



Different Generations At Work & Market Place



Barbra Mkala (ACIM)

General Manager at Baraka FM



WHO IS BARBRA KARWIRWA MKALA

Profession

- General Manager at Baraka FM a regional urban radio.
- Trainer and Consultant in Business Development and Marketing Strategy.
- She has over 15 years of Brand Marketing, Sales & Commercial experience gained in local and multinational companies.

Education

- Barbra has a B.Com- (Marketing), PGD-Marketing, and an MBA from the University of Nairobi- Strategic Management.
- Competences: Sales, Marketing, and Strategy

My passions

- Passionate about Leadership, Developing People and improving society.
- Member CIM and Toast Masters International

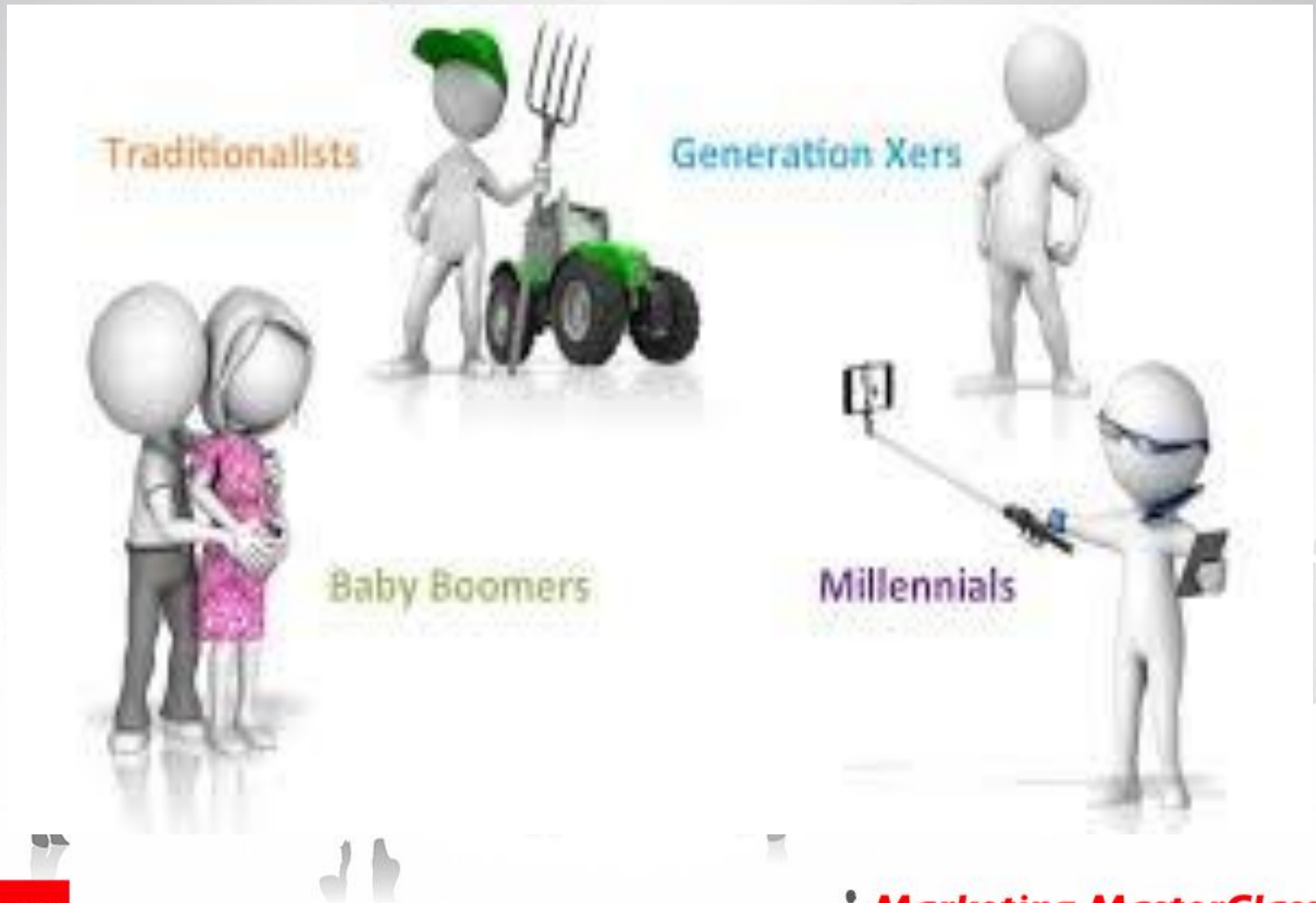
Employment

- Advertising Executive in Nation Media Group, Marketing Manager KBC, Business Development Manager- Media Max, General Manager –Baraka FM
- Board member- Tumaini kwa watoto (Child Rescue Centre)
- Board member – CIM K, (Training Ambassador)



**BARBRA KARWIRWA
MKALA
BCOM, MBA,ACIM**

HISTORY



VIDEO






<https://www.youtube.com/watch?v=4bJPY1B6T1w>

<https://www.youtube.com/watch?v=RtDxPcQ8GJg>



DIFFERENT LIVES

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 |

IDEAL WORK PLACE



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WHERE WE ARE COMING FROM



MILLENNIALS | BORN 1982-2004, AKA GEN Y

2.3 BILLION WW

Control **21%** of
consumer discretionary
purchases in the US

Represent nearly **20%** of
adult population in the UK

In China, **65%** admit to
owning products and
brands to impress others

60% would rather spend
money on experiences than
material things

Roughly **60%**
reside in Asia

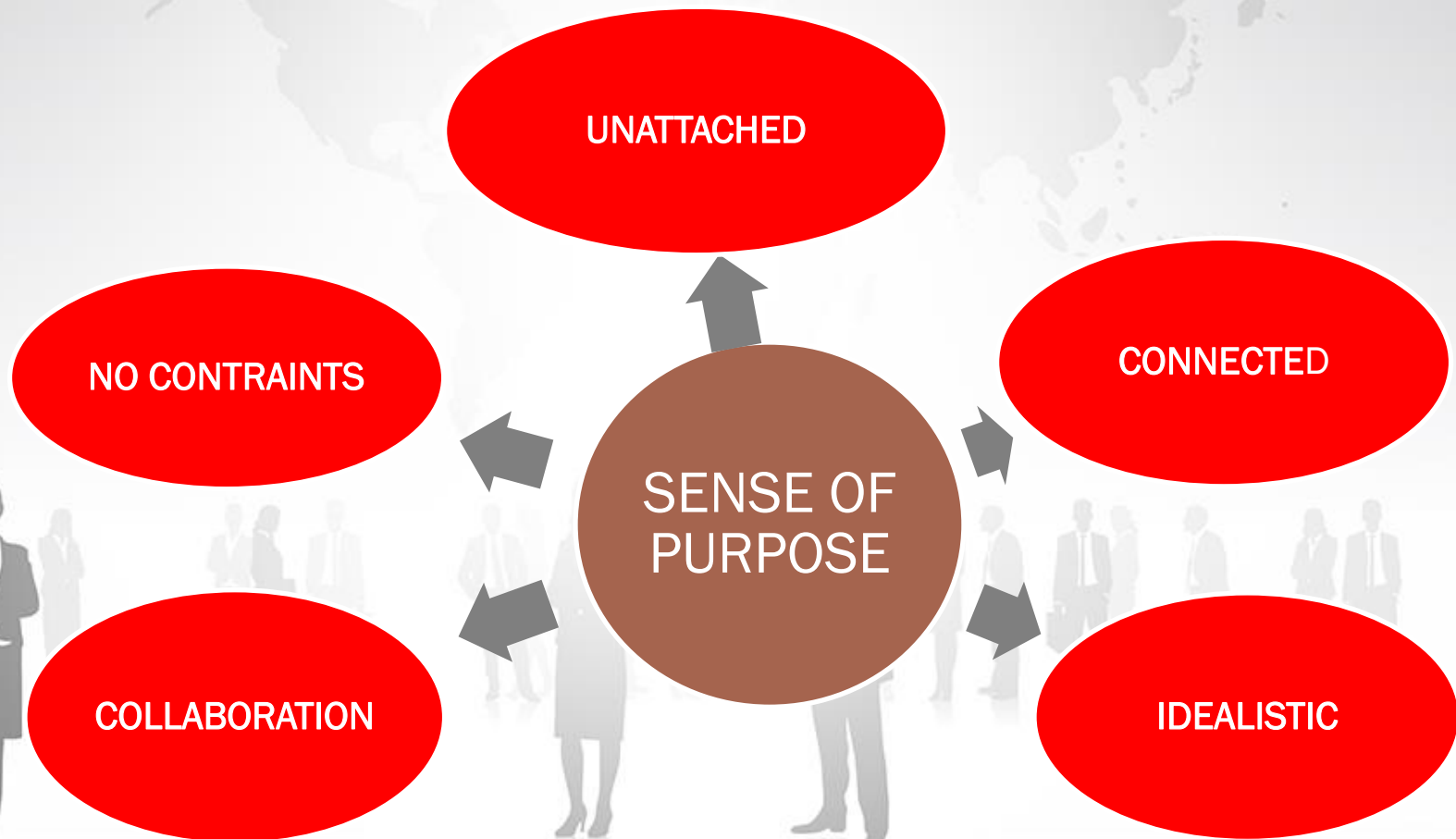
91% of Korean
Millennial moms
access the web via
mobile each day

71% in Latin American say
it's important to make it to the
top of their career, compared to
43% WW

By 2025, will make
up **75%** of the
global workforce

By 2020, will be
the main driver of
APAC economy

KEY CHARACTERISTICS-MILLENIALS



MILLENNIALS EMPLOYEES

pioneering
INDIVIDUALIST
connected
ALTRUISTIC **savvy**
INVENTIVE
problem solving **BOLD**
EXPERIMENTAL
EGALITARIAN family-centric

EMPLOYER RESPONSE-DISCUSS

- ✗ Define Assignments and success factors
- ✗ Provide mentorship
- ✗ Cater for Entrepreneurial Drive
- ✗ Honor Merit not seniority
- ✗ Collaboration and communication key to retention
- ✗ Be honest

MILLENNIALS IDEAL WORK PLACE

The Workplace

Anywhere
Anytime
With Anyone

Buildings
Smart
Sustainable
Strategically located

Workspaces
Open
Flexible
Collaborative

The Back Office

Break
Down
Barriers

Updated Information
Management Systems

Self-Service Tools

Flexible HR Policies
Better work/life balance

The Way We Work

Connect
Communicate
Collaborate

Web 2.0
Collaboration tools

Mobility
Laptop / notebook / smartphone

Videopresence
Next generation
videoconferencing

THE IDEAL REAL

They want to feel like they are
making a difference, both
in the business
and also
in the world

CUSTOMER GENZERS



A word cloud on a dark grey background featuring various customer stereotypes. The words are arranged in a way that some are larger and more prominent than others. The words include: 'selfish' (largest), 'NARCISSISTIC', 'DELUSIONAL', 'DEPENDENT', 'entitled', 'disengaged', 'celebrity-obsessed', 'insecure', 'UNREALISTIC', 'CODDLED', 'easily influenced', and 'MATERIALISTIC'.

easily influenced
CODDLED
selfish
MATERIALISTIC
entitled
DEPENDENT
NARCISSISTIC
disengaged
DELUSIONAL
celebrity-obsessed
insecure UNREALISTIC

Marketing Opportunities with Millennials

It's not what
you sell, it's
why you sell.

Social is
essential but
traditional
tactics matter.

Invite
experiences.

Be clear.
Value feedback.

Provide
access.

Harness the
innovation
engine.

THEY BUY THE WHY

It's not what you sell, it's why you sell.
Unilever Project Sunlight



SHARE A MEAL

WHAT IS PROJECT SUNLIGHT?

STORIES

MEDIA WALL

1 7 4 , 6 9 2 , 6 1 2

ACTS OF
SUNLIGHT

**HELP US TURN THE
TABLES ON CHILD
HUNGER.**

**ONE OUT OF EVERY FIVE CHILDREN
IN AMERICA FACES HUNGER. YOU
CAN HELP CHANGE THAT.**

8 WAYS YOU CAN SHARE A
MEAL

SPENDING 24 HOURS WITH
CHILD HUNGER

ONE CHILD'S QUEST
AGAINST HUNGER

A DAY OF GIVING AFTER A
DAY OF THANKS

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INVITE EXPERIENCES

Invite experiences.
Etsy House



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BE CLEAR. VALUE FEEDBACK

Be clear. Value feedback.
Forever 21



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PROVIDE ACCESS

Provide access. YouTube Space

YouTube Space | Los Angeles | London | Tokyo | New York | São Paulo | @youtubespace

YouTube Space Tokyo

High-altitude creation space, 29 floors above Tokyo

| | | | | | |
|--|--|--|--|--|---|
| EZ Shoots EZ Shoots are for any partner whose YouTube channel has more than 100 subscribers and is in good standing. Our sets are ready to go with cameras and lighting. | Production Want to run the whole show yourself? Choose from our sets, props, lighting, cameras and all kinds of other gear. Your production. | Post production Any creator whose YouTube channel has at least 100 subscribers and is in good standing can make use of our state-of-the-art post production. | Creator's Cafe Our lounge and cafe areas are available for creators to use freely as work space. Come to the space to work and share with. | Labs Enhance your production knowledge and learn on the fly with industry experts with four weeks of high-touch training, all while using our state. | Omega Program For creators with an ambitious project, but without the resources to execute it. We can supply the set, wardrobe, props, makeup and |
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INNOVATION ENGINE

Harness the innovation engine.
HP



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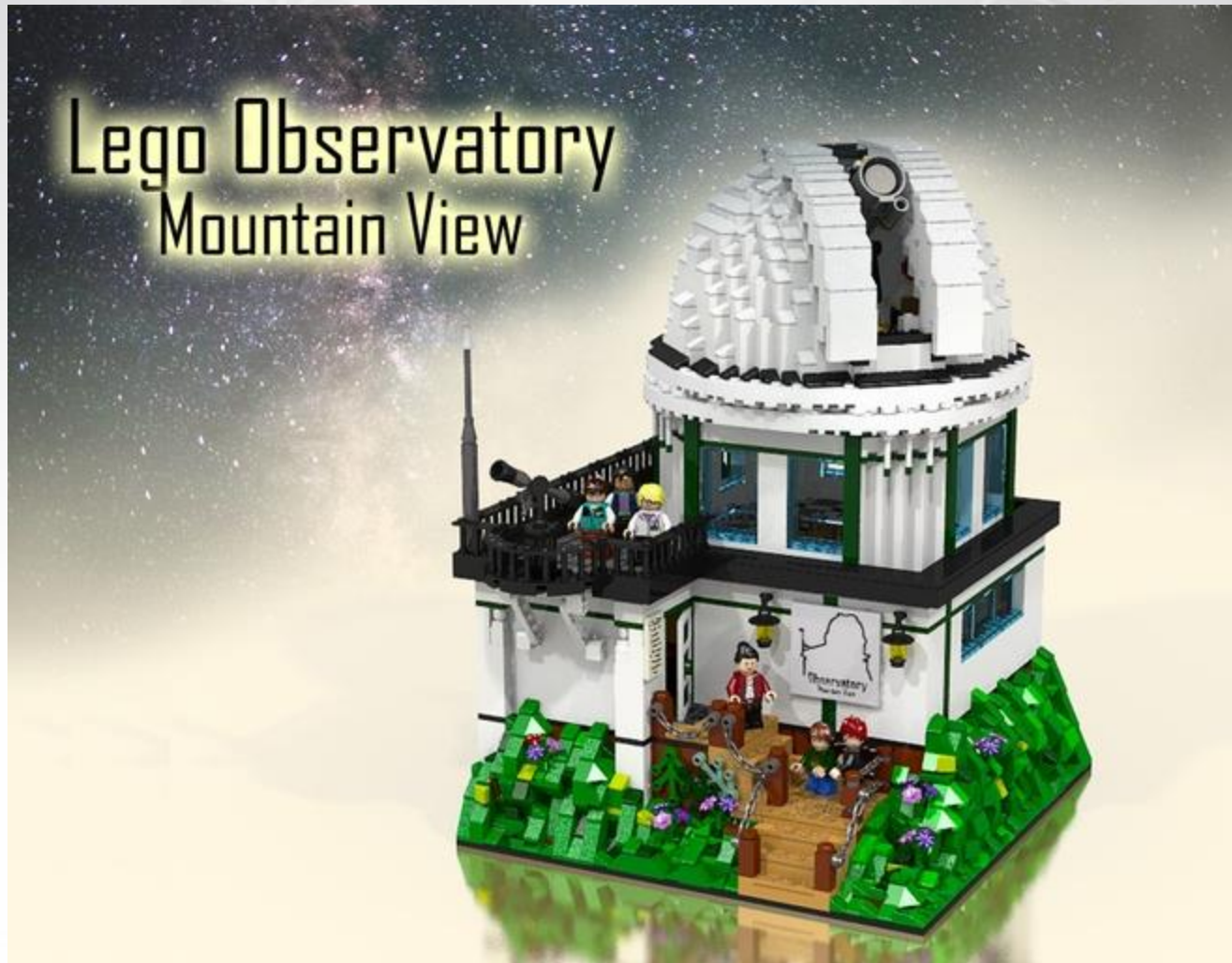
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WAY FORWARD-CO CREATION



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VIDEO

- ✕ <https://www.youtube.com/watch?v=-9yZheXxyPE>
- ✕ <https://www.youtube.com/watch?v=pvGcfgPSWO4>
- ✕ <https://www.youtube.com/watch?v=Dg99LxpLKkU>



THE FUTURE-AI

