

# RETAINING

## Top Gen-Xers



# WHY I LOVE

The “Slackers”



# Wendy Nemitz

- **B.A. in Communications**
- **M.A. in Leadership**
- **Professional service marketing since 1987**
- **Leadership and succession coach**
- **Worked with more than 100 professional service firms**
- **Wrote “Leadership: A New Conversation.”**



# Ingenuity Marketing Group

Professional service marketing,  
including:

- Marketing Strategy
- Training & Coaching
- Branding
- Packaging, PR, websites, brochures,  
various campaigns



# Professional Services Marketing

Marketing Director Hiring  
Brand Development  
Strengths-Based Leadership  
Business Development  
Niche Market Development  
Integration for Mergers/Acquisitions  
Retreat Facilitation

## Growth Consulting

Create More Clients

Retreat Facilitation  
Strategic Planning  
Strategic Marketing Plans  
Mission and Vision Definition  
Seminars/Conferences  
Collateral Material  
Direct Mail  
Competitive and Market Research  
Advertising  
Event Planning  
Media Relations  
Web 2.0

## Strategic Marketing

Plan Your Future

Cross-Selling  
Team Building  
Rainmaking  
Relationship Building  
Key Message Training  
Leadership  
Communication Skills  
Social Media  
Keynotes

## Training + Learning

Grow Your Team

Press Releases  
Ghost Writing  
Media Training  
Article Placement  
Speakers Bureau  
Social Media

## Public Relations

Become "The" Expert

Marketing  
Business Development  
Entrepreneurial  
Persuasion  
Leadership  
Presentation

## Strategic Coaching

Refine Your Effectiveness

Key Themes  
Logo Design  
Website Content and Design  
Sales and Marketing Material  
Media Training  
Message Training

## Brand Development

Be Consistently Recognized



# Who is Gen-X?

- Traditionalists
  - Born before 1946
  - 10% of workforce
- Baby Boomers
  - Born between 1946-1961
  - 77 million people –45% of the workforce
- **Generation X**
  - **Born between 1961-1980**
  - **51 million people-30% of workforce**
- Generation Y
  - Born between 1981-1998
  - 81 Million-15% of workforce



# What defines a generation?

- Common tastes & attitudes
- Life experiences
- Defining moments
- Music
- Heroes
- Labor market
- Demographics





Madonna  
like a  
virgin

I MADE IT THROUGH THE WILDERNESS  
SOMEHOW I MADE IT THROUGH  
DIDN'T KNOW HOW LOST I WAS  
UNTIL I FOUND YOU  
I WAS BEAT INCOMPLETE  
I'D BEEN HUNGRY  
I WAS SAD AND BLEAK  
BUT YOU MADE ME FEEL  
YEAH YOU MADE ME FEEL  
SHINY AND NEW

HEY LIKE A VIRGIN  
TOUCHED FOR THE VERY FIRST TIME  
LIKE A VIRGIN  
WHEN YOUR HEART BEATS NEXT TO MINE  
GONNA GIVE YOU ALL MY LOVE BECAUSE  
MY FEAR IS FADING FAST  
BEEN SAVING IT ALL FOR YOU  
'CAUSE ONLY LOVE CAN LAST

The New York Times



The Alex P. Keaton  
Gen X-er  
Republican  
Club



Reagan  
for  
President



"I don't know where the record business is  
his last under a recording deal that be



times  
is



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# For Gen X, it may be “lasts”

- Dial a phone
- Buy vinyl (or even CDs)



# Our First Gen-X President



# Our Gen-X

- Self-Reliant
  - Latchkey kids with working parent(s)
  - Comfortable being alone and independent
  - Resist labels and traditional corporate culture
- Technology literate and demanding
  - Short attention spans
  - Multi-task
- Informal style
- Look for a sense of family & friends at work



# Gen X Leaders

*Lead  
Differently  
Than  
Boomers*



# Our Gen-X

- Loyalty issues
  - Not loyal to institutions or companies; loyal to self
  - Loyalty comes from “my presence really means something to my company”
  - Impatient with “face time”
- Poor people skills
  - Tell it “like it is”
- Cynical
  - Challenging with questions “why?”



# A Space Between

*WORK*

*And*

*SELF*



# Our Gen-X

- Say “no”
- Struggle with commitment
- Change careers
- Do not want partnership



Need to  
*Make Commitments*  
In a  
*Different Way*



# Our Gen-X in CPA firms

- Since 1986 over 50% of accounting grads have been female.
- Women have been in the profession in equal numbers to men for 20 years, yet women represent just 19% of the U.S. public accounting shareholder / partner population.

AICPA website



We are not retaining

*Female*

*CPA*

*Leaders*



# A New Conversation

*What has your firm done  
to retain mid-career  
professionals?*



# A New Conversation

*What training do you  
provide to your team?*



# A New Conversation

*A Rainmaker panel?*

*A mentorship program?*

*A sink or swim  
approach?*



# A New Conversation

*Do people know what it takes to make partner in your firm? What are their perceptions?*



# A New Conversation

*What does your  
compensation system  
support?*



# A New Conversation

*How do people talk  
about leadership and  
commitment?*



# A New Conversation



# A New Conversation

*Do you have to be a  
Rainmaker to be  
powerful?*



# A New Conversation

*Think of leadership as  
the contribution you  
make after billable  
hours.*



# Rainmaker

- RISK
- Brings in **new** clients
- Has a large network (usually)
- May not be the best mentor or “marketer”
- Only a few per firm – up to 10%



# Client Service Master

- LOYALTY
- Retains and expands relationships
- May have trouble delegating relationships
- Need quite a few per firm – 50 – 60%



# Technical Expert

- CERTAINTY
- Can be a media darling
- Adjunct to the sales process as “subject matter expert”
- Need about 10-20%



# Firm Foundation Builder

- GROWTH
- Contributes to firm capacity overall
- Often sees the future and moves others toward it
- Wants to improve things



# Our Gen-X

- Change the conversation
- Talk about “sacrifice” must stop
- Define leadership in new ways
- Show Gen-Xers, particularly women, that leadership can be done a new way



# Resources

A REVIEW OF GREAT THINKING

## *Enthusiasm and Energy: Key Ingredients to Success*

By Rachel Gold  
Communications Consultant

Imagine this: A client or prospect has agreed to meet with you over some business concerns. It's after lunch and the person is tired, worried, overwhelmed and dreading what you're going to tell them. Given this, what is the best service you can provide?

A good mood.

Over the last two decades, scientific studies have shown that we do pass moods and emotions from one person to another. As the famous psychologist C.G. Jung observed, "Emotions are contagious."

In one study, two people sat silently in a room together for a few minutes waiting for a researcher to return. During that time, the more expressive person picked up the expressive person's mood and, when questioned later, reported the expressive person's emotions as the way they were feeling themselves.

Enthusiasm doesn't mean that you're grinning from ear to ear and chatting a mile a minute. The word comes from the Greek "enthous" which means, "having a god within." Before you think I'm getting religious on you, remember that the Greeks had gods for all manner of arts and sciences. Basically, enthusiasm means being filled up inside by anything uplifting. You can be enthusiastic and completely silent. What's important is that you come to other people already filled up with something they'd want to catch from you.

For some of us, enthusiasm looks like a broad smile and an open posture. For others it might be the confident tone in your voice or even the way that you listen. If you're interested in sharing your enthusiasm, there are two great ways to do this, but before you can share a good mood, you have to practice being in one.

### **Creating a Good Mood**

A lot of times in the middle of our workday, for whatever reason, we may be bored, annoyed, dull, impatient or any number of unpleasant feelings. Being able to move the feeling of a meeting out of that state and into a pleasant state is a kindness for everyone involved.

How can you change your own mood? Here are some easy techniques. Pick one or two that suit your personality.

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Marketing Group, LLC

*is a marketing and training firm that works primarily with professional service organizations. We offer strategic marketing planning and coaching, marketing program development and execution and training mainly in the areas of leadership development, consultative selling, professional service marketing and customer service.*



Wendy Nussler



Dawn Wagenaar

300 North Robson Street  
Suite 711  
St. Paul, MN 55101  
Phone 651.430.3354

Website: [www.ingenuitymarketing.com](http://www.ingenuitymarketing.com)  
Email: [wendy@ingenuitymarketing.com](mailto:wendy@ingenuitymarketing.com)  
[dawn@ingenuitymarketing.com](mailto:dawn@ingenuitymarketing.com)



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# Resources

SERVING PROFESSIONALS 35 AND YOUNGER  
THE  
**PUB**  
by Ingenuity  
THE POWER UP! BLOG

Created by Ingenuity Marketing Group LLC | www.powerupblog.com

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### SMALL IS BEAUTIFUL

March 10, 2009 at 11:00 am | by Rachel Gold, Blog Wizard



I have a deck of **I Ching cards** next to my desk. Not only are they beautiful to look at but they contain many ideas that are stunning to me. If you're not familiar with the I Ching, it's an ancient Chinese system of prediction and wisdom based on the concepts of Yin and Yang.

Yang is a creative, expansive energy, and Yin is receptive and contracted. I've been thinking a lot about Yin lately as our economy tightens further and we feel more and more limited in what we can do and influence. The I Ching would tell us that everything goes

### WELCOME

Like most pubs, the Power Up! Blog (the PUB) is a great venue for opinions, debate and life-changing insight. We serve professionals 35 and younger who want great information on how to become dynamic and successful. Consider The PUB your "happy hour" online. Become a regular. And share this hot spot with other professionals.

EVENTS



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# Resources

Podcasts, videocasts and  
information galore at  
[www.ingenuitymarketing.com](http://www.ingenuitymarketing.com)



# Resources

[Wendy@ingenuitymarketing.com](mailto:Wendy@ingenuitymarketing.com)

651 690 3358

FaceBook, LinkedIn

Twitter: InGenius Wendy

