

Patient Safety at Grand River Hospital & St. Mary's General Hospital

Marketing Trends - New Way to Market
 Authenticity
 Lifestyle Brand
 Community Involvement

The collage features a central graphic with a large arrow pointing right, containing a diagram of generational values and motivations. The diagram lists:

- Veterans**: Values (loyalty, respect, hard work, discipline, responsibility), Motivations (service, duty, honor, respect, honor, respect, honor, respect)
- Boomers**: Values (loyalty, respect, hard work, discipline, responsibility), Motivations (service, duty, honor, respect, honor, respect, honor, respect)
- Gen-X**: Values (loyalty, respect, hard work, discipline, responsibility), Motivations (service, duty, honor, respect, honor, respect, honor, respect)
- Millennials**: Values (loyalty, respect, hard work, discipline, responsibility), Motivations (service, duty, honor, respect, honor, respect, honor, respect)

 Other elements in the collage include:

- Smartphone screens displaying various apps and interfaces.
- Video thumbnails with play buttons.
- Social media icons for Facebook, Twitter, LinkedIn, YouTube, and Instagram.
- Logos for various brands like Carrier, Bryant, and Lewis Associates Chicago.
- QR codes and a QR code for a workshop evaluation.
- Text overlays such as 'Say It Instantly', 'Sell to a Community', and 'Professionals Code of Ethics Body of Knowledge Specific Methodology'.
- A QR code with the text 'Thank you for your feedback' and 'Customers are most important'.

Sales Tips
 1. Stay Connected
 2. Provide Engaging Content

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Sales Tips
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The collage features a variety of digital marketing elements: social media icons for Facebook, Twitter, LinkedIn, and YouTube; various charts and graphs; photos of people and products; and logos for brands like Carrier, Bryant, and Sun-Jax. A central diagram shows a flow from 'Values' to 'Educators' to 'Motivations' to 'rewards', with sub-points like 'socially conscious', 'cynical', and 'optimistic'. Other text includes 'Say It Instantly', 'Sell to a Community', and 'Values Drive Behavior'.

Strictly Anonymous!
 8 Questions - One for Comments

Professionals
 Code of Ethics
 Body of Knowledge
 Specific Methodology

Find us on **facebook**. **Lewis Associates Chicago**
 Workshop Evaluation
tinyurl.com/GenSellDayton

Thank you for your feedback Comments are most important

Veterans

Builder, Mature, Greatest, Pioneer

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Automobile
Born pre-1945
Rock 'n' Roll

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, Mature, Greatest, Pioneer

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Boomers

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A photograph of a man and a woman smiling and embracing on a wooden dock. The man is wearing a red cap and an orange t-shirt, and the woman is wearing a blue dress and a white necklace. In the background, there is a large white house with a porch and a stone wall. The scene is set outdoors with trees and a body of water.

1943 - 1963

TV
Youth Culture

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1963-1983
Latch-key Kids
Personal Computer

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en-X



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Millennials



Values Drive Behavior

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