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NAMED "ONE OF THE 10 MOST BOOKED CORPORATE AND ASSOCIATION SPEAKERS IN THE U.S."
NAMED "TOP WOMAN BUSINESS SPEAKER YOU NEED AT YOU NEXT EVENT"
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FEATURED ON CNBC, IN FORBES, BUSINESSWEEK, ON CNNMONEY, AND SIRIUS/XM RADIO.

The New Demographics & How They Affect Your Business, Today & Tomorrow

ABSTRACT:

The latest demographics for the U.S are startling and profound. One in three Americans is not White. Five states have "minority majority" populations. Young people are increasingly opting not to get married. Rural communities are losing population fast. Religious affiliation is at record lows. And Millennials' top reason for buying their first home is "for their dog".

Now, more than ever, it's imperative that you understand the changing demographics of the communities and groups you serve. How can you best serve a local community or organization if you don't know what your community looks like today?

And the changes in demographics take many forms: racial, ethnic, gender, generational, sexual preference, linguistic, even life stage and level of affluence, to name a few. Diversity of thought helps companies stay leading-edge and proactive as well. And learning about differences in values among different groups is the key to maximizing relationships, marketing efforts and business opportunities.

This presentation will focus on why changing demographics and diversity are business opportunities and how these changes affect your business today and tomorrow.

KEY POINTS:

• The five biggest consumer trends and what they mean for your business right now.

• Key market segmentations and the values associated with each to better understand customers and coworkers.

• The differences between generational segments and how the varying wants and needs of generations impacts the service you provide.

• Common obstacles will be reviewed in order to avoid communication or service mistakes, both internally and externally.