



Kelly McDonald Program Description

How to Connect with Others, Regardless of Age, Wage or Lifestage

It's getting harder and harder to connect with others because there are so many barriers to connection. Technology is our friend, but also our enemy as we have more and more ways to filter out the information and communication we don't want. So in order to connect with someone, you must learn to tap into relevant beliefs, values or habits. And that can be hard to do when someone is different from you.

KEY POINTS:

- Participants will learn key market segmentations and the values associated with each to better understand customers and coworkers.
- Special attention will be focused upon key generational segments, African-American, Asian and Hispanic consumers and the importance of relating to different cultures.
- Attendees will learn about the Four Levels of Acculturation.
- Best practices from other franchise organizations and specific strategies will be shared to illustrate how you can better connect with others who are different from you.