Charting the Course Through Demographic Change



John Maketa



What are we going to talk about?

- Offer a glimpse into the world of Demographics
- Share basic demographic <u>facts</u> that will influence the way you look at your <u>business</u>, this <u>country</u>, and the world
- How to leverage the power of shifting demography to find new ways to win.

Money has value because we all pretend it does



People have value because people have value!



Human Behavior is Predictable!

·...and if you want to understand human behavior...we need to understand demographics.

Time Ages Humans

Can't Slow it Down

Can't Speed it Up

 Can't Pretend it doesn't happen



Power of Shifting Demography

- People are the most powerful & consequential forces on earth
- Demographics precipitates economics...
- Demographics drives innovation
- The people who are going to shape this country 50 years from now...

What is the demographic status of my end user market?



Why?

- Pandemic created complications share News... <u>Good</u> & <u>Not So Good</u>...
- Future of this country is still very promising...but it is not passive
- And it's the people and organizations who have the ability to see the world clearly, who are going to be successful

And if we position ourselves in front of a demographic wave ...we win!









Births Worldwide

 About 130,000,000 million babies born in the world each year.

- · 360,000 per day
- 15,000 per hour
- 250 per minute

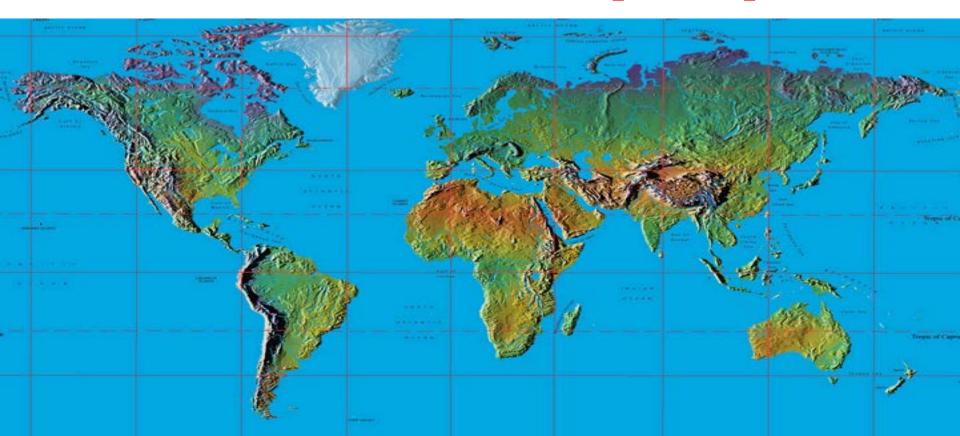
Deaths Worldwide

About 60 million per year

· 164,000 per day

- 6,900 per hour
- 114 per minute

Where are the people?



World Population Growth

- 1800 1 billion
- 1930 2 billion
- 1974 4 billion
- 2015 7 billion
- 2050 10 billion?



2050 4 Billion People

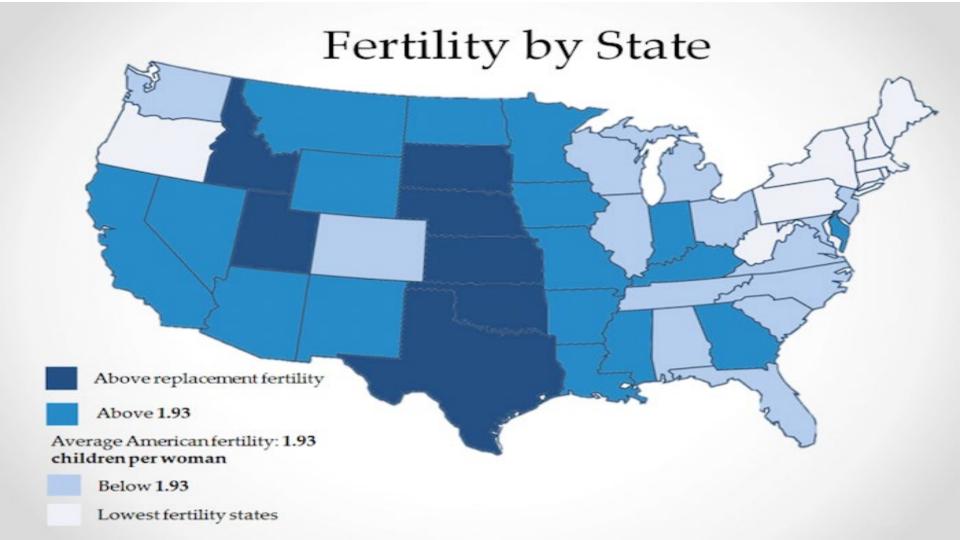
300% increase!

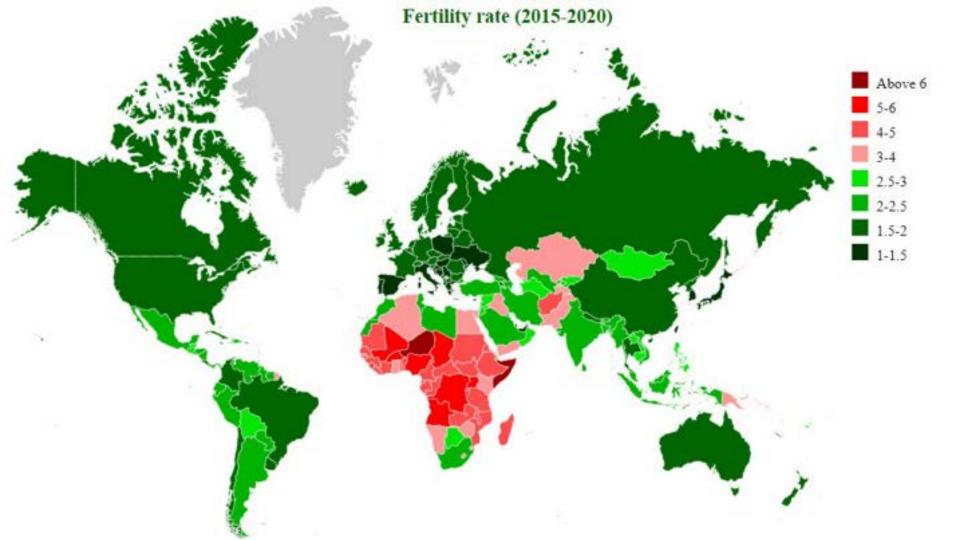
Africa

- 50% population under 19 years old
- Die early (35-40)
- Clean water + Broadband =
- Health & Digital Education
- Population will Soar!
- Emerging market?

Where are the Babies?

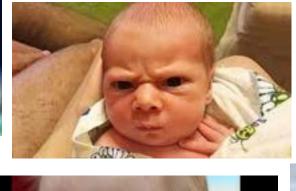






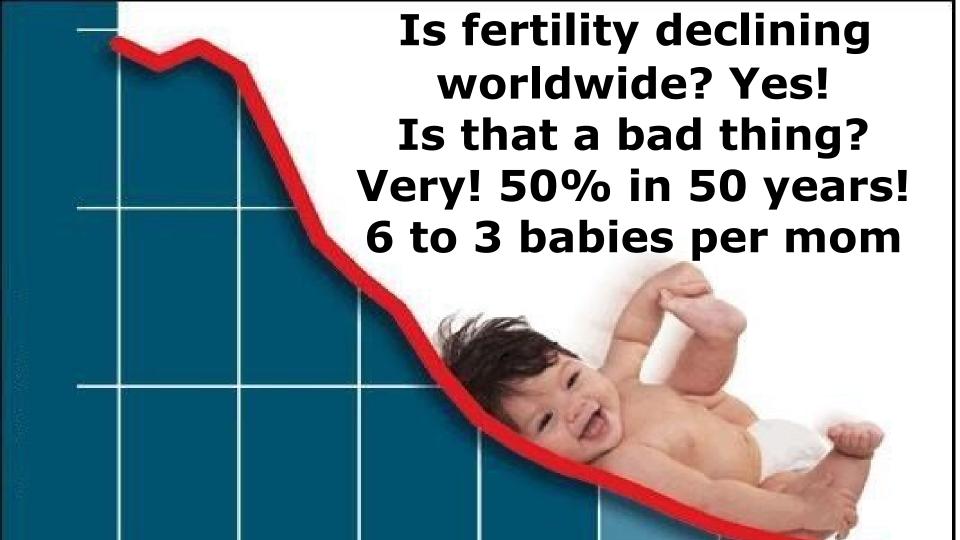
The World has a Baby Problem. A big one!





















Elon Musk says 'civilization is going to crumble' if people don't have more children

Sam Shead

Tuesday, 7 Dec 2021 07:52 AM EST



Demographic Dominos



Demography 101

- Two groups of people, one has 1,000 people and one has 500 people
- Which group will require the most food? If we prepare the same amount of food for both groups and the group of 500 doesn't finish can we assume they were not hungry or didn't like the food?
- Which group is likely to have the most criminals? Traffic accidents? People in the military? People who will retire to Florida?
- Which group will supply you with the most efficient opportunities?
- Which group is likely to need more of everything?

Demography 101

People age

Populations move

Markets change

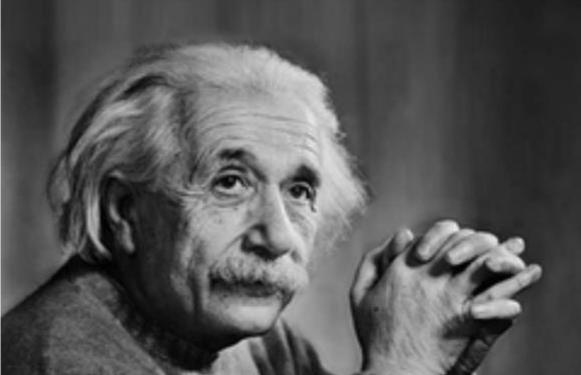
Hot Dogs at the State Fair



The parking lot is filling up with school buses!



If you can't explain it simply, you don't understand it well enough.



- Albert Einstein



You don't need a weatherman to know which way the wind blows.

— Bob Dylan —

AZ QUOTES

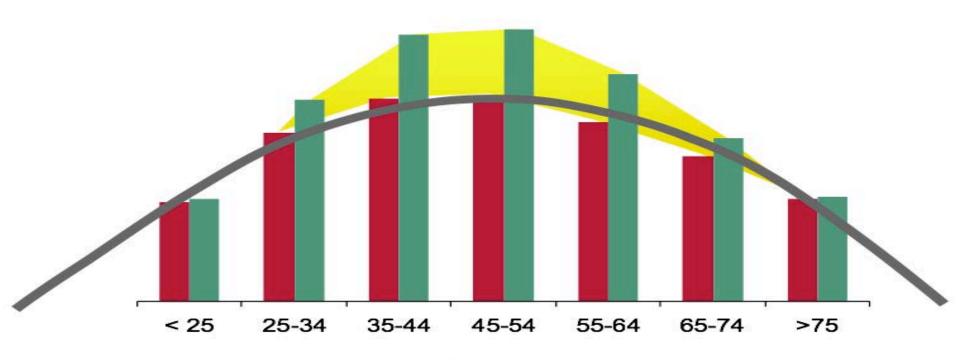
Demographics 201

More is More

Groups of people are <u>Predictable</u>



Stages of Life (part 2)

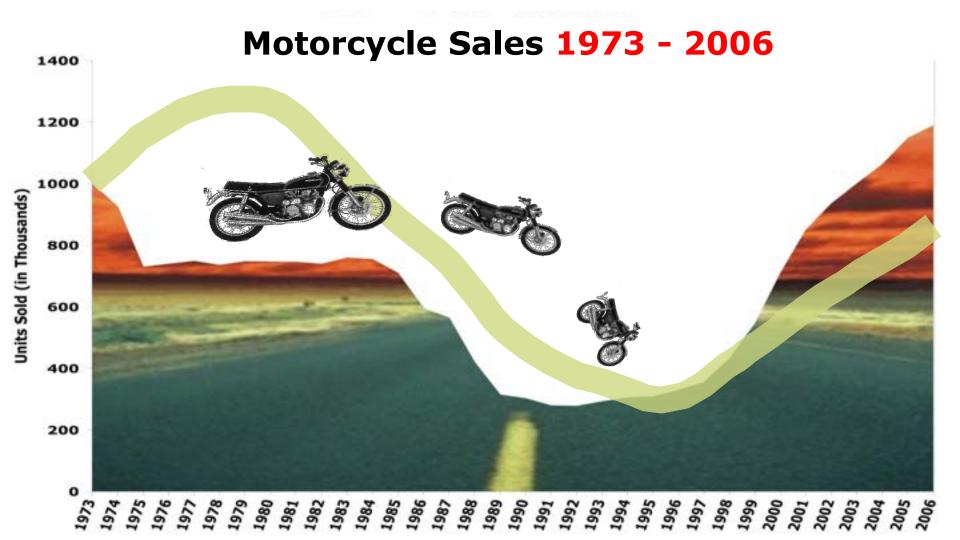


Average expenditures by age group

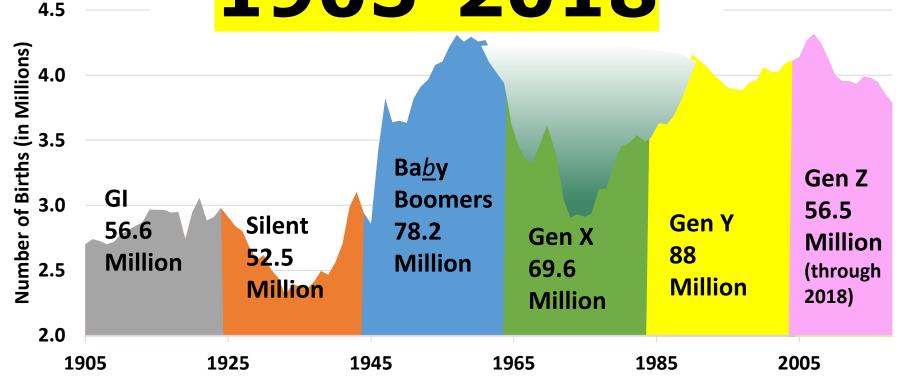
Average income by age group

Demographics 301

- 1. More is more
- 2. Groups of people are predictable
- 3. If you want to predict the future, DO THE MATH!



US Live Births 1905-2018



World of Work? Demographics and Impact of Covid



<u>Covid – 4 Major Disruptions</u>.

- Learning Loss
- Increased Dependency on Technology
- Mental Health Issues
- Accelerated pace of retirement!
 - Responsibility of Employer?

100 million more children fail basic reading skills United Nations because of COVID-19



Covid Catapulted us into the Digital age...Overnight!



Covid Changed...

- •Where we work
- How we work
- How we communicate
- What we work on







Google Meet









Future of education providers

Traditional Education providers?



A Look at K-12 EdTech Engagement

During the 2021-2022 School Year

Average number of edtech tools accessed each month per school district 1,417

This report is based on a sample of:

56bn+
interactions

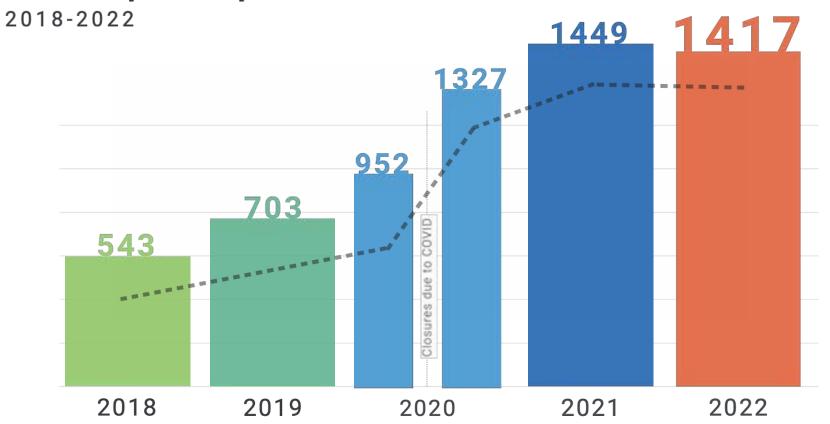
2.9m+

330k+

8k+
edtech tools



The Rapid Expansion of EdTech





A Look at K-12 EdTech Engagement

During the 2021-2022 School Year

This report is based on a sample of:

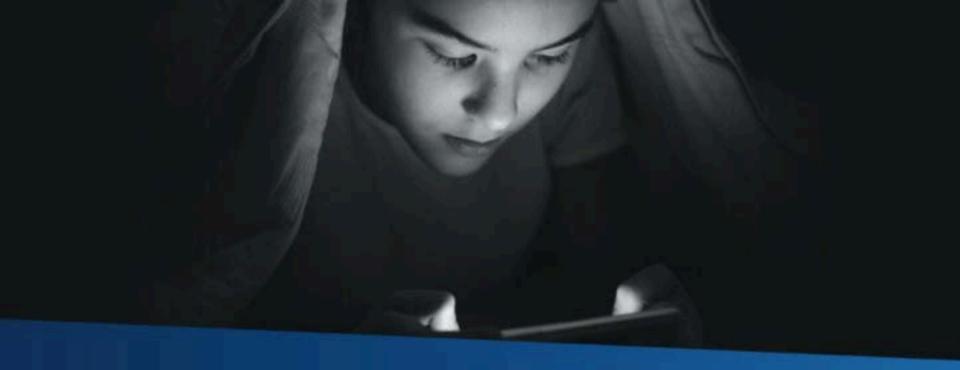
56bn+
interactions

2.9m+

330k+ educators

8k+
edtech tools





THE MOST DANGEROUS PLAYGROUND IS NOW ... IN OUR KIDS' POCKETS

Hardcore Pornography on Digital Devices Is Damaging America's Children

Waiting for the Bus



Conversation with BFF



Date night



Coffee with friends



Generation Y – Cheering on your team



A day at the beach



Going to Class



. What do you see?

- People living on technology
- People being taught...
- You can learn, work, play anywhere, anytime...

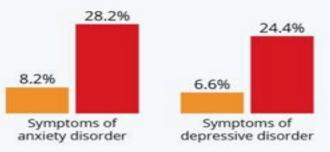


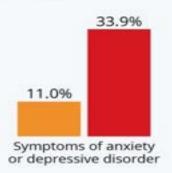
Mental Health

Pandemic Causes Spike in Anxiety & Depression

% of U.S. adults showing symptoms of anxiety and/or depressive disorder*







* Based on self-reported frequency of anxiety and depression symptoms. They are derived from responses to the first two questions of the eight-item Patient Health Questionnaire (PHQ-2) and the seven-item Generalized Anxiety Disorder (GAD-2) scale.

Sources: CDC, NCHS, U.S. Census Bureau







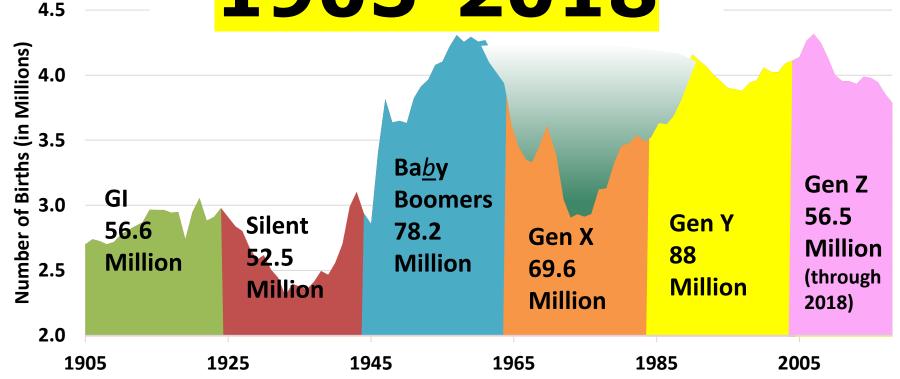




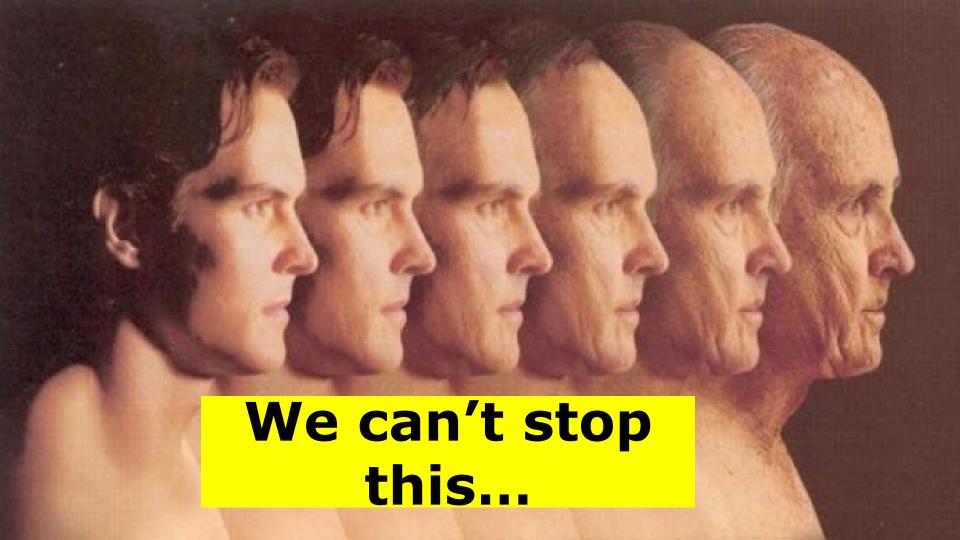
Covid 19

- Disrupted rhythm of our workforce supply chain
- Accelerated pace of retirement!

US Live Births 1905-2018







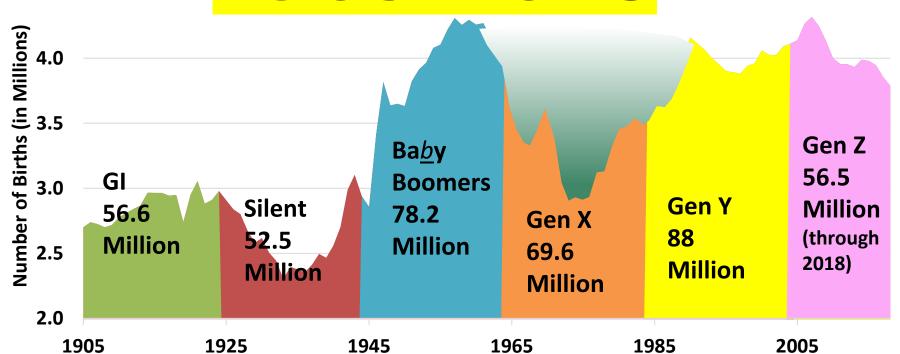
Baby boomers are retiring at a rate of about one every eight seconds

We're OUTTA here!



US Live Births 1905-2018

4.5



Human Capital Development

- Double Down on Talent
- #1 Strategic Priority
- Especially... During times of contraction.

Is Gen Y Prepared?

- •Right Question?
- · NO!

The right ?'s are:

- •Where do you find them?
- •How do you recruit them?
- •How do you develop them?

How do we get their attention?



Leading with Vision

- Need to spark an emotional connection with this workforce
- EC increased retention
- Think of candidates like you think of customers
- Talent Acquisition = Content Marketing
- Marketing is becoming a form of storytelling. Transmedia Storytelling-Video – Why you should work here?



What's Next

For our 50th year, we're looking forward, not back, to life on Earth. Together, let's prioritize purpose over profit and protect this wondrous planet, our only home.























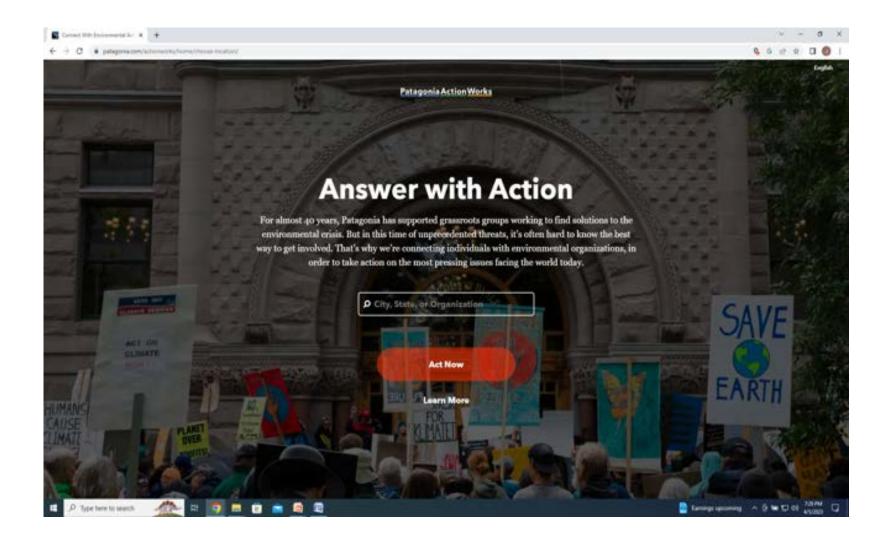












What is our Story?



Day-End-Doughnation to Reduce Hunger



Next Gen Workplace Requirements

- Love & Spirit! Make a difference
- Opportunity to exercise Occupational Purpose
- Transparency/Integrity/Honesty
- Green/Caring/Fairness/Empathy

They won't work for mean people!

Best Practices Recruiting

- Social Media Recruitment
- Employee Referral Programs
- Employer Branding
- Career Websites & Job Boards
- Virtual or In-Person Events
- Video Recruitment
- Content Marketing

Ground Game

- 1.State Representative
- 2.Department of Workforce & Economic Development "Program Manager"
- 3. Vocational or Technical School



Employee Retention

- 1. Positive Work Environment
- 2. Recognize & Reward Performance
- 3. Growth & Development

<u>Development = Retention</u>

Data Reporting – Learner Outlook (Group Results)

This data provides the added bonus of a temperature check around each participant's mindset during this 4-week time period.



Each learner became demonstrably more optimistic from the beginning to the end of the pilot

Another big thanks to the manager – creating an environment for his team to do their best work



DNA of an A-Player?

- What are the behaviors of high performing sales talent?
- What do they do day in and day out that consistently moves the organization forward and puts points on the board



Five Sales Capabilities

GROWING RELATIONSHIPS

Recognizes the value of consistently strong interactions with others as critical for building professional momentum, putting sustained, thoughtful effort into relationship building actions that deepens trust and creates win-win outcomes.

SITUATIONAL INTELLIGENCE

Effectively identifies and interprets subtle or overt signals from others during important interactions and makes quick, deliberate adjustments in mindset, approach or behavior to gain traction and increase personal credibility.

SECURING INFORMATION

Exhibits genuine curiosity to learn and places high value in obtaining, documenting and leveraging relevant information to uncover context, needs, motivators and opportunities, with a focused effort to dig for root causes and other critical details that inform next steps.











INTENTIONAL LISTENING

Expresses a sincere interest in others and remains in a 'receiving mode' to effectively, capture, interpret and confirm the meaning and intent behind spoken words, emotional tone and other critical, non-verbal clues.

PERSUASIVE COMMUNICATION

Formulates an idea, position, plan or solution by combining business context with learned insights and articulates the message with clarity, substance and personal conviction to influence and gain the

commitment of others.

Five Leadership Capabilities

PERSONAL OWNERSHIP

Espouses responsibility and accountability for any outcome that lies within one's personal span of control with emphasis on timely, quality work and keeping commitments.

TIME PLANNING

Maintains a broad view of personal workload at all times and utilizes a prioritization method to balance both proactive and reactive activities according to the highest and best use of time necessary to achieve expected levels of performance.

SERVICE MINDSET

Remains sensitive and responsive to the needs of others as a way of demonstrating care and importance, resolving to own or shepherd service outcomes to create positive experiences, drive satisfaction and secure loyalty.



WINNING DRIVE

Demonstrates the strong desire to compete and garner recognition for achieving winning outcomes, relentlessly pursuing and prioritizing opportunities according to greatest probability of success.

INNER RESOLVE

Embraces conflict, setbacks and adversity with confidence and personal resolve to keep advancing in a focused, measured way despite pressure, demands or challenging circumstances, buoyed by a mindset that success is inevitable.

SALES CAPABILITIES

Growing Relationships 😺



Securing Information (i)





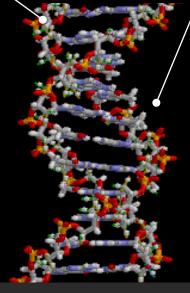
Goal Setting

Reading People

Questioning & Listening

Handling Pushback





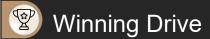
HABITS

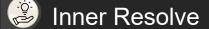
LEADERSHIP











Strong Handoff to Service Asking for the Order

Setting Up the Close

Presenting Recommendations

Clarifying
Customer Intentions

Hot-Off-The-Press



January 11, 2023.

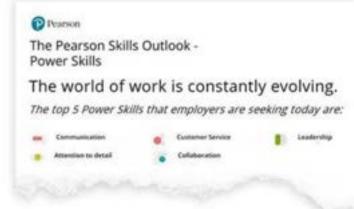


Good morning. The baby boomers are (finally) retiring. That could reshape the economy for decades.

"Now is the time for bold moves in people strategy."

Chief Learning Officer Magazine – December 2022



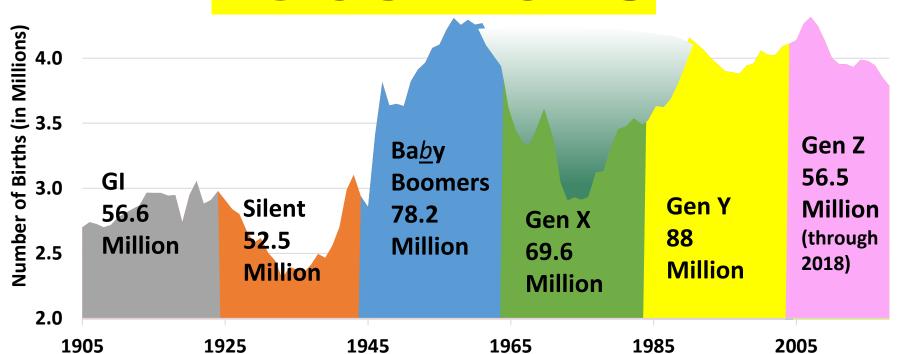


The Boomers are Coming



US Live Births 1905-2018

4.5



How will exiting/retiring Boomers influence commerce?



Boomer Retirement



Leaving the workforce 4 million a year... Succession Planning?

Entering the world of eldercare, healthcare and death care at the rate of 4 million plus per year!



Retirement Communities



Long Term Care Facilities





Why are traffic accidents and deaths on the rise? Aging Baby Boomers!



The number of funerals will start to double!



The Death Industry

The United States does not have enough

- Cemeteries
- Crematoriums
- Funeral Homes

Baby Boomers

> 78.2 **Million**

Setting Restored W.



----- O









1-48 of 275 results for "circlets for humans"

Department

Home Lite Medical Supplies & Equipment Funeral Products Home Medical Tests

Activity, Irealth & Wellvers Monitors Home Desprishe Accessories Decorative Units

Fundame.

Customer Reviews

金金金金公司等

STREET AW

Brands.

Titan Casket Overnight Caskets Generic

Price

\$300 & Above

SHIRL

Availability

Include Out of Stock

TITAN

Titan Casket Andover Collection Most Titler Caded a



Fitzer Canket Analower Series Steel Control (Dark Blad Hankrofted Funeral Codet - Dark Blac FL. ******



Tripe Caskeri Anabiresi Series Stanii Casket (White: and First Humbrished Funetal Collect - White FL... ******



Than Carlied Analores Series Steel Carlest (Crohol) Hamkrafted Funeral Casket - Orchit Firmin with... **密查查**公众 8

RESULTS

Price and other details may vary based on product size and color







Titan Casket Andover Series Steel

Casket (Dark Blue) Handcrafted

11,19900 KL 199.00/Court

Funeral Casket - Dark Blue Finish...





Second B

Titan Casket Orion Series Steel Casket (Bronze) Hundcrafted Funeral Casket - Brorge Finish with Rosetan... t Count (Pack of t)

4.4 金金金金む - (137)

11.299^{(81,299,00)(coord)}

FREE delivery Apr 11 - 12. Small Susiness

Titan Casket Andover Series Steel Canket (White and Pink) Handcrafted Funeral Casket - White Finish with... 1 Count (Pack of 1)

4.4 食食食食食 - (20)

\$1,199° (\$1,199.00/Count)

FREE delivery Apr 11 - 13 E Small Dusiness v

FREE delivery Apr 11 - 13 Smit Duiren -

1 Count (Pack of 1)

4.4 食食食食食 - (5.0)

Funeral Casket - PrimRose White Shade with Silver Rose Finish 18 Gauge Metal Casket - Coffin

1 Count (Fack of 1) 47 ****** - (20)

11,349" atsessowet

FREE dulivery Apr 10 - 13 Or fastest delivery Apr 7 - 11

Overnight Caskets - Full Brush Copper W Heritage Bronze Finish 18 Gauge Casket Coffin

1 Count (Pack of 1)

11,349" (SLI4929/Court)

FREE circivery Age 50 - 12 Or fastest delivery Apr 7 - 10

The Personal Process Company for the Process of the

























INTERNATIONAL CEMETERY, CREMATION AND FUNERAL ASSOCIATION





Think Everything Elderly on Steroids!





Baby Boomers have \$12 Trillion in the bank. Baby Boomers have \$20 trillion in stock. Baby Boomers have \$70 trillion in real estate.

Just Burgers?



What is your Egg McMuffin?



Generation X Born 1965 to 1984

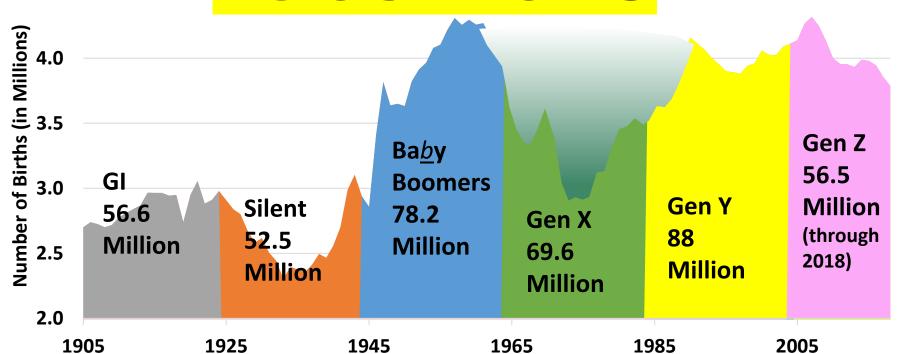


Hello my name is

Generation X

US Live Births 1905-2018

4.5

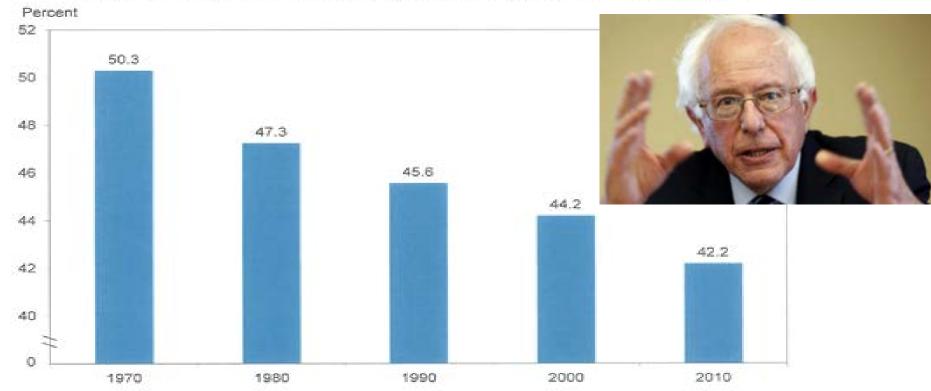


Gen X Perils

- Closed maternity wards
- Crippled the diaper and toy industry
- Shut down public schools
- Erased Japanese motorcycle sales
- Baffled Detroit and Japan auto makers
- Shrunk U.S. workforce creating immigration issue
- Tipping point in housing crisis
- Gutted the middle class

No middle-class? No middle-age!

Percent of Households With Annual Income Within 50% of the Median

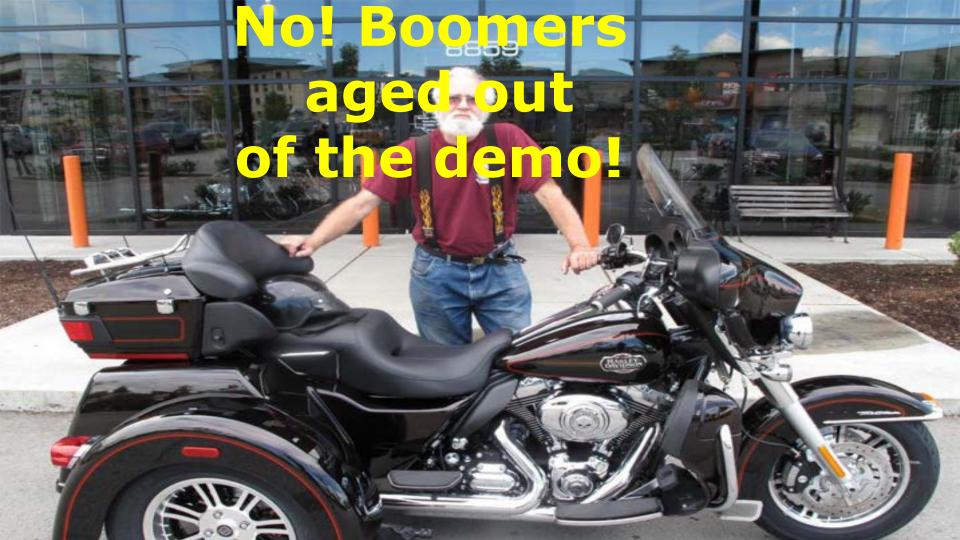


Source: CEA Calculations from Current Population Survey

Attendance Down 30%



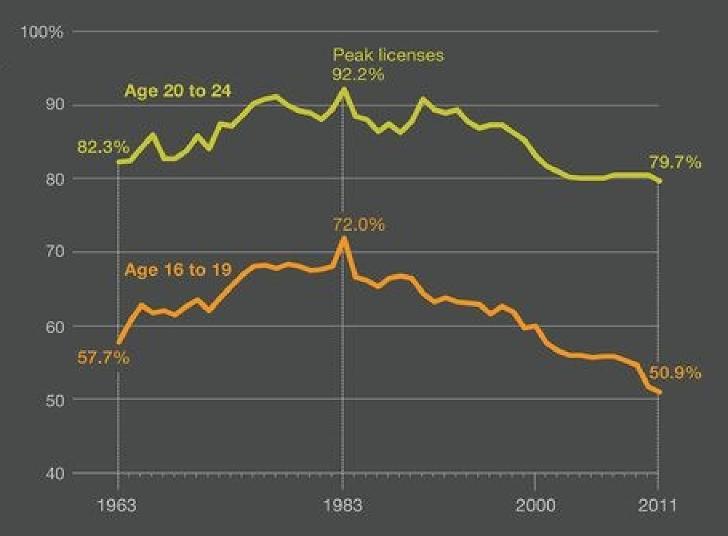




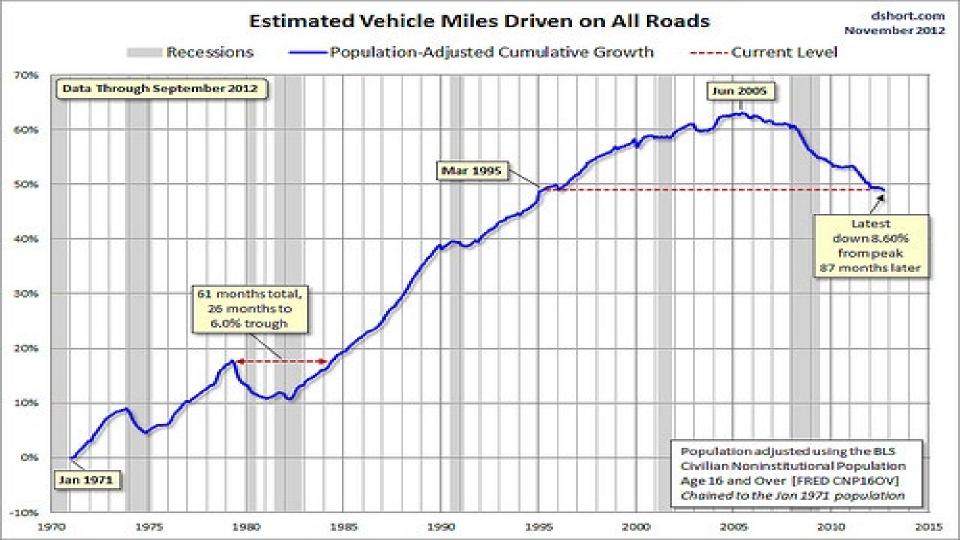


Young people are driving less

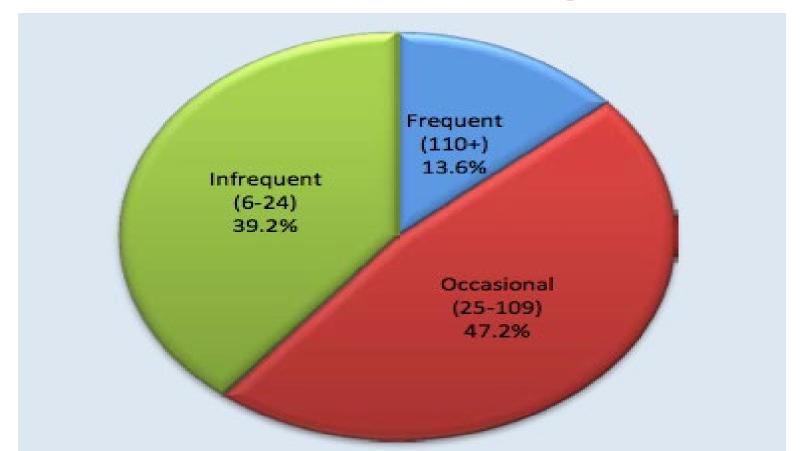
The share of young people with driver's licenses in the United States has fallen significantly since peaking in 1983. The drop-off is largest for teens; just over half now drive.



SOURCES: U.S. DEPARTMENT OF TRANSPORTATION, U.S. CENSUS BUREAU



Fewer kids are riding bicycles

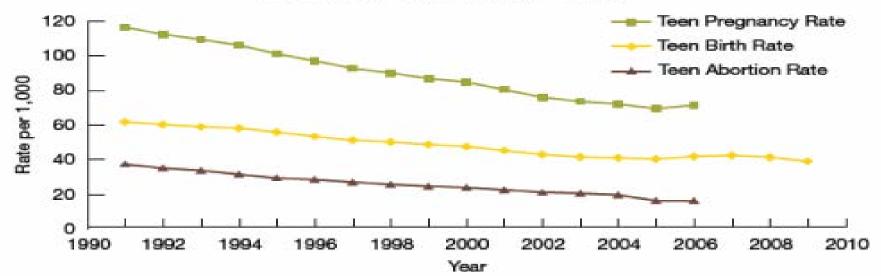


Car or Internet?



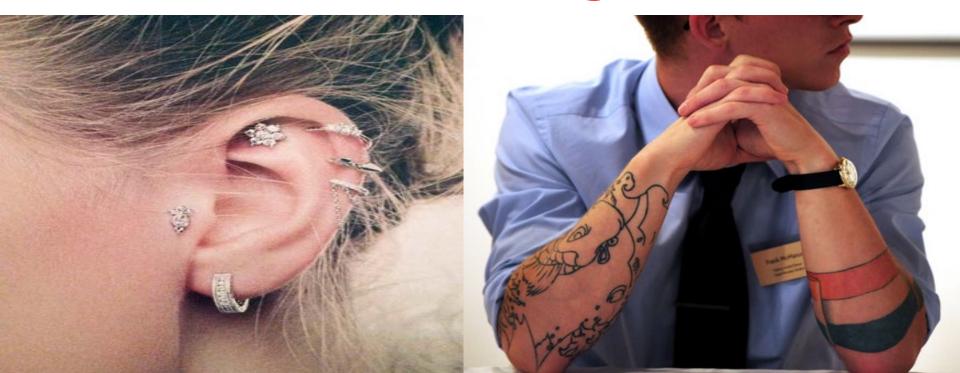
Teen Pregnancy?



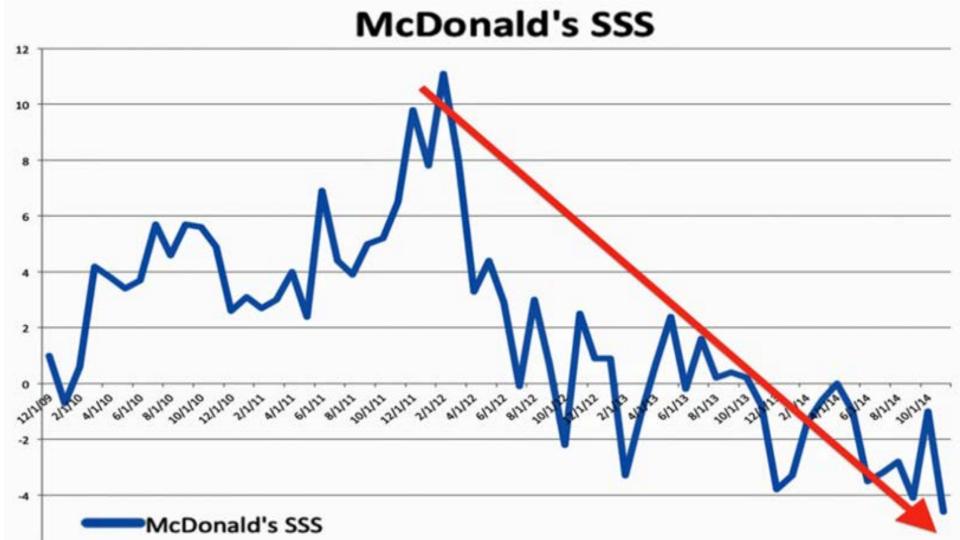


^{*} Pregnancy and abortion rates only available through 2006.
Source: CDC, National Center for Health Statistics. Abortion rates for 2005: MMWR 2008;57(SS-13).
Abortion rates for 2006: MMWR 2009;58(SS-8).

Piercings and Tattoos will make the workplace a little more interesting







Marijuana will be legal everywhere soon!



\$25 Billion in 2025! It will be very heavily taxed.

It <u>will</u> be a bigger crop than wheat!

HR Issues...Yep!

So there will be real money in munchies!



What happened to the Boomer Hippies? Sex, drugs and Rock 'n' Roll?

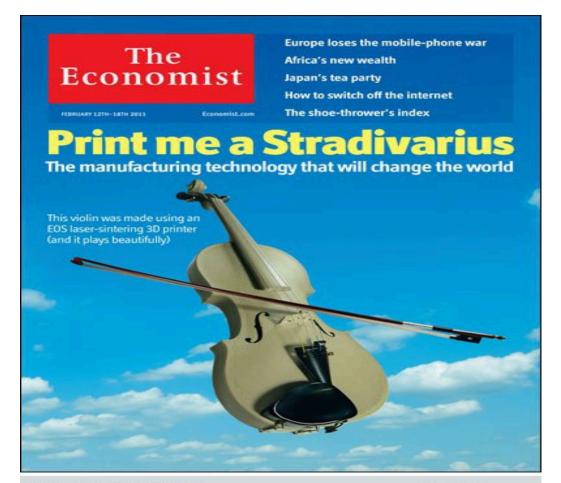


They became Republicans!



Where is 3D Printing Going?











Think Remote Everything!



U.S. Prisons



We currently have 2,000,000 men in jail in the United States

About 1,000,000
African Americans
500,000 Latinos
500,000 Whites

There are only about 200,000 women in jail



Why?

Look for women to lead



The Glass **Ceiling** is shattering. **Women out** number men in college and law school.



California Senate Bill 826





Embrace it.

DIVERSITY, EQUITY AND INCLUSION

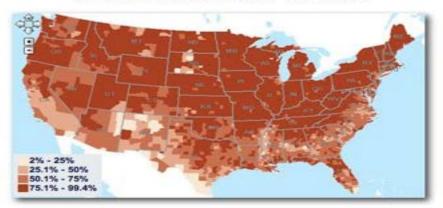


Pale, Male and Stale?



The American Melting Pot

% of American White



% of American Hispanics



% of American Black



% of American Asians







13% African Americans - 42 Million

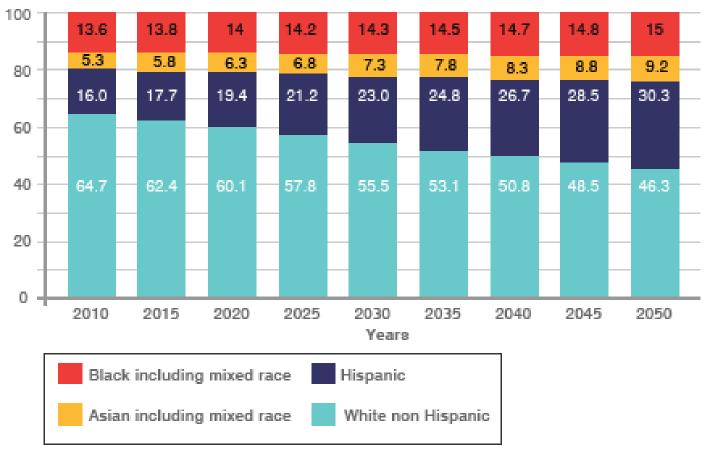


45% of U.S. Market is Minority!

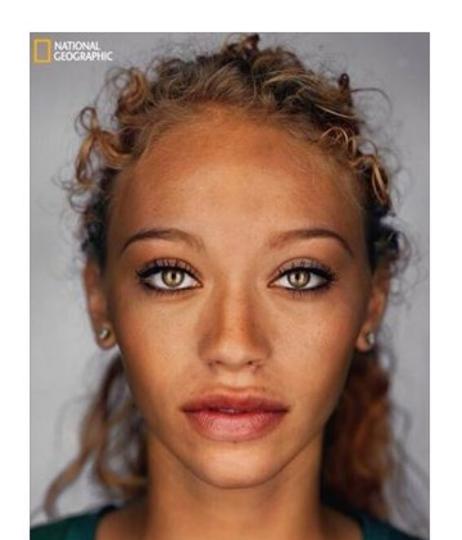


US POPULATION PROJECTIONS TO 2050

Percentage by race and Hispanic origin



According to **National Geographic** this is what an average American will look like in the year 2050



No more red heads



Will manufacturing return to the US?



Yes - Why?



The Bipartisan Infrastructure Law is

THE LARGEST INVESTMENT IN:



Clean water infrastructure



Upgrading the power grid



Roads and bridges since the Interstate Highway System



Public transit

legacy

pollution



Passenger rail in 50 years



Clean, electric buses



Increasing our infrastructure's resilience



Affordable, high-speed internet

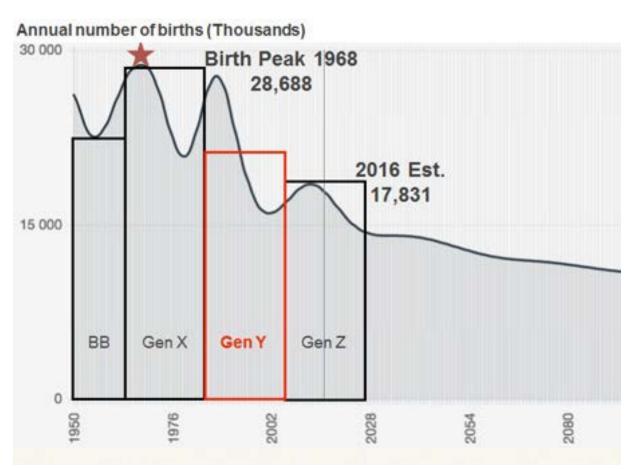


The Chinese Age Curve Births per 1,000 1949 to 2030e



Population	700.0m	1050.0	n	1,292.3m			
Births % Pop							
No. of Birth	s 38.0	21.0		13.0	10).9	
% Change		-44.7%			-38.1%	-16.2%	
Generation	1945 - 1964	1965 - 1	984	1985 - 2004	2005	- 2024 2025 - 44	
	Baby Boomers	GEN.	<	GEN.Y	GEI	N. Z Blenders	
50.0			1		1	1	
37.5							
25.0							
	verage births po 0.9	er 1,000 19	49 to 2030e	a:	2006 birt	ns per 1,000: 13.3	
					2000 Bir u		
	غسيه سنسس						

China Birth Rate



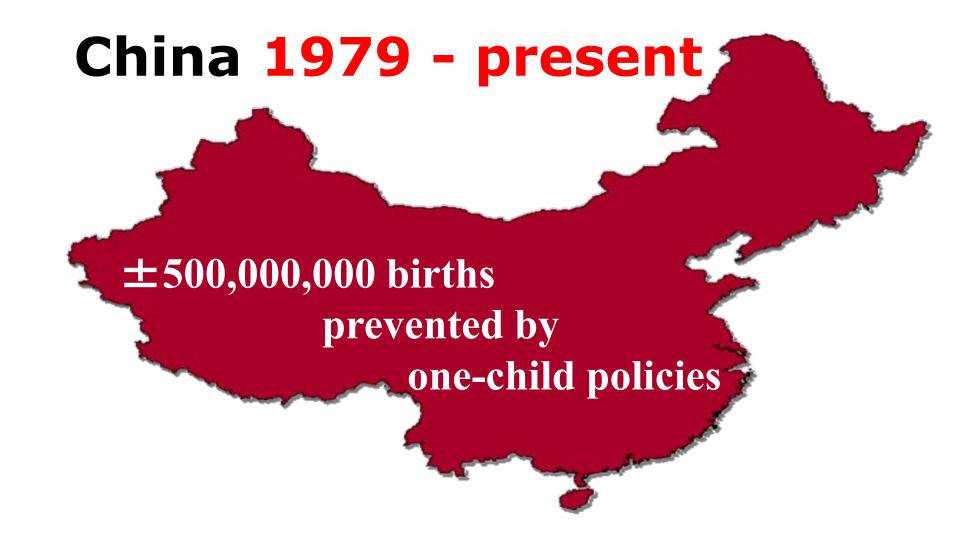
Source: UN,

China now! 200 million elderly 65 plus



Four Grandparents, Two Parents, One child. 4-2-1





The Wall Street Journal, April 30, 2018

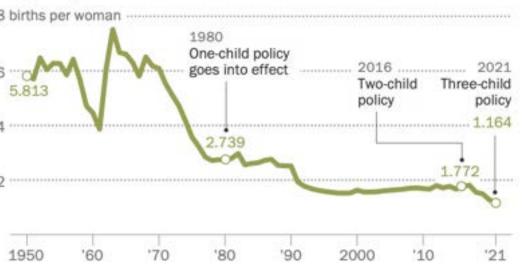


Four Grandparents, Two Parents, One child. 4-2-1



China's fertility rate has decreased precipitously in recent years, despite its loosening of the one-child policy

Total fertility rate in China



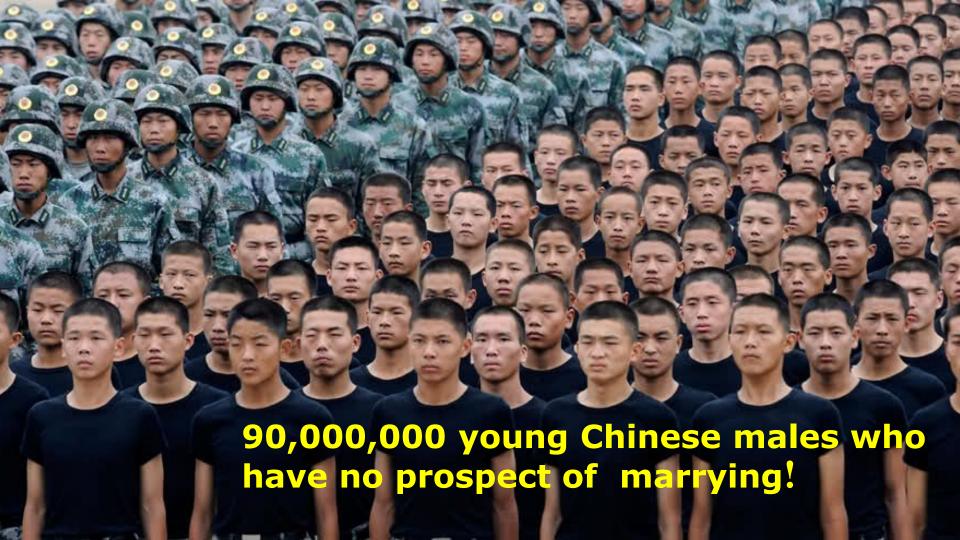
Note: The total fertility rate is the expected number of children a woman who lives to the end of her childbearing years and has children will have during her lifetime based on the given age-specific rates.

Source: UN Population Division's World Population Prospects: The 2022 Revision.

PEW RESEARCH CENTER

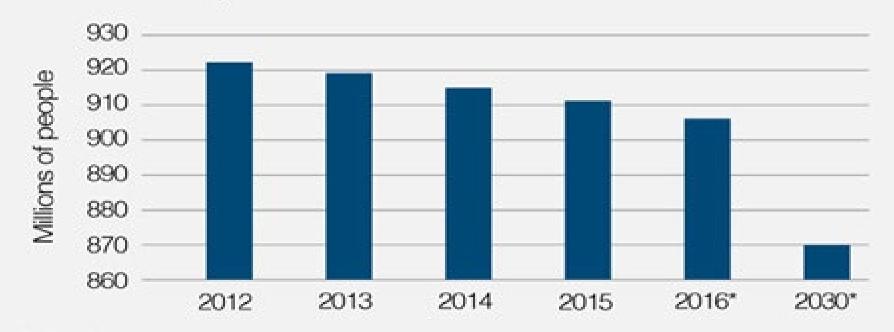
China has a issue with the distribution of wealth. China has a serious issue with the distribution of women.





Shrinking Labor Force

China's working-age population, aged 16-59, has declined since 2012, a trend that is expected to continue.

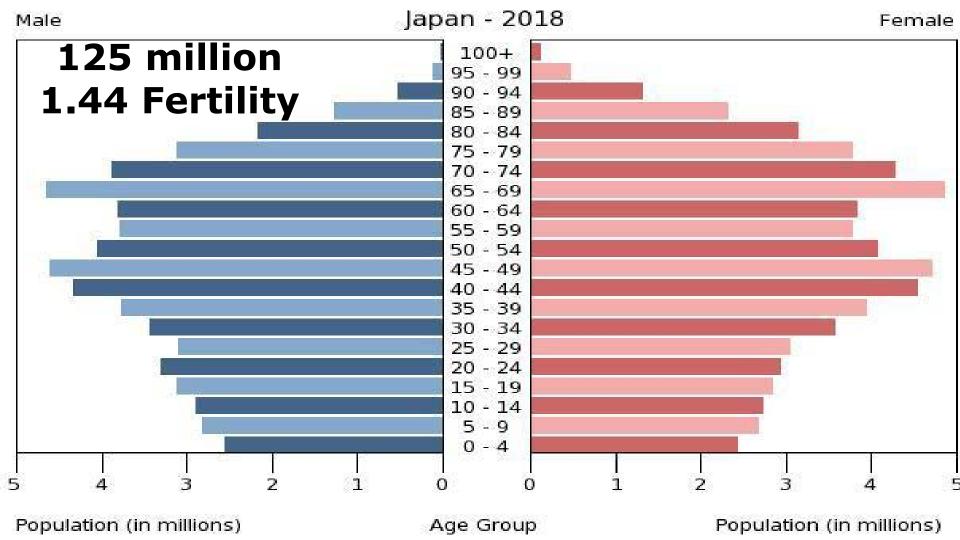


*Estimates

Sources: National Bureau of Statistics; Ministry of Human Resources and Social Security

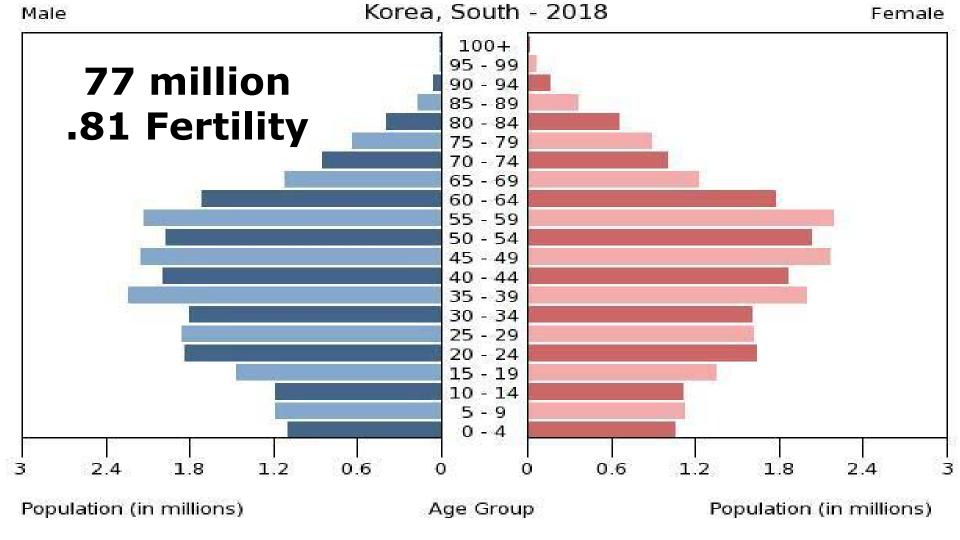












The Italian Age Curve 1862 to 2005 93.4m 92.6m Population 105.5m 81.lm 92.9m 59.5m 54.0m 21.3% 23.8% 19.8% 24.8% 19.7% 26.9% 20.2% Births % Pop. No. of Births 19.9m 22.0m 20.9m 16.0m 10.9m 20.1m 18.3m -3.8% -12.6% -31.9% % Change 10.6% 5.0% -9.0% 1905 - 1924 1925 - 1944 1945 - 1964 Generation 1865 - 1884 1885 - 1904 1965 - 1984 1985 - 2004 2005 - 24 GI GEN. Silent GEN. Baby Boomers GEN. X GEN.Y GEN. Z Missionary Lost GEN. 1,200,000 900,000 600,000 Average births 1862 to 2005: 2005 births: 546,8242 911,911 300,000 Average births 1905 to 2005: 860,123 1865 1875 1885 1895 1905 1915 1925 1935 1945 1955 1965 1975 1985 1995 2005 Year



Middle Eastern fertility is well above Western averages

Immigrant fertility in the European Union is well above native fertility

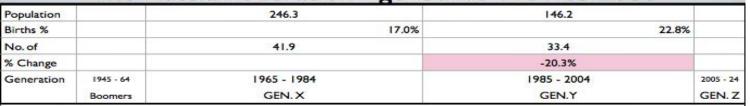
The Muslim culture will dominate the European Union

 Western European and Muslim cultures are not homogeneous



The Russia Federation Age Curve 1959 to 2006







A 16 year old Russian male has a 50/50 chance of living to 60



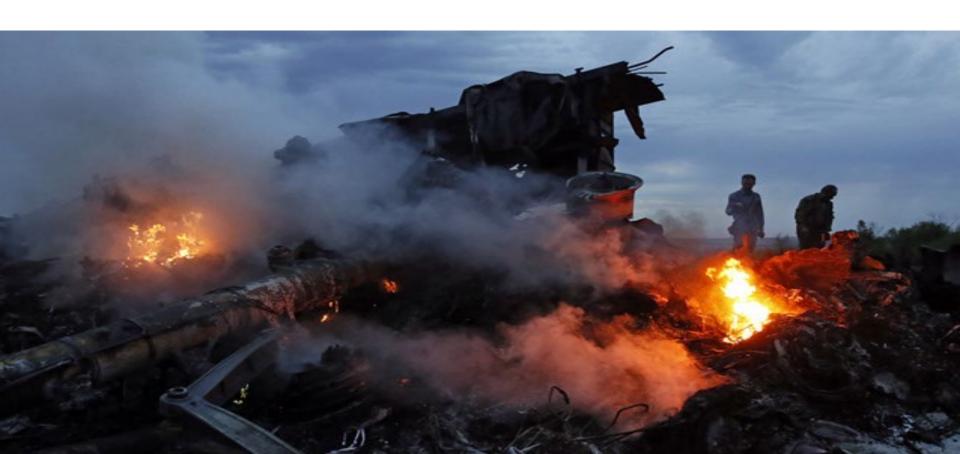
Vladimir Putin



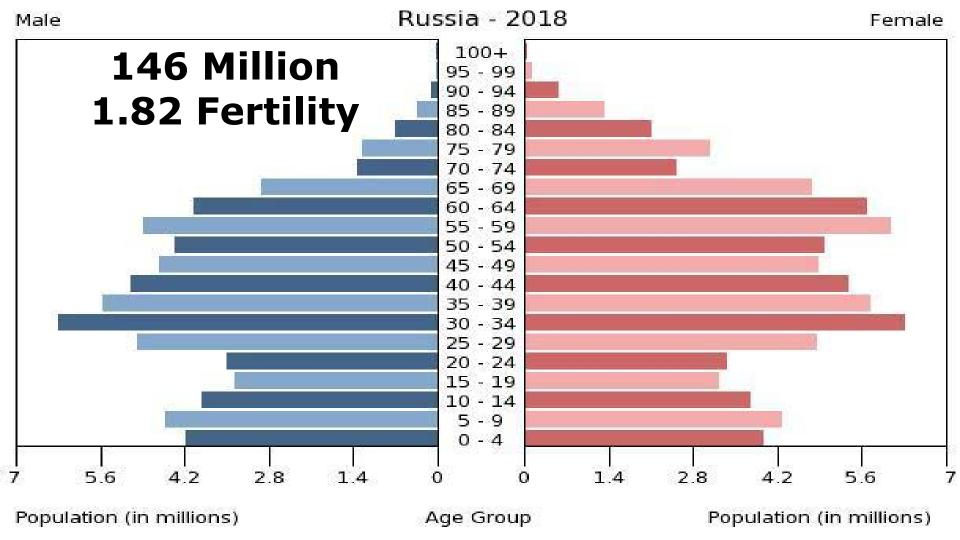
"A government of censorship, corruption, brutality, oppression and assassination."

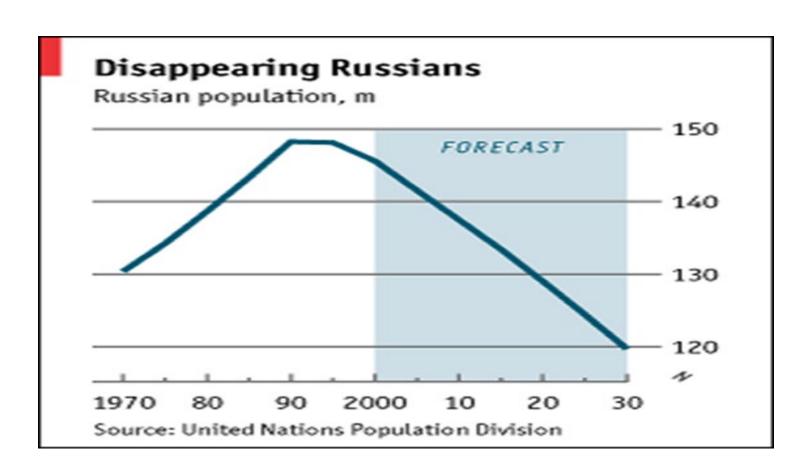
-George F. Will, Washington Post

Ukraine: Why?



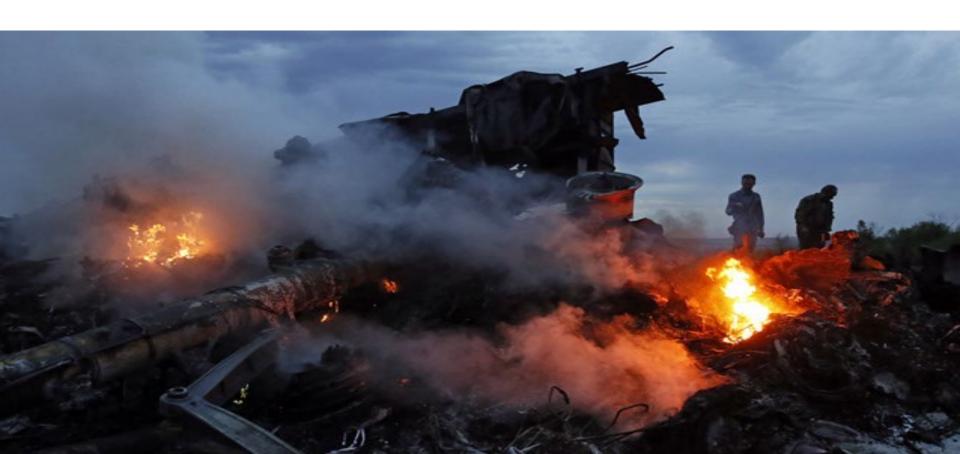








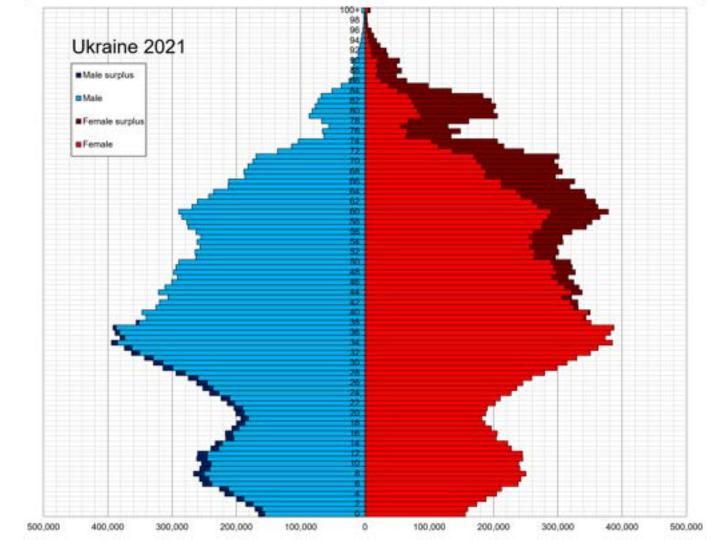
Ukraine: Why?

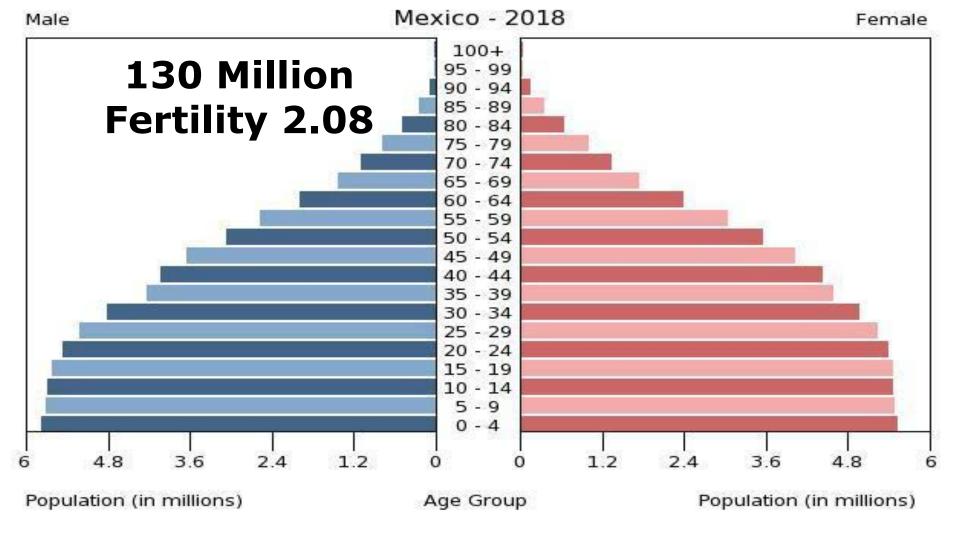






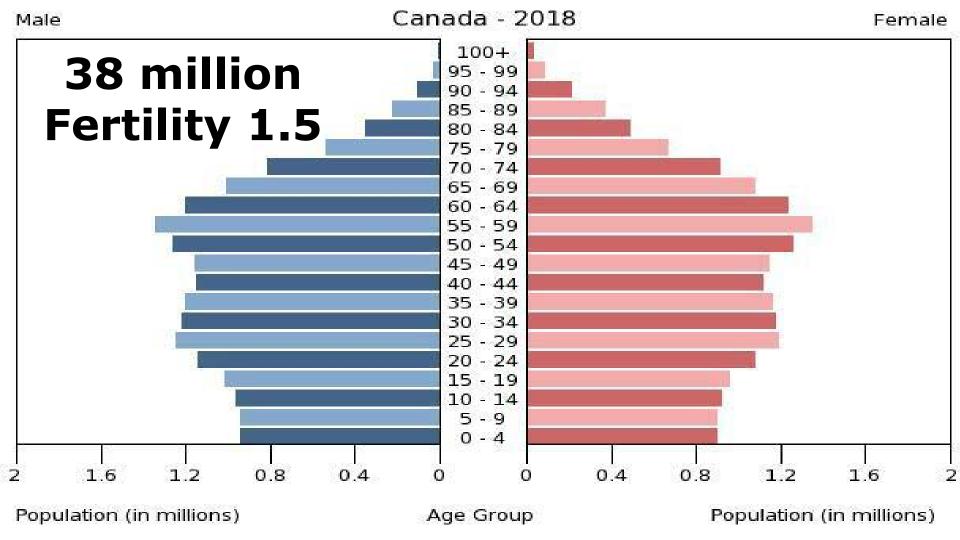
Russia and Ukraine combined population of 187 million



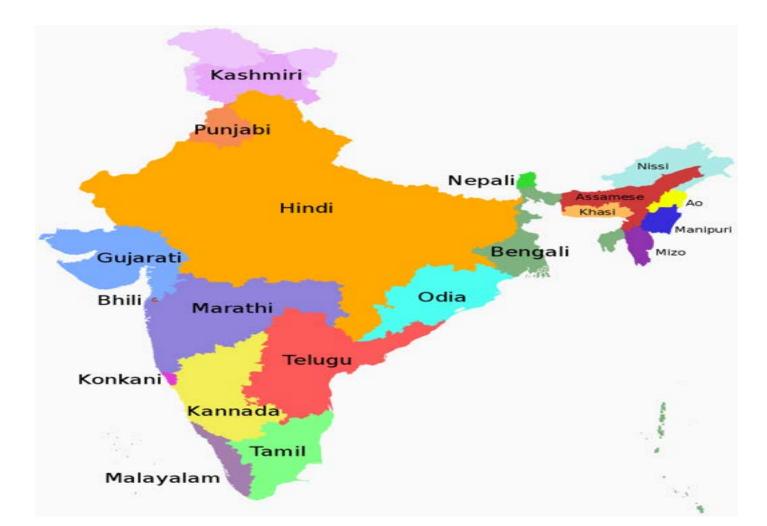


What is the biggest enemy to any society, culture, and government?









India

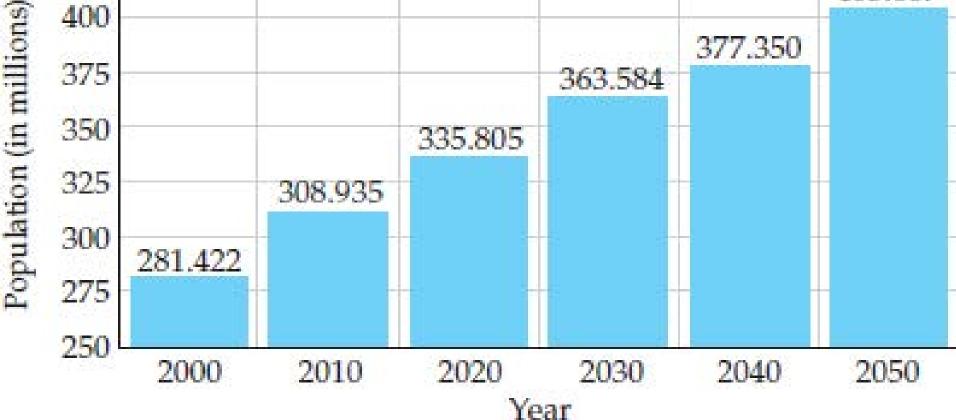
- 1.4 Billion People
- Largest democracy in the world
- · 600,000,000 under age of 29
- 800,000,000 actively vote
- 2029 Projected to be 3rd largest economy
- Emerging market? Good Partner for US?

Mumbai, India

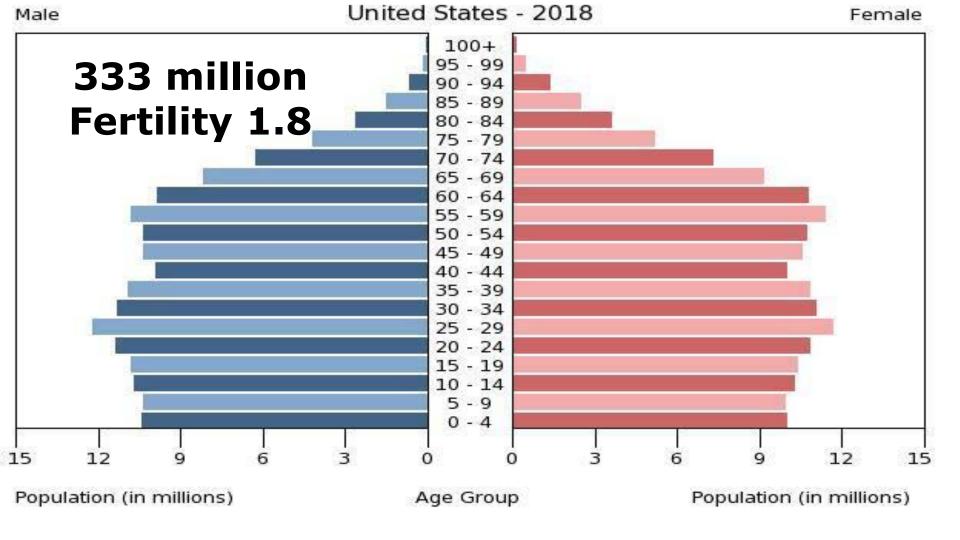


The United States represents 4% of the world's population, but precipitates 30% of the world's economy!

U.S. Population Projections: 2000–2050 403.687



425





Housing spike by the numbers:

330,000,000 people living in the USA.

78,000,000 Baby Boomers and 88,000,000 Millennials were living under one roof.
One half of our population.

The Millennials are finally moving out.

We are 25,000,000 plus housing units short Housing is the economy. The economy is housing!

4 Factors to Protect & Insulate...

- Baby Boomers \$100 Trillion
- 60 Million Immigrants Taxes
- Gen Y 88 Million
- Gen Z 82 Million

Robust pipeline – Heavy Lifters!

Remember There are three types of people in the world. Those that can count, And those that can't.

Big Changes Ahead!

- 2020 will "Decade of Disruption"
- Disruption = Innovation & Opportunity
- The Pandemic in the rearview mirror
- Gen Y's impact on work, this country and the world will be significant.
- Protect & Insulate Invest in Talent

My Message...Simple Math

- Demographically ...North America is strong
- Power of the people are on our side
- Let's go forth and...BE BOLD...BE SMART...
- And if fear knocks at the door.....



Link to A-Player Checklist







WORLD CLASS



My message...Simple Math

- The people who are going to shape this country/world 50 years from now...
- People are the most powerful & consequential forces on earth
- Talent #1 Strategic Priority

And if fear knocks at the door.....

We will continue to live in a Complex, Ambiguous, and Dynamic environment

- It will get <u>Complicated</u>
- It will require us to <u>Change</u>
- And as Leaders...

When we Starring into the Face of Change ...









Lose the uncertainty. The best days for the United States and the Americas are ahead of us, not behind us!

Believe it!

My message...Simple Math

- Demographically ...this country is strong
- Power of the people are on our side

And if fear knocks at the door.....



Mumbai, India



IRISH NEED NOT APPLY

Last One In



Gen Y weddings will set records!



Generation Y young men flooding technical schools



Huge Paradigm Shift

- Gen X rejected the technical "blue collar" professions
- Gen Y chose tech school, high paying in demand jobs
- Today a good mechanic can earn more than an attorney





Invest in HCD

- 3 Areas to Concentrate
 - Sales
 - Leadership
 - Teams

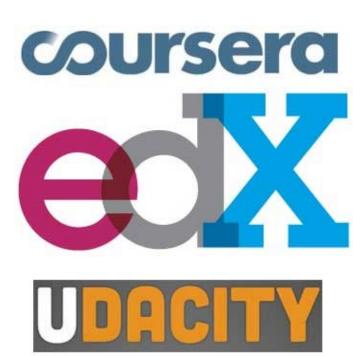
Accounts for 90% of all soft skills development that will make a difference in your business.

Impact on Education? Massive

O pen

O nline

C ourse



Future of education providers

Traditional Education providers?





A Look at K-12 EdTech Engagement

During the 2021-2022 School Year

Average number of edtech tools accessed each month per school district 1,417

This report is based on a sample of:

56bn+
interactions

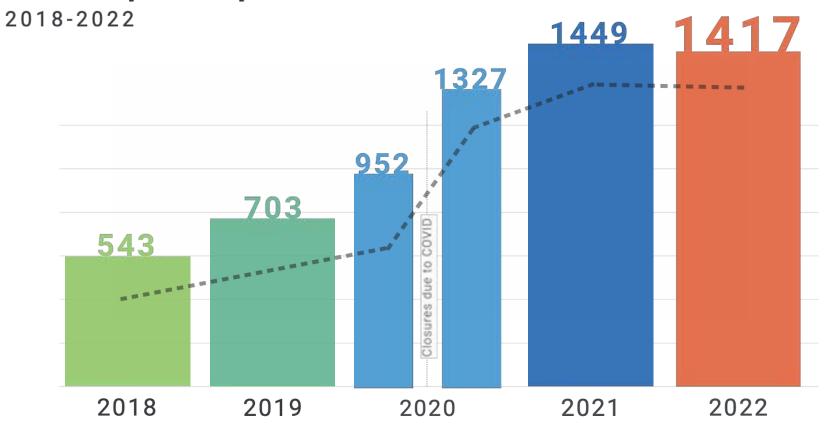
2.9m+

330k+

8k+
edtech tools



The Rapid Expansion of EdTech





A Look at K-12 EdTech Engagement

During the 2021-2022 School Year

This report is based on a sample of:

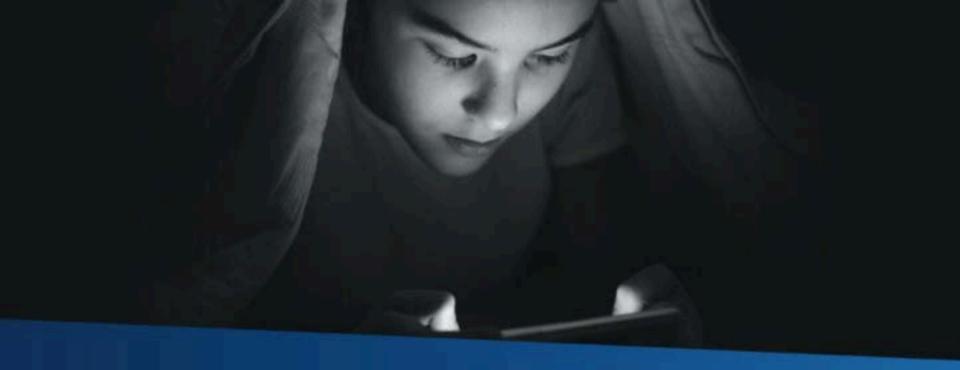
56bn+
interactions

2.9m+

330k+ educators

8k+
edtech tools





THE MOST DANGEROUS PLAYGROUND IS NOW ... IN OUR KIDS' POCKETS

Hardcore Pornography on Digital Devices Is Damaging America's Children