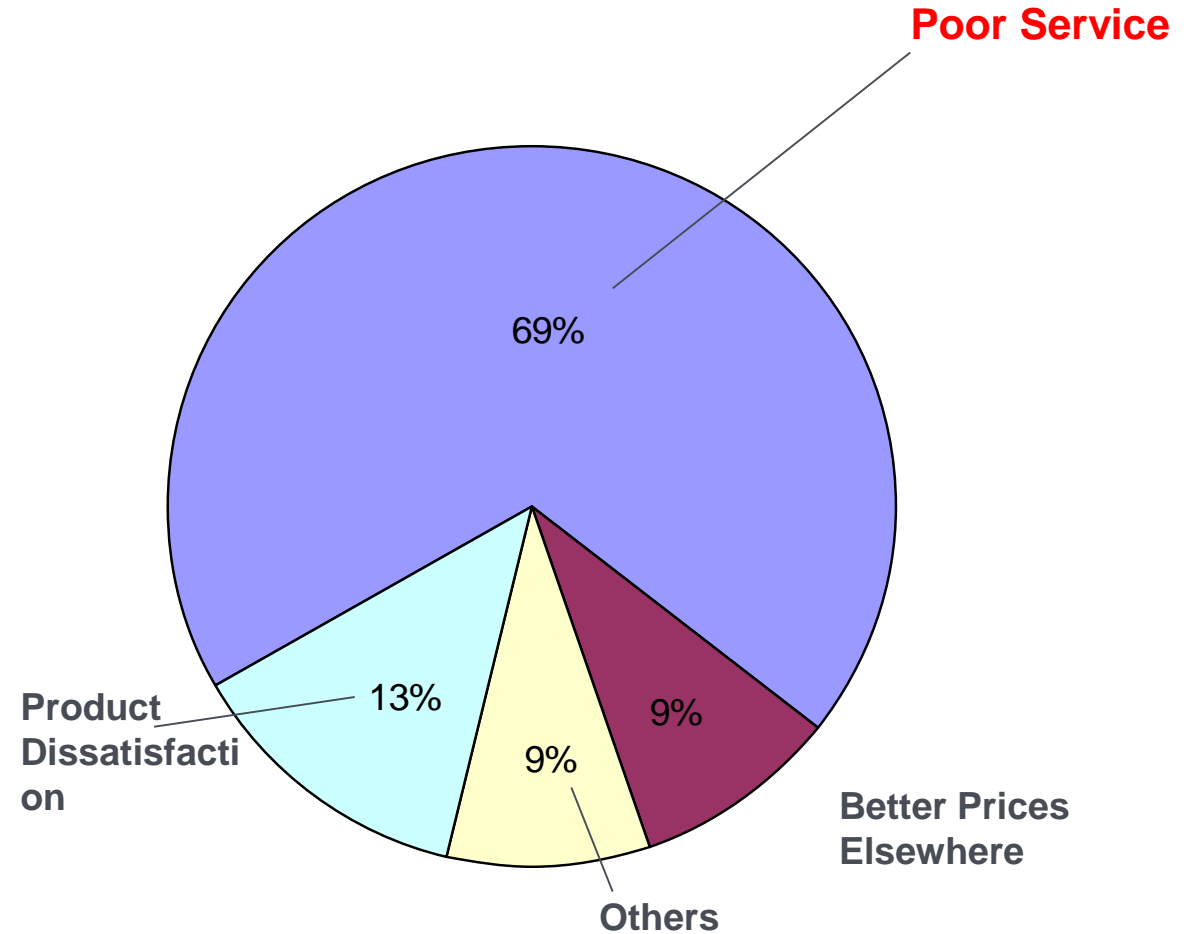
		Competitive Advantage	
		Lower Cost	Differentiation
Competitive Scope	Broad Target	1. Cost Leadership	2. Differentiation
	Narrow Target	3a. Cost Focus	3b. Differentiation Focus

- Positioning is about finding a niche in the prospects mind.

- Key Business differentiators 2016

Customer experience
Creativity
Insight
Inspiration

Why customer leave'



Creating Customer Loyalty

Key Factors for Creating an Excellent Customer Experience

Understanding Customers' Satisfaction Drivers

5 Emotional elements, internal Feelings

4 Customer Interaction/Experience

3 Technical Performance of product

2 Support services and systems given

1 Core product or service provided, meets Basic
Needs



**Customer Delight
Index**

HUMAN RESOURCE PRESENTATION

DIFFERENT GENERATIONS AT WORK

CIM



Working with Millennials and Generation Z Employees

Gen Z is part of a generation that is global, social, visual and technological. They are the most connected, educated and sophisticated generation ever. They are the up-agers, with influence beyond their years. They are the tweens, the teens, the youth and young adults of our global society. They are the early adopters, the brand influencers, the social media drivers, the pop-culture leaders. They comprise nearly 2 billion people globally, and they don't just represent the future, they're creating it. Gen Z's have been born into the crisis period of terrorism, the global recession and climate change. They are predicted to spend their young adult years in a time of economic and social renewal. They are also living in an era of changing household structures, and are the students of today and university graduates, employees and consumers of tomorrow.



How they Communicate

World of Emojis at Work



Where we have come from

- Silent Generation
- Baby Boomers
- Generation x
- Millenials
- Generation Z



The Different Generations

Generation	Born Approx.	Key characteristics and benefits to the workplace
Silent	1929-1945	Respectful of authority and tradition. Loyal to their employers. Hard-working, detail-oriented, focused, possess emotional maturity.
Boomer	1946-1964	"Work to live" philosophy; 're-defining' retirement; conservative; dedicated, experienced, knowledgeable.
Gen X	1965-1980	Hard-working and tech 'literate'; focus on work-life balance - flextime, telecommuting and job sharing. Independent but collaborative, adaptable, willing to change the status quo.
Gen Y - Millennials	1981-1992	Smart, easily bored; eager to move up; short-term focus; individualistic; challenging of authority; needing constant stimulation, variety and challenge. Optimistic, tech savvy, tenacious; team oriented and socially responsible.
Gen Z	1993-present	Self-directed; capable of processing information quickly; smart; less likely to be team oriented; able to process large amounts of information; creative and tech oriented.

Millennialism and Generazion z

- Born between 1980 and 2000, or 1981 and 1999, depending on the author.
- Millennials have developed work characteristics and tendencies from doting parents, structured lives, and contact with diverse people.
- Millennials are used to working in teams and want to make friends with people at work.
- Millennial employees work well with diverse coworkers.
- Millennials have a **can-do attitude** about tasks at work and look for feedback about how they are doing frequently – even daily.
- Millennials want a variety of tasks and expect that they will accomplish every one of them.
- Positive and confident, millennials are ready to take on the world.

Work Relationships

- They seek leadership, and even structure, from their older and managerial coworkers, but expect that you will draw out and respect their ideas.
- Millennials seek a challenge and do not want to experience boredom.
- Used to balancing many activities such as teams, friends, and philanthropic activities, millennials want **flexibility in scheduling** and a life away from work.
- Millennials need to see where their career is going and they want to know exactly what they need to do to get there.
- Millennials await their next challenge – there better be a next challenge.
- Millennials are the most connected generation in history and will network right out of their current workplace if these needs are not met.
- Computer experts, millennials are connected all over the world by email, instant messages, text messages, and the Internet.

EMPLOYER RESPONSE

- **Provide structure.** Reports have monthly due dates. Jobs have fairly regular hours. Certain activities are scheduled every day. Meetings have agendas and minutes. Goals are clearly stated and progress is assessed. Define assignments and success factors.
- **Provide leadership and guidance.** Millennials want to look up to you, learn from you, and receive daily feedback from you. They want “in” on the whole picture and to know the scoop. Plan to spend a lot of time teaching and coaching and be aware of this commitment to millennials when you hire them. They deserve and want your very best investment of time in their success.
- **Encourage the millennial's self-assuredness, "can-do" attitude, and positive personal self-image.** Millennials are ready to take on the world. Their parents told them they can do it - they can. Encourage - don't squash them or contain them.
- **Take advantage of the millennial's comfort level with teams. Encourage them to join.** They are used to working in groups and teams. In contrast to the lone ranger attitude of earlier generations, millennials actually believe a team can accomplish more and better - they've experienced [team success](#).

Office Interactions

- How Gen Z and Millennials want their managers to engage with them to do their best work: The evidence is clear:
- Millennials and Gen Z don't want annual reviews anymore — they want frequent and ongoing conversations.
- Having grown up in a world of texting, tweeting and Snapchat, these generations are accustomed to constant communication and feedback.
- In fact, our global study found more evidence that the annual performance review is coming to an end as Gen Z and Millennials are receiving reviews either daily (19%), weekly (24%) or regularly (23%) instead of annually (3%).
- Collaboration and communication are not only drivers of operational and workforce performance, but these workplace attributes are also directly correlated with the engagement and retention of younger generations.
- Yet companies need improvement. Only 55 percent of employees worldwide currently give their organizations high marks for effective collaboration across departments and functions.

COMMUNICATION CRISIS? Discussion

Boomers vs. Millennials @ Work

EMAIL

thecooperreview.com

boomers

Hi Alan,

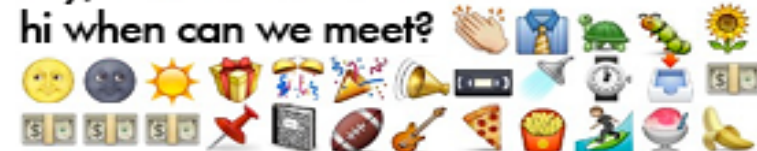
How are you?

I just wanted to get in touch. Please let me know when a good time to meet would be. Feel free to let me know at your convenience, or if you'd just like me to set something up on your calendar.

Best,
Joe

millennials

hey,
hi when can we meet?

















100

joe



Emerging Lifestyles

Talking a different language					
Formative experiences	Maturists (pre-1945) Wartime rationing Rock'n'roll Nuclear families Defined gender roles - particularly for women 	Baby boomers (1945-1960) Cold War 'Swinging Sixties' Moon landings Youth culture Woodstock Family-orientated 	Generation X (1961-1980) Fall of Berlin Wall Reagan/Gorbachev/Thatcherism Live Aid Early mobile technology Divorce rate rises 	Generation Y (1981-1995) 9/11 terrorists attacks Social media Invasion of Iraq Reality TV Google Earth 	Generation Z (Born after 1995) Economic downturn Global warming Mobile devices Cloud computing Wiki-leaks 
Attitude toward career	Jobs for life 	Organisational - careers are defined by employees	"Portfolio" careers - loyal to profession, not to employer	Digital entrepreneurs - work "with" organisations	Multitaskers - will move seamlessly between organisations and "pop-up" businesses
Signature product	Automobile 	Television 	Personal computer 	Tablet/smartphone 	Google glass, 3-D printing
Communication media	Formal letter 	Telephone 	E-mail and text message 	Text or social media 	Hand-held communication devices
Preference when making financial decisions	Face-to-face meetings	Face-to-face ideally but increasingly will go online	Online - would prefer face-to-face if time permitting	Face-to-face	Solutions will be digitally crowd-sourced

Millennials and Savings

MILLENNIALS

— AN EMERGING GENERATION OF SUPER SAVERS

Millennials are benefiting from 20 years of innovation of 401(k)s

Among those who are offered a 401(k) or similar plan, participation rate is 71 percent with a median contribution rate of 8 percent. Interestingly, for those whose plan offers a matching contribution, the participation rate is 80 percent with a 10 percent median contribution rate (and only 65 percent / 5 percent for those not offered a match)

FOR EXAMPLE:

Of those participating in a plan, 62 percent are taking advantage of professional account services in the plan (i.e., target date funds, strategic allocation funds, and/or managed accounts).

VERY DIGITALLY ORIENTED

Millennials are far more likely than older generations to view plan provider-based mobile apps and social media tools as helpful. For example, among plan participants who are offered mobile apps to manage their account, 71 percent of Millennials find them helpful (compared to only 47 percent of Baby Boomers). 61 percent of Millennials find information on social media from their retirement plan provider to be helpful – compared to only 28 percent of Baby Boomers.

MAJORITY OF MILLENNIALS

They plan to retire at or before age 65 – but most plan to continue working in retirement – with nearly half of them wanting to do so for enjoyment.

Source: 15th Annual Transamerica Retirement Survey of workers, © 2014. Transamerica Center for Retirement Studies® is a division of Transamerica InstituteSM, a nonprofit private foundation that is funded by contributions from Transamerica Life Insurance Company and its affiliates and may receive funds from unaffiliated third parties. For more information, please visit www.transamericacenter.org.

TRANSAMERICA CENTER
FOR RETIREMENT STUDIES®



SUMMARY

CATER TO THEIR
ENTREPRENEURIAL DRIVE.

HELP THEM ACHIEVE
THEIR DREAM JOB.

HONOR MERIT, NOT SENIORITY.

REGULARLY OFFER
PERKS AND REWARDS.

ALWAYS BE HONEST.

GO OLD-SCHOOL WITH YOUR
COMMUNICATION STYLE.

TALK TO US

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THANK YOU!

