



Navigating Generational Differences

Connecting vs. Communicating

Discussion

- Characteristics
- Client Service Innovation (NNSI)
- "Connecting" Examples

	GI GENERATION	SILENT GENERATION	BABY BOOMERS	GENERATION X	MILLENNIAL GENERATION	GENERATION Z
Years	Born before 1936	1937–1945	1946–1964	1965–1976	1977–1993	1994–
Ages	76+	67–75	48–66	36–47	19–35	18 and younger
Major Events	WORLD WAR II GREAT DEPRESSION	WORLD WAR II GREAT DEPRESSION ADVENT OF TV, TELEPHONES	CIVIL RIGHTS WOMEN'S LIBERATION COLD WAR	VIETNAM WATERGATE ADVENT OF MTV	AIDS TECHNOLOGY	9/11 IRAQ/ AFGHANISTAN WARS MARKET CRASH
Major Traits	FORMALITY UNIFORMITY COOPERATIVE PUBLIC INTEREST OVER PERSONAL GAIN	RESPECT FOR AUTHORITY LOYAL HARD WORK	EXPLORE OPTIMISTIC WORK-CENTRIC	INDIVIDUALISTIC FLEXIBLE SKEPTICAL OF AUTHORITY	TECH- COMFORTABLE FAMILY-CENTRIC OPTIMISTIC	MISTRUST IN POLITICAL SYSTEMS ALWAYS CONNECTED MULTI-TASKERS





*"No, you weren't downloaded.
You were born."*

THE DIFFERENT GENERATIONS

Greatest Generation – 1901 to 1928

Silent Generation – 1928 to 1945

Baby Boomers – 1946 to 1964

Generation X – 1965 to 1980

Generation Y – 1981 to 2000

Generation Z – Born Post 2000

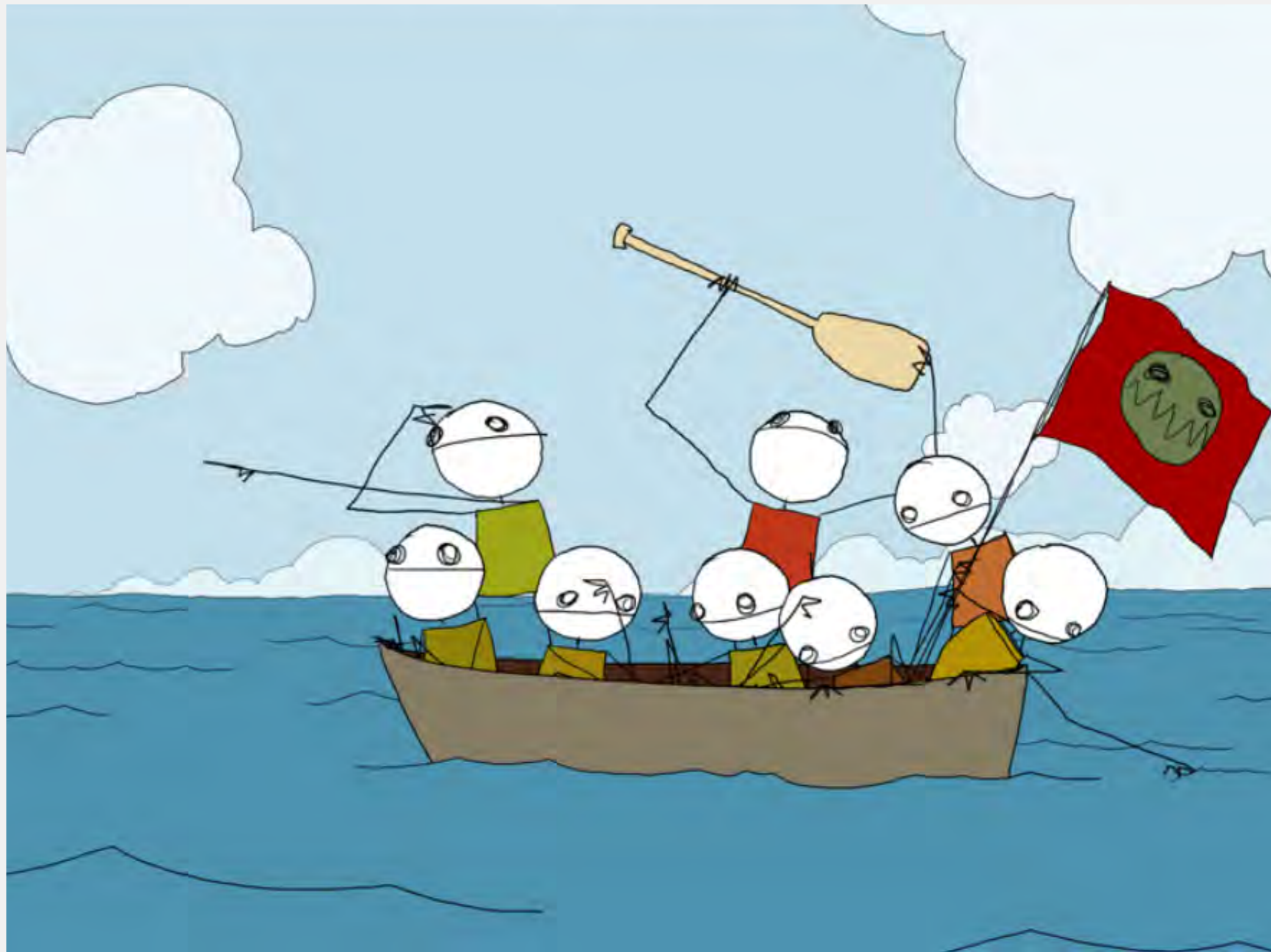
Our Focus

Silent Generation – 1928 to 1945

Baby Boomers – 1946 to 1964

Generation X – 1965 to 1980

Generation Y – 1981 to 2000



The Evidence Shows:

Death of the first spouse:

48% Average Retention

Death of the second spouse:

2% Average Retention

Thing's to Know About Gen X

Gen X (1965 – 1978)

- 46 million Americans born *between* two high birth rate periods
- Also known as the MTV Generation and the Latchkey Kids
- Self-reliant, practical and skeptical, especially of authority and rules
- Problem-solvers, multi-taskers, adaptive to change
- The highest volunteerism rate among all generations
- Savvy about investments and diversification
- **\$19 trillion net worth by 2018**



Source: *Gen X Money Mindsets Study*, Charles Schwab, January 2008

Gen X (1965 – 1978)

Financial Concerns:

- Save early and often for retirement
- Have invested through boom and bust
- Take responsibility for 401(k) and other retirement savings
- Distrust financial intermediaries of any kind

Communication Style:

- Want straight talk, no spin
- Will prioritize a deal over clarity of communication
- Prefer email and online tools



Thing's to Know About Gen Y

The Millennials (1979 – 1994)

- 70 Million Americans who came into adulthood around the millennium
- Also known as Gen Y, the Boomerang Generation and the Trophy Kids
- Sheltered, high achieving, self-confident, collective, they in many ways mirror the baby boom generation
- Skeptical of investing
- Being wealthy “very important” to 75% of Millennials
- **\$9 trillion net worth by 2018**

Source: Merrill Lynch Affluent Insights Quarterly Survey, July 2010



The Millennials (1979 – 1994)

Financial Concerns:

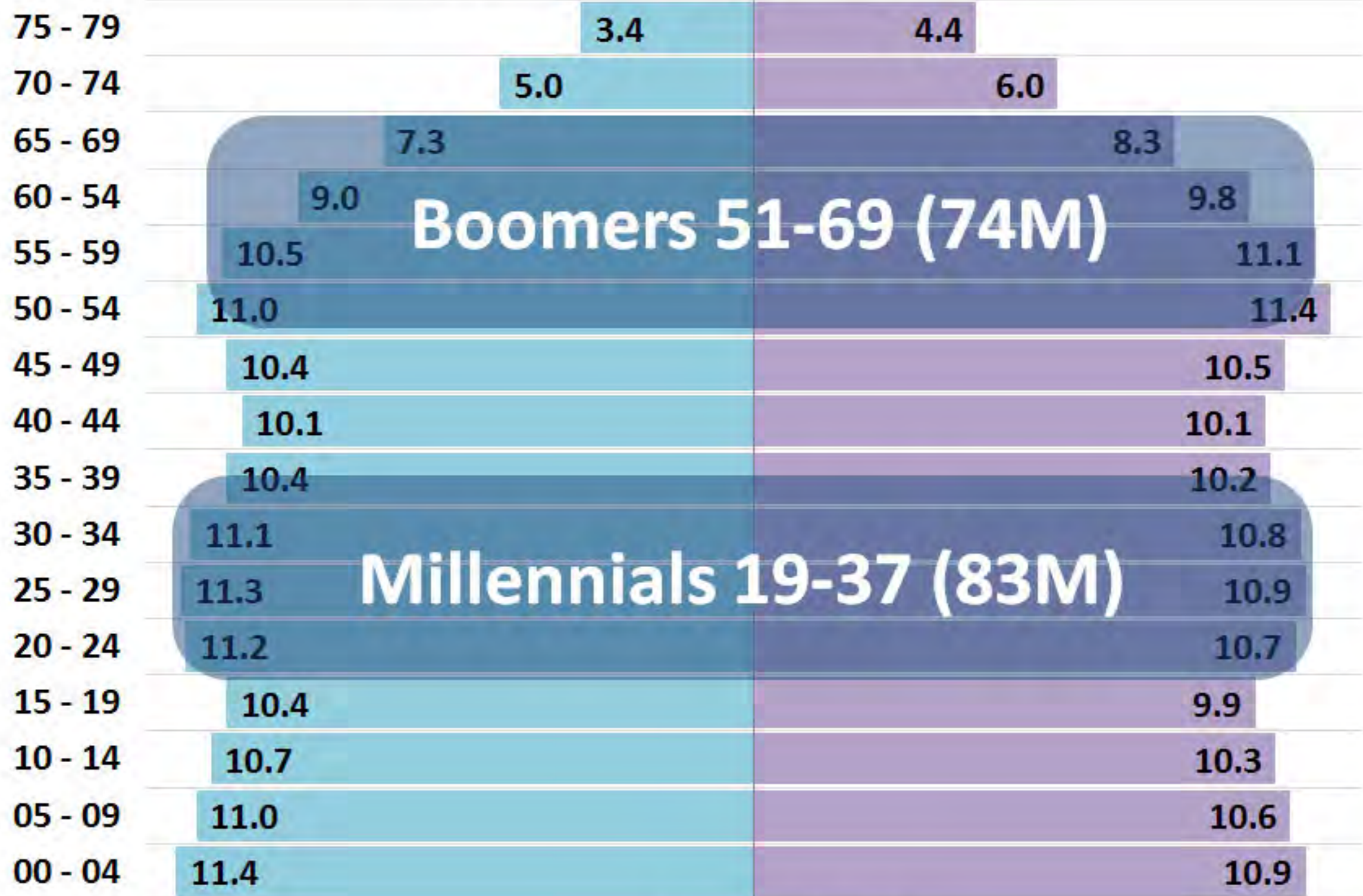
- They haven't known a bull market: 52% of those between 18-34 have a "low tolerance for risk" when investing
- Millennials are discovering new truths
- They use debt for discretionary items

Communication Style:

- Limited attention span
- Social media is # 1, but they use every electronic communication tool in the kit
- A steep learning curve has created a thirst for information



2015 Age Pyramid

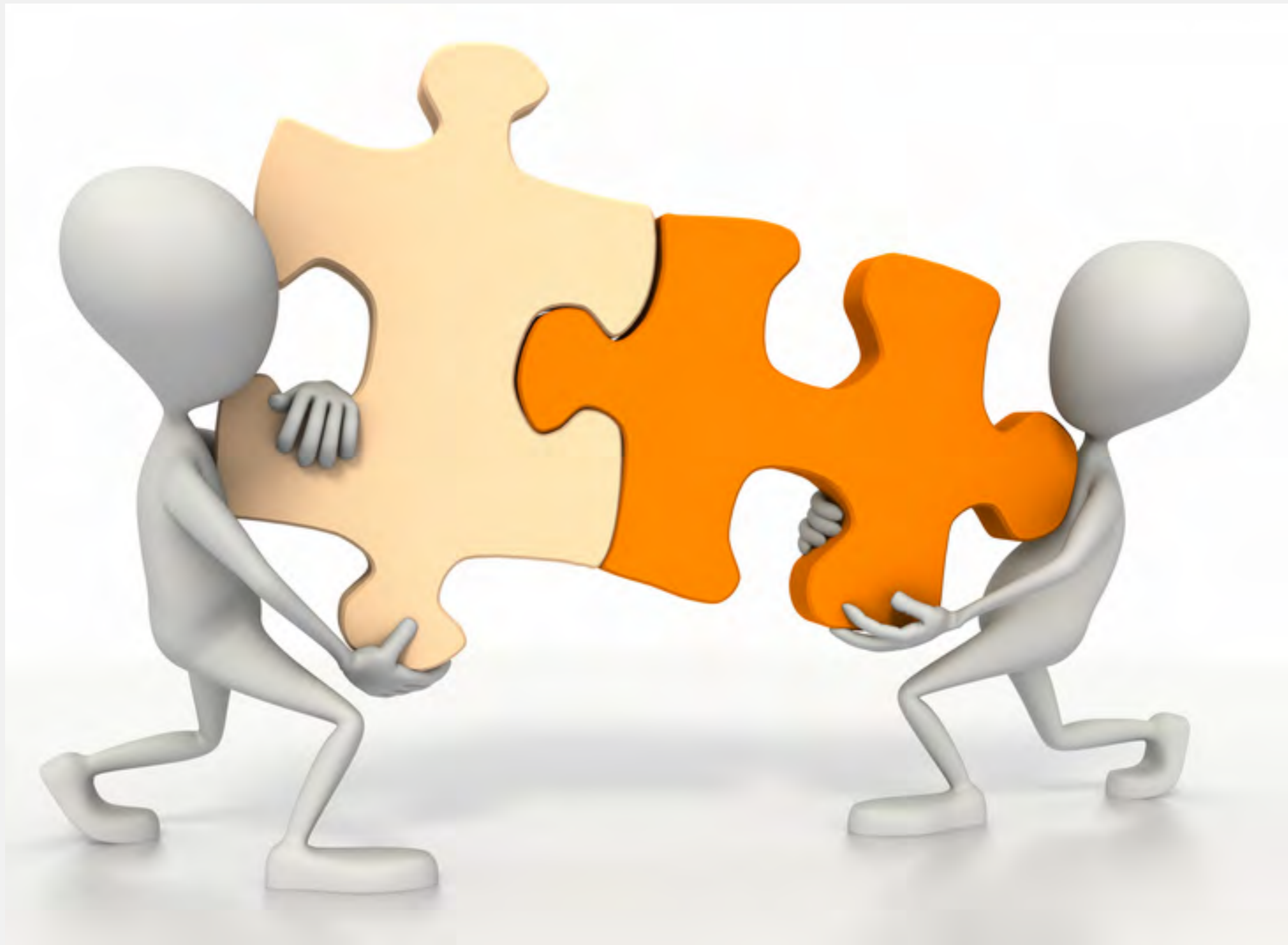


Age

Men | Women



ship, young
ate with older ones.
sage communicates to
communication
2 something that
don't a letter or
communication







amazon *Prime*

The logo features the word "amazon" in a bold, black, sans-serif font. A curved orange arrow, resembling a smile, starts under the 'a' and points towards the 'n'. To the right of "amazon" is the word "Prime" in a bold, blue, italicized sans-serif font.







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**PERSONAL
CAPITAL**



Two Truths about Gen X and Gen Y

**1. They Don't Want their Father's
Financial Plan...**

**2. They Don't Want their Father's
Financial Planner**

Two Truths about Gen X and Gen Y

- 1. They Don't Want their Father's
Financial Plan...**
- 2. They NEED their Father's
Financial Planner**

Gen X and Gen Y investors are poised to
control **over \$28 trillion in assets**
in the next 10 years...

How will you connect with them?

Source: 2011 US Generation X and Y investor investable assets from Cerulli Quantitative Update: Retail Investor Product Usage 2011 of <40-years old market share applied to 2011 FRB total US investable assets. 2020 US Generation X and Y investor investable assets assumes Deloitte: A New Breed -Opportunities for Wealth Managers to Connect with Gen X and Y assets through 2018 remains constant through 2020 and TD Ameritrade Institutional internal analysis.

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Thank You

