

BETAS - THE RISE OF THE NEW B2B DECISION-MAKER



Jennifer Shaw-Sweet

EMEA Lead, B2B Institute



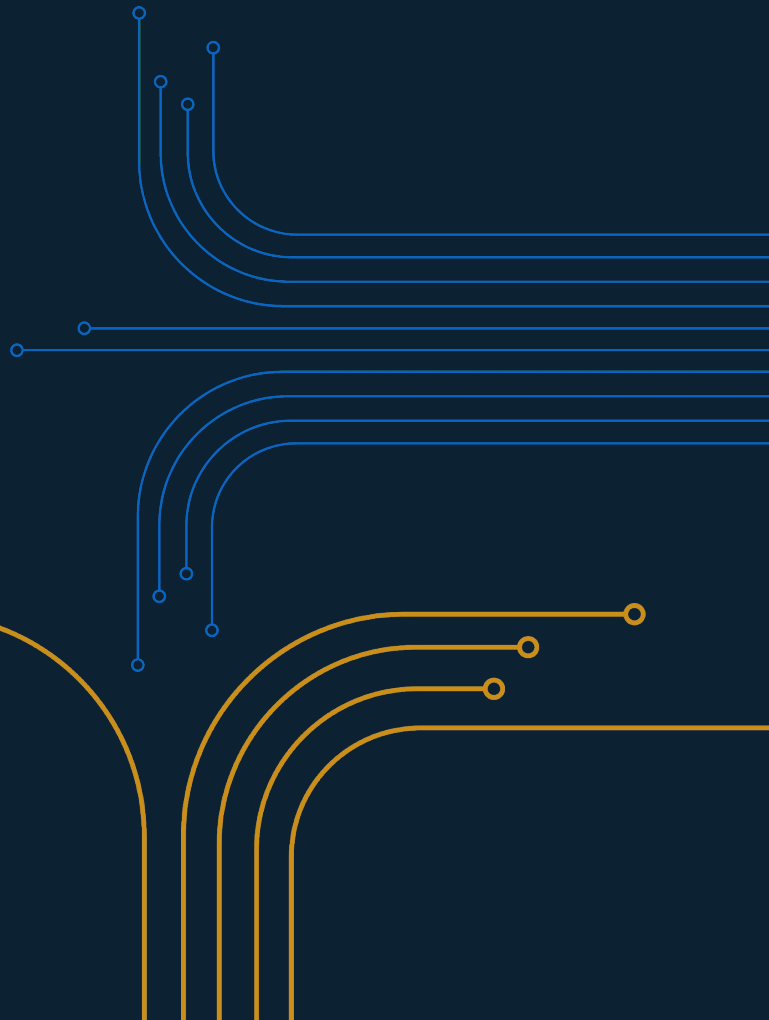
Work in BETA

The Rising Business Decision Makers



Jenny Shaw-Sweet

EMEA Lead, The B2B Institute at LinkedIn



Everyone is obsessed with reaching decision makers

But do we really know
who today's --- or even
tomorrow's decision
makers are?



There's a new generation of decision makers

For those joining the workforce over the past 20 years, digital, social and smartphone culture are the norm



Spin
Classes



Book a Taxi on an
App



Buy
Clean



Stream
Music

Introducing the BETAs

The first cohort of digital natives to assume positions of seniority in business

B

the line between their life and work is **Blurred**

E

Their identity is defined by professional status, personal brand, and continuous self-**Evolution**

T

Technology has more influence than anything else on the BETA mindset

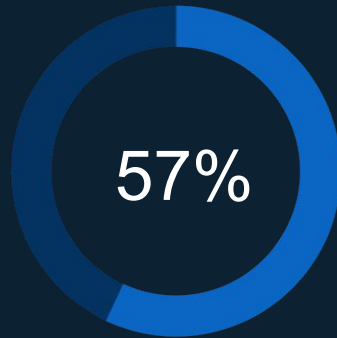
A

BETAs demand brands **Act** on social justice issues.

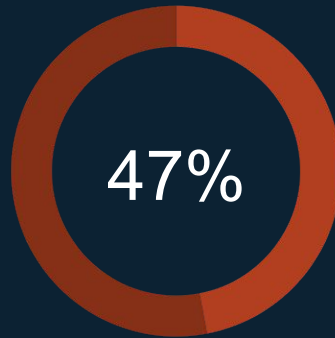


BETAs have significant influence through the buying process

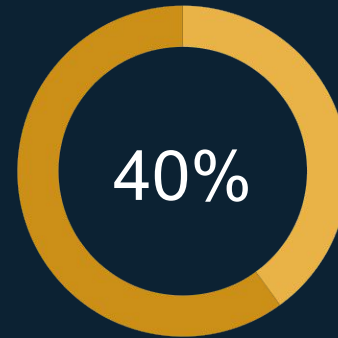
This research can help leaders better understand growing trends in business decision making



Are a Key Influence in Identifying New Business Needs



Are Responsible for Approving Purchases



Are Stakeholders in Testing New Prospective Vendors



Until recently, the impact of this major cohort has rarely been assessed in the context of business

BETAs have officially grown up and their behaviors have infiltrated culture at large



B

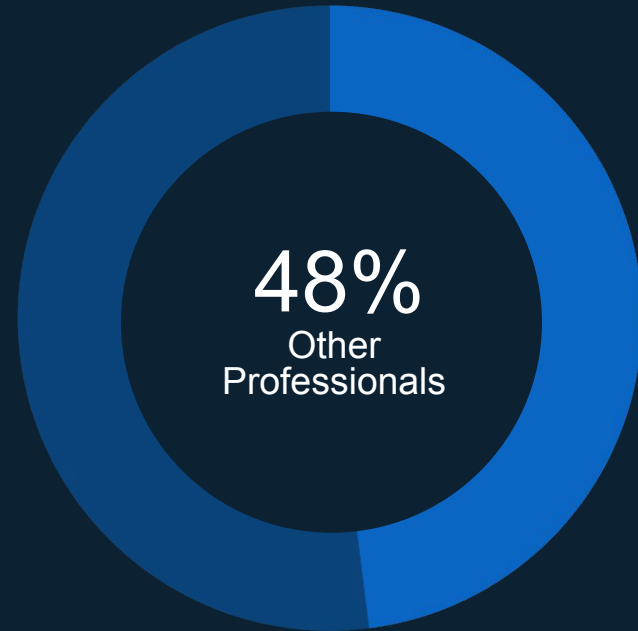
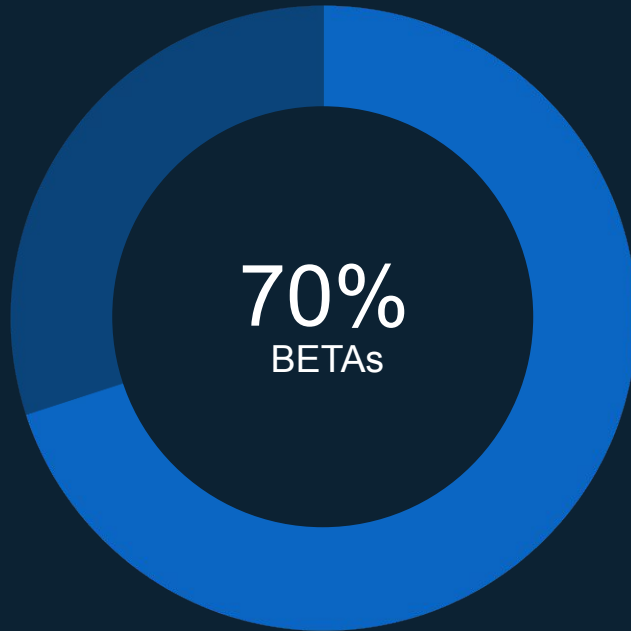
The line between their
life and work is
Blurred.

BETAs are more likely to say that they use services
for both personal & professional reasons

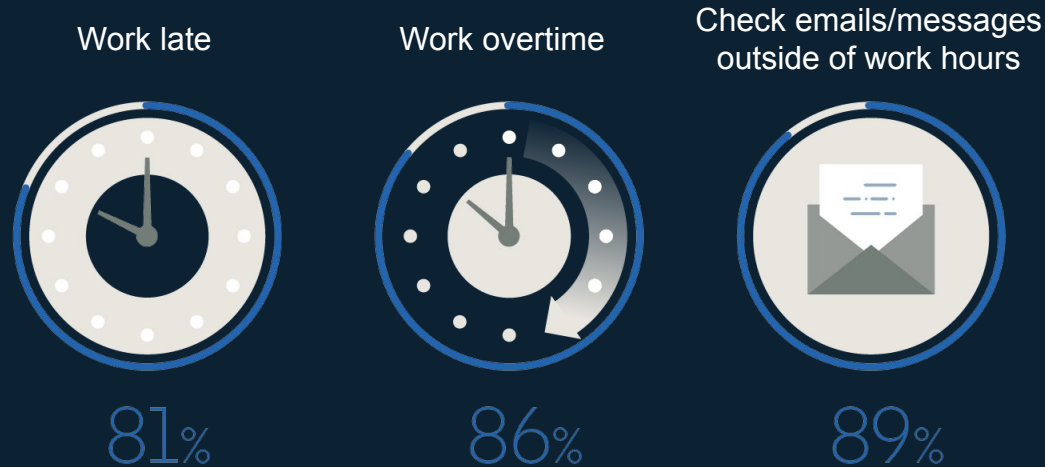
The Zoom logo is displayed in a light blue, lowercase, sans-serif font within a dark blue circular background.The Slack logo, consisting of a colorful icon of four vertical bars (blue, green, red, yellow) and the word "slack" in a white, lowercase, sans-serif font, is positioned within a dark blue circular background.

BETAs are defined, not repelled, by blurred work-life boundaries

BETAs Are Very Interested In Permanent WFH



BETAs are more likely to deal with work life balance strain



% of Business Professionals aged 21-40 who say they regularly do the following



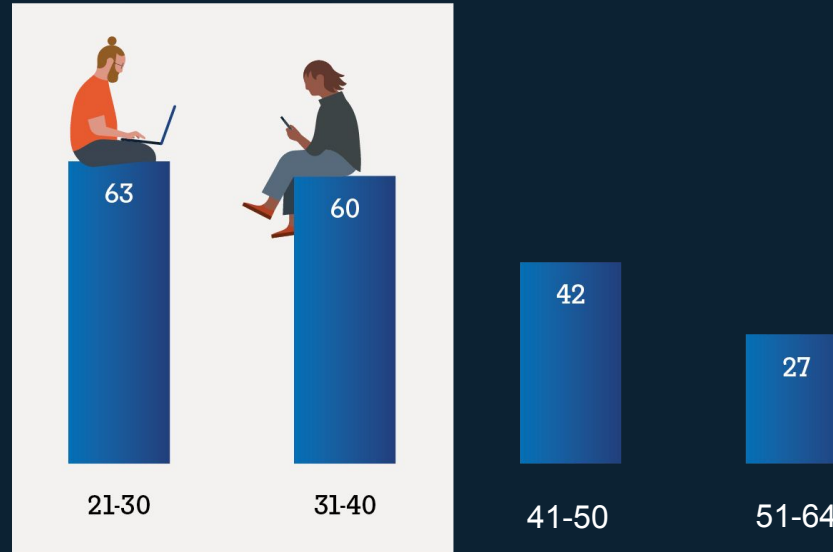
E

For the BETAs, their work is their life. Their identity is defined by professional status, personal brand, and continuous **self-Evolution.**

BETAs care about status

Invest in brand to attract and retain talent

BETAs



% of Business Professionals who agree with the statement "I like to stand out in a crowd"

BETAs want to be innovative but are more risk-averse than they might realize, or choose to let on

BETAs are

2.7 x

less likely to only consider new vendors when an existing contract is up,

and they research

1.2 x

more vendors than Other Professionals do on average...

but they are ultimately

1.8 x

more likely to only buy from a provider they've heard of before.



T

**Technology has
more influence than
anything else on the
BETA mindset**



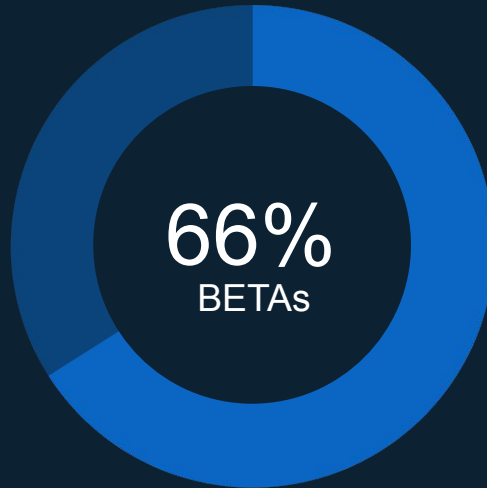
B E T A

Smartphone use tops the list for BETAs' work devices for the first time In 2020

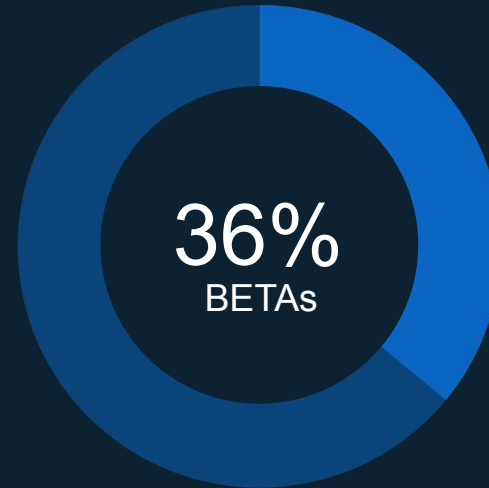
Show up mobile first
and video-heavy

The BETAs are the first “LinkedIn Generation”

Leverage social media to connect with the BETAs



Use social media to
communicate at work



Use social media to keep
up with industry news

BETAs are more likely to use online learning to advance industry knowledge

Package thought leadership in online learning format

The screenshot displays a LinkedIn feed with several posts:

- Featured Post:** A video titled "Working from Home: Strategies for Success" by genConnectU. It is a course with 42m 29s duration, posted on Sep 18, 2020. The description states: "Get tips for successfully working from home. Learn how to stay focused, effective, and sane while balancing work and life." It has 2,695 viewers and a "Save" button.
- Course Post:** "Building Better Routines" by Lisa Shah, 41m duration. It includes the text "Building Better Routines" and "Lisa Shah likes this".
- Course Post:** "Learning How to Shoot Video at Home" by Ash Blodgett, 43m duration. It includes the text "Learning How to Shoot Video at Home" and "By: Ash Blodgett".
- Course Post:** "The Art of Rotoscoping" by Eran Stern, 3h 7m duration. It includes the text "The Art of Rotoscoping" and "By: Eran Stern".
- Media Section:** A carousel of content including:
 - Article:** "Leadership in Action: Issues and Observations—Five Myth..."
 - Book:** "Personal Development All-in-One For Dummies®, 2nd..." (367 pages)
 - Book:** "Communication Strategies for Today's Managerial Leader" (464 pages)
 - Book:** "Power Cues: The Subtle Science of Leading Groups,..." (266 pages)
 - Audio:** "Stop Talking, Communicate"

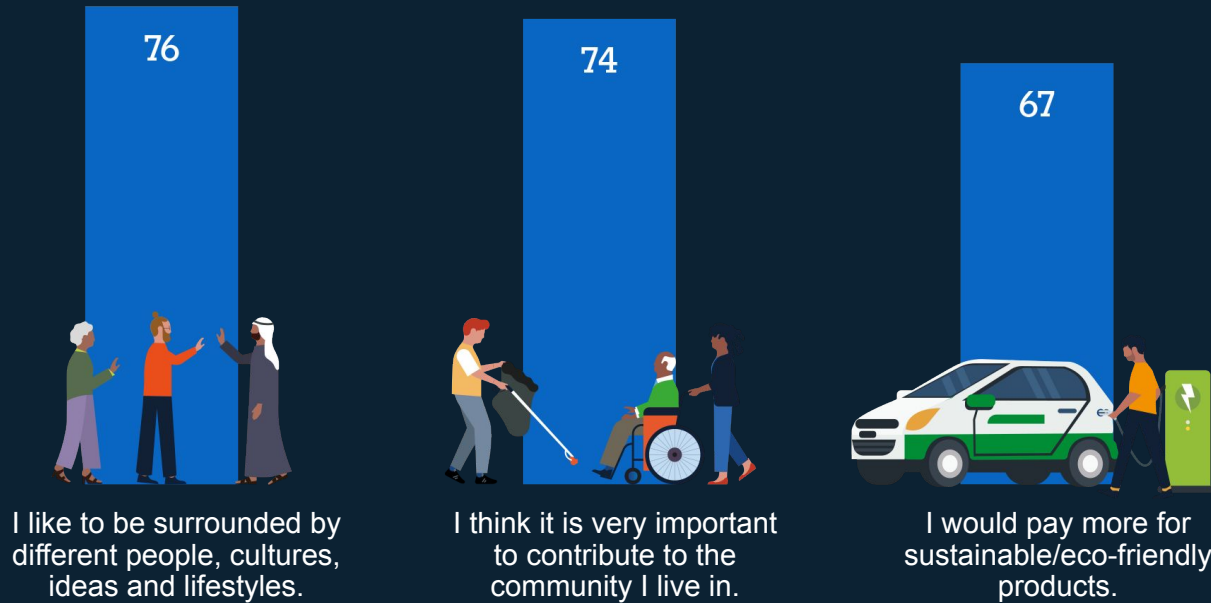


A

As consumers, the BETAs demand brands take **Action** on social justice issues. The same holds true for the BETAs in business.

BETAs care about multiculturalism, community contribution and sustainability

How do these pillars factor into your brand purpose?



% of Business Professionals aged 21-40 who agree with the above statements



Talk is not enough for BETAs.
Meaningful change is expected.

BETAs expect companies to promote diverse leadership, review policies, and audit supplier mix for diversity.

Recap & Recommendations

B

1. Communicate in ways that cut through the noise.
2. Distribute content through social media and other easily consumable digital formats.
3. Guard against burnout.

E

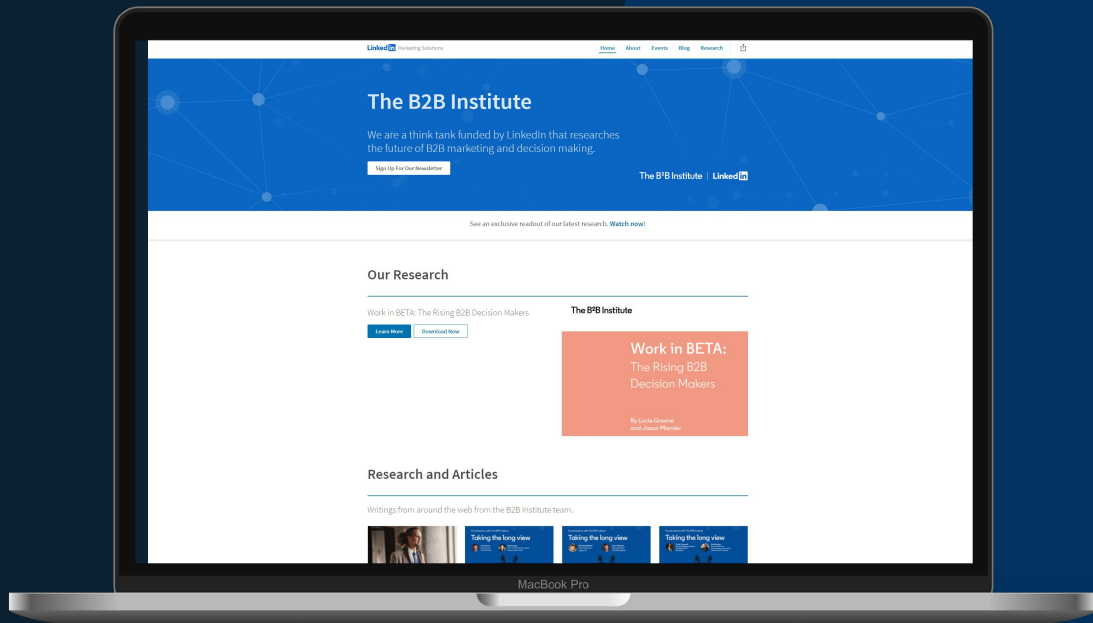
1. Celebrate client wins publicly.
2. Mitigate risk for BETAs' to overcome defensive decision making.
3. Recognize and nurture star talent.

T

1. Ensure that your solutions are seamless and tech-centric.
2. Show up mobile-first and video-heavy.
3. Use tech to gather intelligence.

A

1. Develop a clear brand purpose and invest in your community.
2. Take action on social issues that impact your community.
3. Invest in the long term, even if it means short-term sacrifices.



Check out
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to learn more!

And follow us on LinkedIn!

Connect
on LinkedIn!



That's The Show.

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