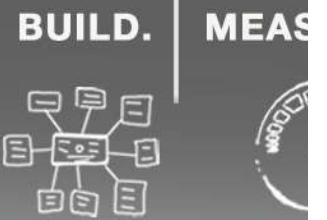


AGILE MARKETING IN THE AGE OF DISRUPTION



PAICR | THE ASSET
MANAGEMENT
MARKETING
ASSOCIATION
2017 ANNUAL CONFERENCE

The Westin Grand Central | Nov.13&14, 2017



Disruption ... Millennials' Style



Photo)

Libby Dubick
President, Dubick & Associates

Disruption... Millennials' Style



Today's Agenda

- Why millennials?
- Who are millennials?
- What makes millennials different?
- How are millennials like other generations?
- How will millennials disrupt our industry?
- How to communicate with millennials
- How to find and connect with millennials
- The bottom-line on millennials

Why millennials?

- Largest generation, ever
- Will control \$7 trillion in liquid assets by 2020
- Will inherit \$40 trillion + from parents and grandparents
- Will eventually be running our businesses

Who are millennials?

- 90 million strong
- Born between 1980 and 2000
- Older millennials born in the 80's vs. younger millennials born in the 90's
- Influenced by world in which they grew up

How are millennials different?

- Raised by a generation wanting a different relationship than they had with their parents

<i>Stressed?</i>	Call Mom
<i>Happy?</i>	Call Mom
<i>Scared?</i>	Call Mom
<i>Anxious?</i>	Call Mom
<i>Sad?</i>	Call Mom
<i>Excited?</i>	Call Mom
<i>Annoyed?</i>	Call Mom

How are millennials different?

- Prefer experience to ownership
- Favor authenticity over the fake
- Desire the greater good over the status quo

....but how they interpret these values may differ

How are millennials like other generations?

- Place family first
- Consider themselves moderate in terms of risk tolerance
- Value expertise
- Will need financial advice as their lives become more complex

How will millennials disrupt our industry?



How will millennials disrupt our industry?

- This is first generation where a significant number will lead ‘non-linear’ lives
- In a 2016 study by Allianz, nearly 70 % of millennials said they would prefer to “explore, experiment and travel “ prior to retirement

How will millennials disrupt our industry?

- Social media has changed how we choose our professional relationships
- In 2015 Nielson study on advertising 85% of millennials said they trusted the opinion of people they know more than traditional marketing

How will millennials disrupt our industry?

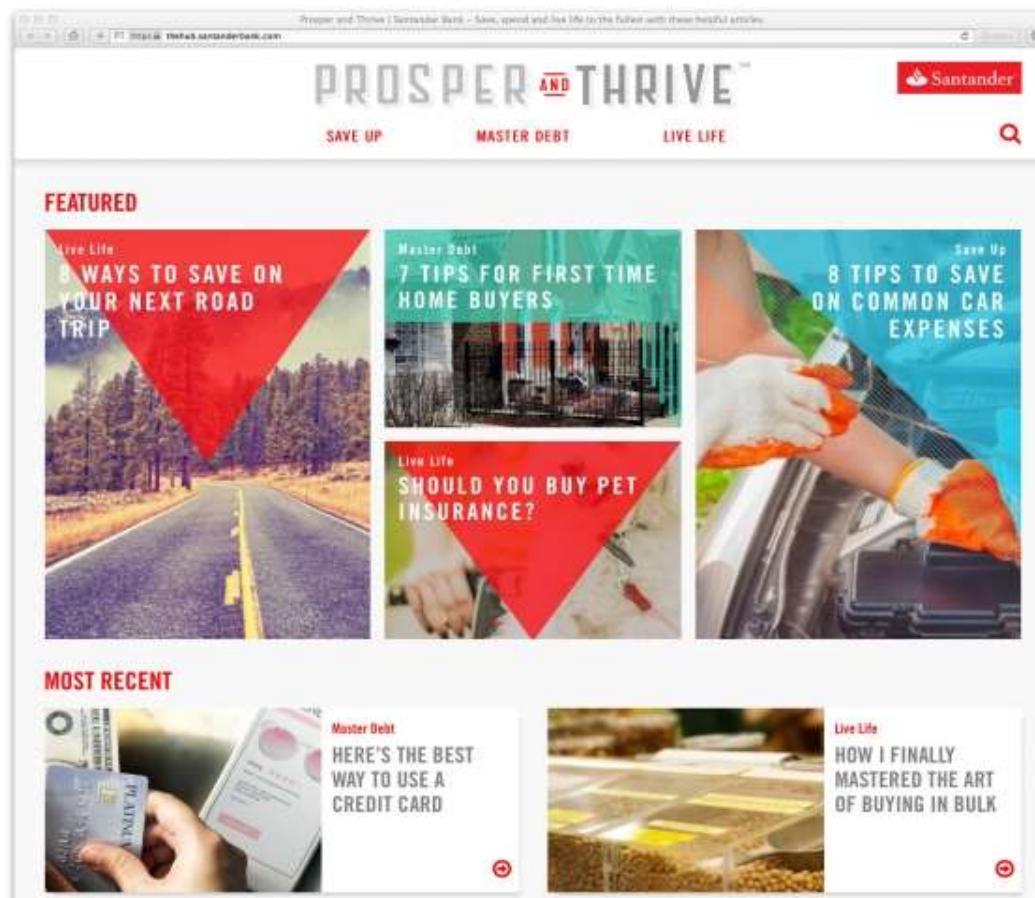
- Technology is as important as relationships
- A 2015 study by Elite Daily found 87% of millennials use between two and three tech devices at least once on a daily basis

How to communicate with millennials



“We are communicating better, but we are still not out of the woods.”

How to communicate with millennials



How to communicate with millennials

- Speak to their interests
- Use relevant examples
- Be accessible
- Loosen up

How to communicate with millennials

- When interviewing millennials
 - Remember they believe they can change the world
 - Understand they do not expect, or necessarily seek, job security
 - Demonstrate your firm's culture and how it is unique
 - Skip the trite and ask deep, purposeful questions
 - Ask how joining your firm would help them meet their career goals

How to communicate with millennials

- When managing millennials:
 - Provide structure and direction
 - Tell them why as well as what
 - Look for opportunities for them to work in groups, but treat them as individuals
 - Provide regular feedback
 - Recognize that offering flexibility, an opportunity to contribute, or a chance to make connections may be as motivating as higher salaries and promotions

How to find and connect with millennials



**“Give me insights on marketing to your age demographic ...
and I'll give you a bright shiny penny.”**

How to find and connect with millennials

- Start early
- Use social media
- Participate in charitable events
- Attend alumni programs

How to find and connect with millennials

- Look for them at sports events and in the gym
- Create a relationship
- Arrange special experiences
- Team them with the company's millennials

The bottom-line on millennials

- Generation gap is not new; flappers shocked their Victorian parents almost 100 years ago
- While some view millennials as sad sacks, thrill seekers, or entitled adolescents research shows they are much more
- Millennials are focused on their goals, share many of their parent's beliefs, but are concerned they will have fewer opportunities and be less well off than previous generations

The bottom-line on millennials

- While millennials will disrupt the financial services industry they need financial guidance and help as much as the industry needs them
- To serve millennials the industry will need to rethink how they plan, communicate and service them
- Companies that get ahead of the curve will have an advantage

Thank you

Libby Dubick

Dubick & Associates, Ltd.

libby@dubickconsulting.com

212-828-3873