



Analyzing the Analysts: Creating a Complex & Complimentary Culture

Vice-Chairman
Chief Brand Strategist
[@CharWhitmore](#)
[@AnalyticsPros](#)

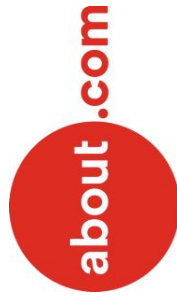
AnalyticsPros





**We blend the art and science of digital
analytics to narrow the distance between
our clients and their customers**





**Solve Human
Problems:
know your team**



Our Team



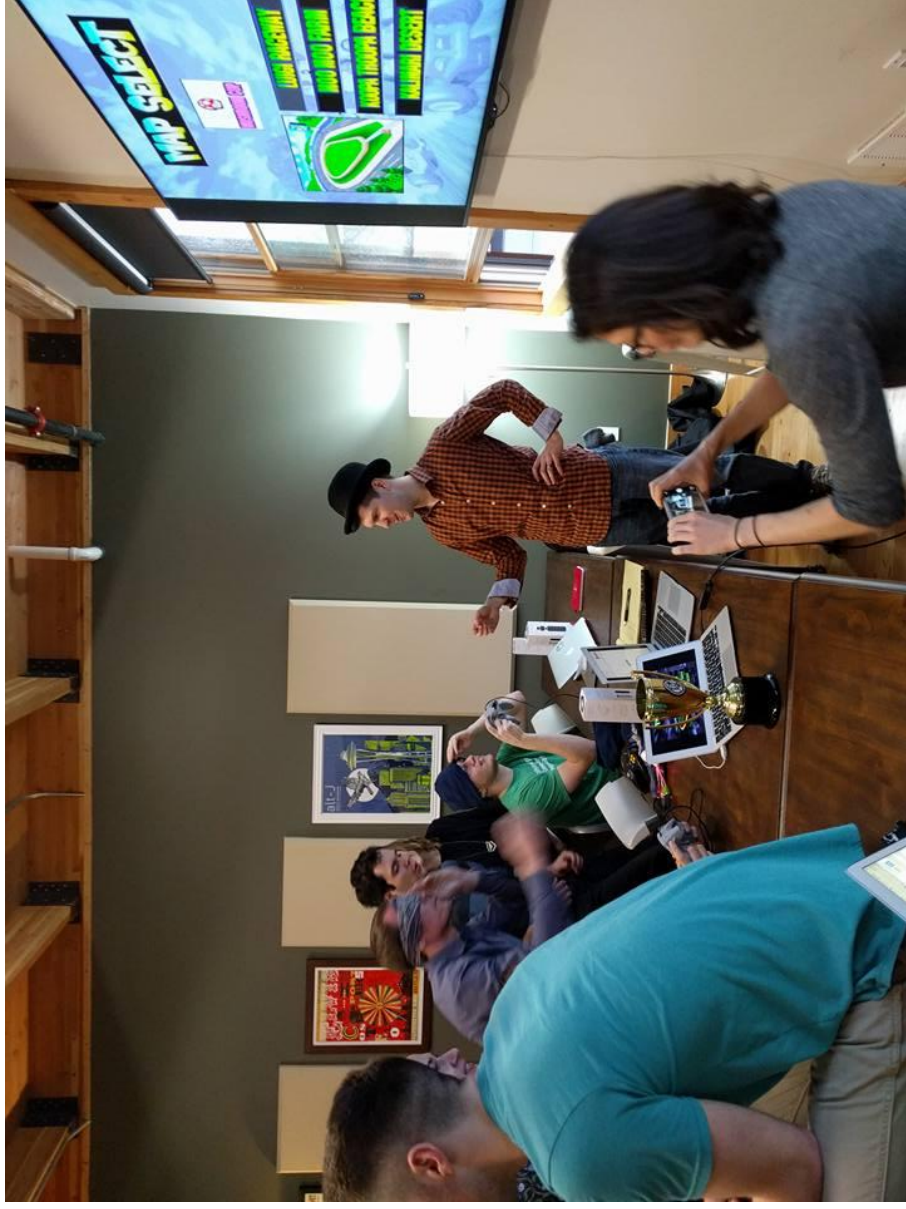
Our Team



Our Team



Our Team



Our CEO





Millennials Born 1980-1995

self-centered

un-motivated

disrespectful

disloyal

work in teams

impact on org

tech-savvy

**open/frequent
communication**



Generation X

Born 1960-1980

squashed

↓ fight

threatened

productive

team player

NOT difficult

NOT cynical

**nurture/essential
for development**





Boomer **Born 1945-1964**

not adaptable

not collaborative

not social savvy

not brand

ambassadors

through leverage

- speaking, social

media etc.

lead/experienced

productive

team player

hardworking

**nurture/essential
for development**



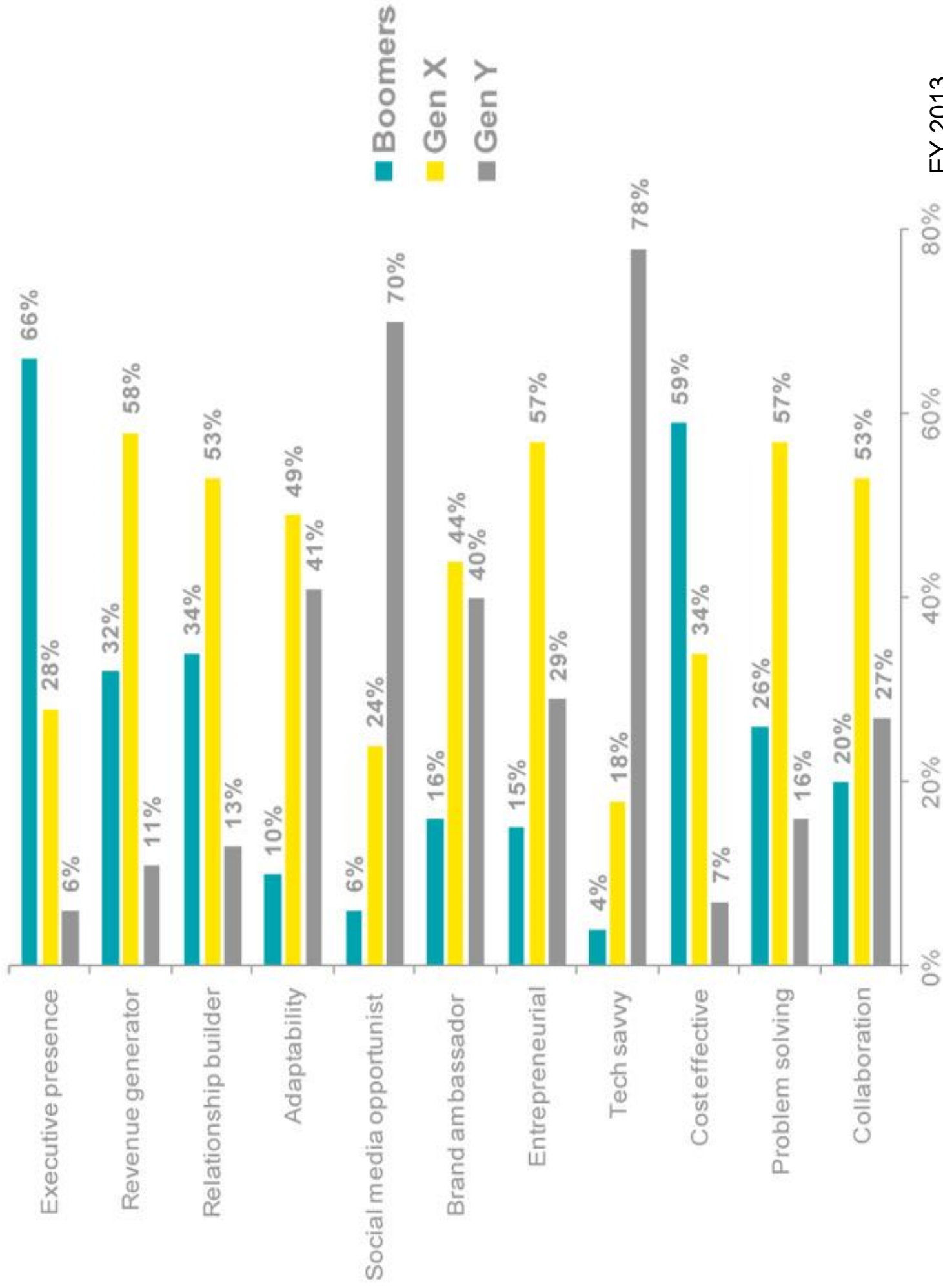


Figure 9: Millennials in Developed markets less interested in senior positions (with strong gender differences)



So what?



**Customers will never
love a company until
the employees love it
first. @simonsinek**





TEND

WOO

BAND

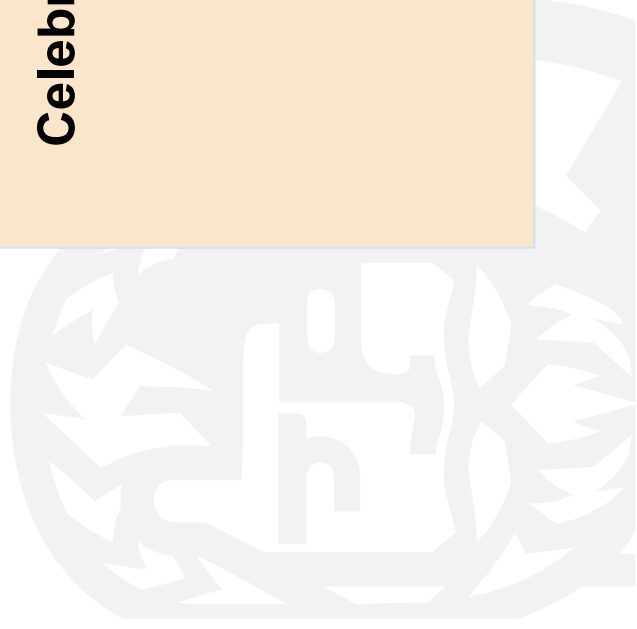
TEND

SPACE	MENTORSHIP
Offices	Titles
Collaboration	Clarity
Eating	Beyond You
BENEFITS	
Outside Box	
Traditional	
Volunteer	



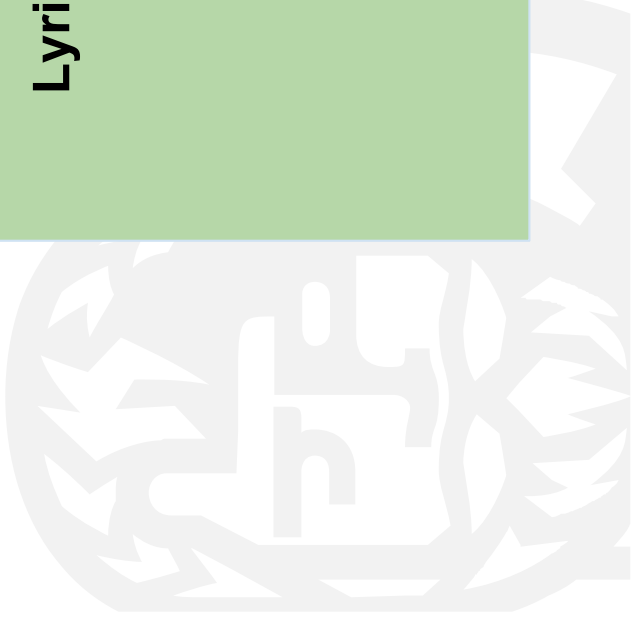
WOO

TRUTH	OPEN HAND	INVITE
Social Talk	People	Clients
Share	Listen	Friends
Celebrate	Pathway	Partners



BAND

TEAM	CLIENTS	PROSPECTS
Swag	Venue	Invitation
Food	Swag	Desire
Lyrics	Friendship	Participate



**Your brand is your
culture.**

Tony Hsieh @zappos

