

Changing Demographics & How This Affects Your CU



This presentation will focus on why changing demographics and diversity are business opportunities and how these changes affect your business today and tomorrow.

You'll learn:

- The four biggest findings from the 2010 Census and what they mean for your business right now
- Key market segmentations and the values associated with each to better understand customers and coworkers
- The differences between generational segments and how the varying wants and needs of generations impacts the service you provide
- Common obstacles will be reviewed in order to avoid communication or service mistakes, both internally and externally
- Specific strategies for developing effective diversity initiatives will be reviewed. Do's and don'ts will be covered

WHEN: January 31, 2012

TIME: 11:00 am – 12:00 pm EST

Educational Investment: \$199 per telephone connection.

Unlimited Listeners and Free Audio Archive available for 60 days after the session.

Cancellation: Refunds will be issued, less a \$50 administration fee, up until the handouts and access information are emailed.

If you have not received your handout materials 3 days prior to session, contact the Education Department.

For more info... call us at 800-572-7359 or 423-899-2425 x 1204 or 1208

FAX: 423-899-8726 **MAIL:** P.O. Box 21550, Chattanooga, TN 37424

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January 31, 2012**

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Distance Learning



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