

Influencing Food Equipment Buyers



The Science of Values & Influencing People

Curious things that led
to doing well & good

The Story of Bob & Sally



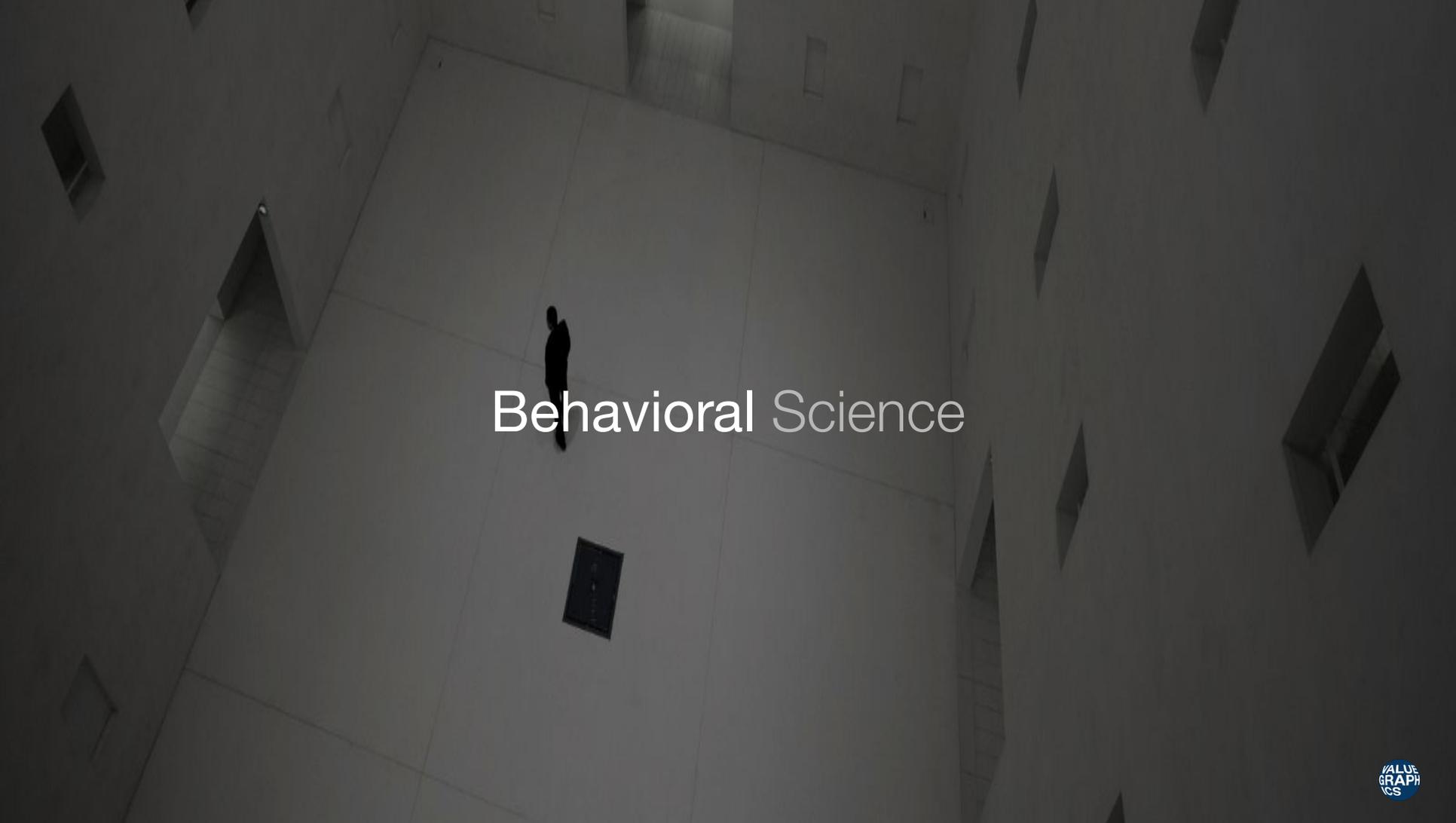
Who were
The Mysterious 90%?

A large crowd of people is shown at night, with many individuals holding up their smartphones. The screens of the phones are illuminated, creating a dense field of bright, starburst-like light flares against the dark background. The overall atmosphere is one of collective participation and engagement.

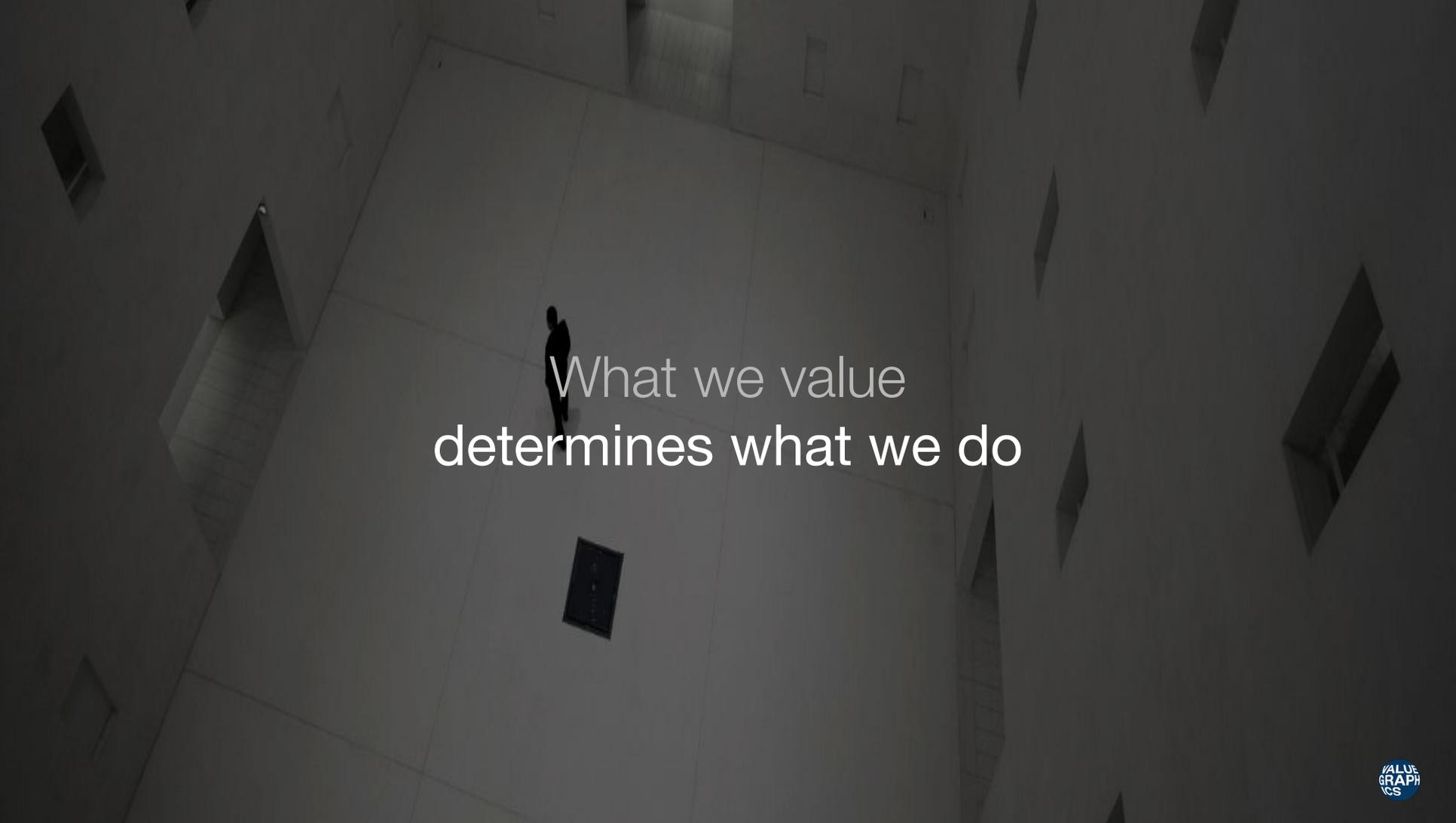
Every organization wants
to engage and motivate people

A dark, narrow alleyway at night. The ground is covered in snow and ice. Streetlights illuminate the scene from above. Buildings line both sides of the alley. The overall atmosphere is cold and quiet.

Three Friends in an Alley at Midnight



Behavioral Science



What we value
determines what we do



The Human Genome Project
The Valuegraphics Project

Turns out the answer is 56



A wooden three-legged stool is positioned in the center of the frame. The stool has a round seat, a smaller round footrest, and a circular base. It is set against a dark, textured wall. In the background, a window shows a blurred view of an outdoor area with a fence and some greenery. The overall lighting is low and moody.

The future of insights
is a **three-legged stool**



Demographics describe
Psychographics record
Valuegraphics motivate

A large, jagged iceberg floats in the ocean under a dark, cloudy sky. The iceberg is the central focus, with its sharp peaks and deep shadows. The water is dark and textured. The overall mood is somber and mysterious.

Let's look at some data

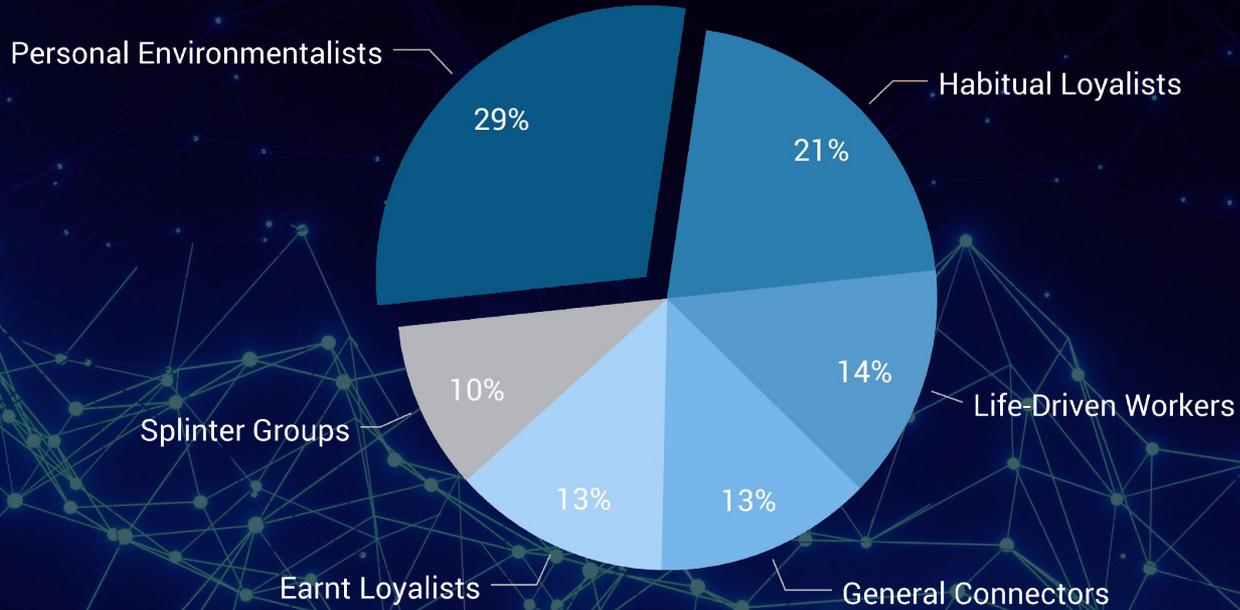
Unlocking + Extrapolation

Equipment decision influencers in food manufacturing facilities

Senior roles in procurement & engineering

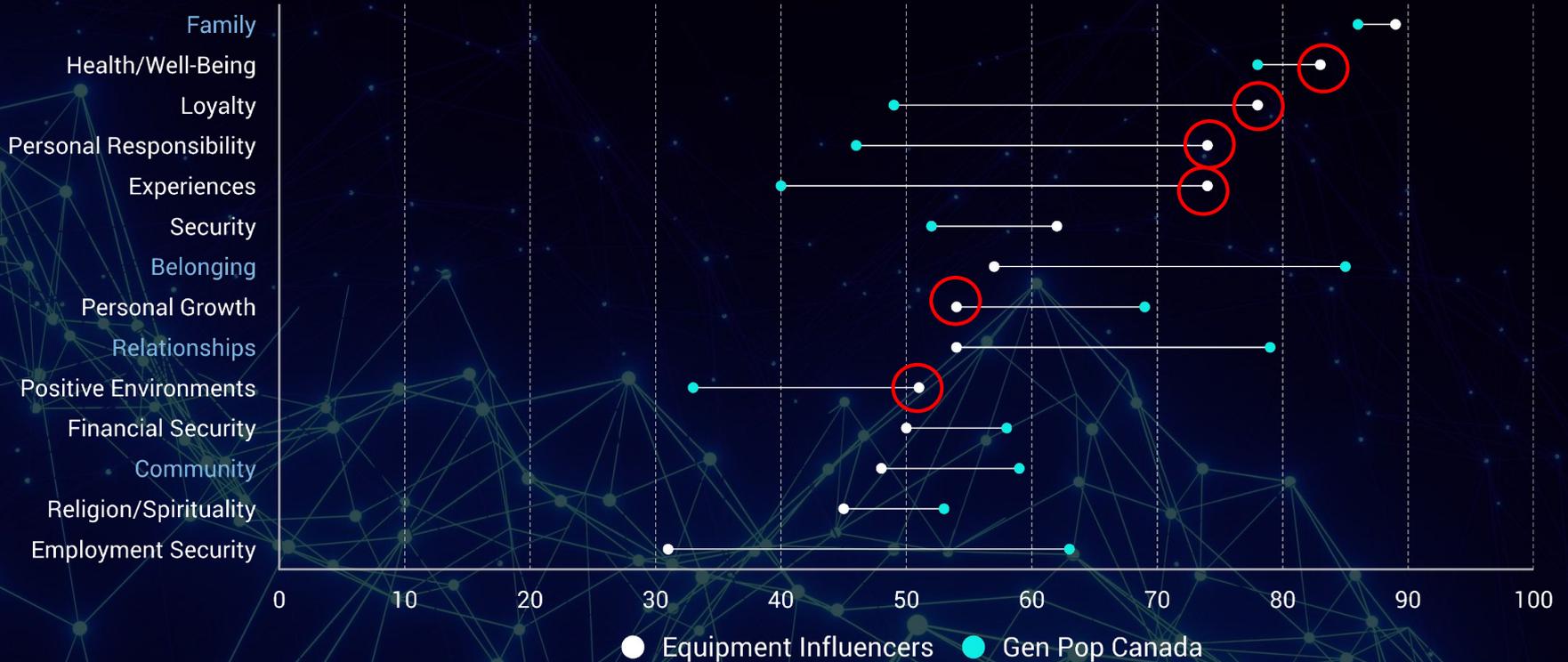
Equipment Influencers

Audience Segments



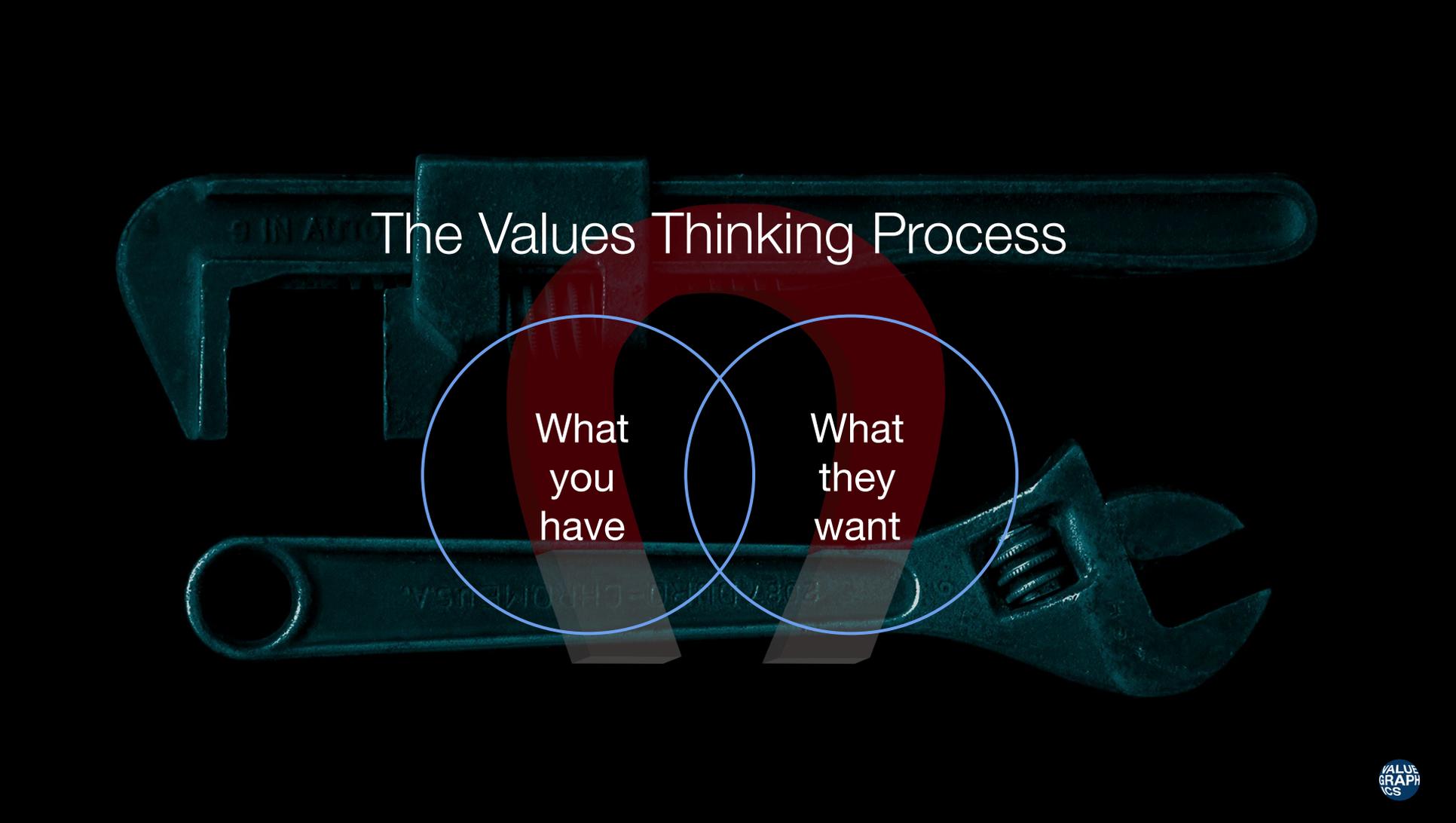
Equipment Influencers vs. Gen Pop Canada

Top Ten Values + Togetherness Cluster





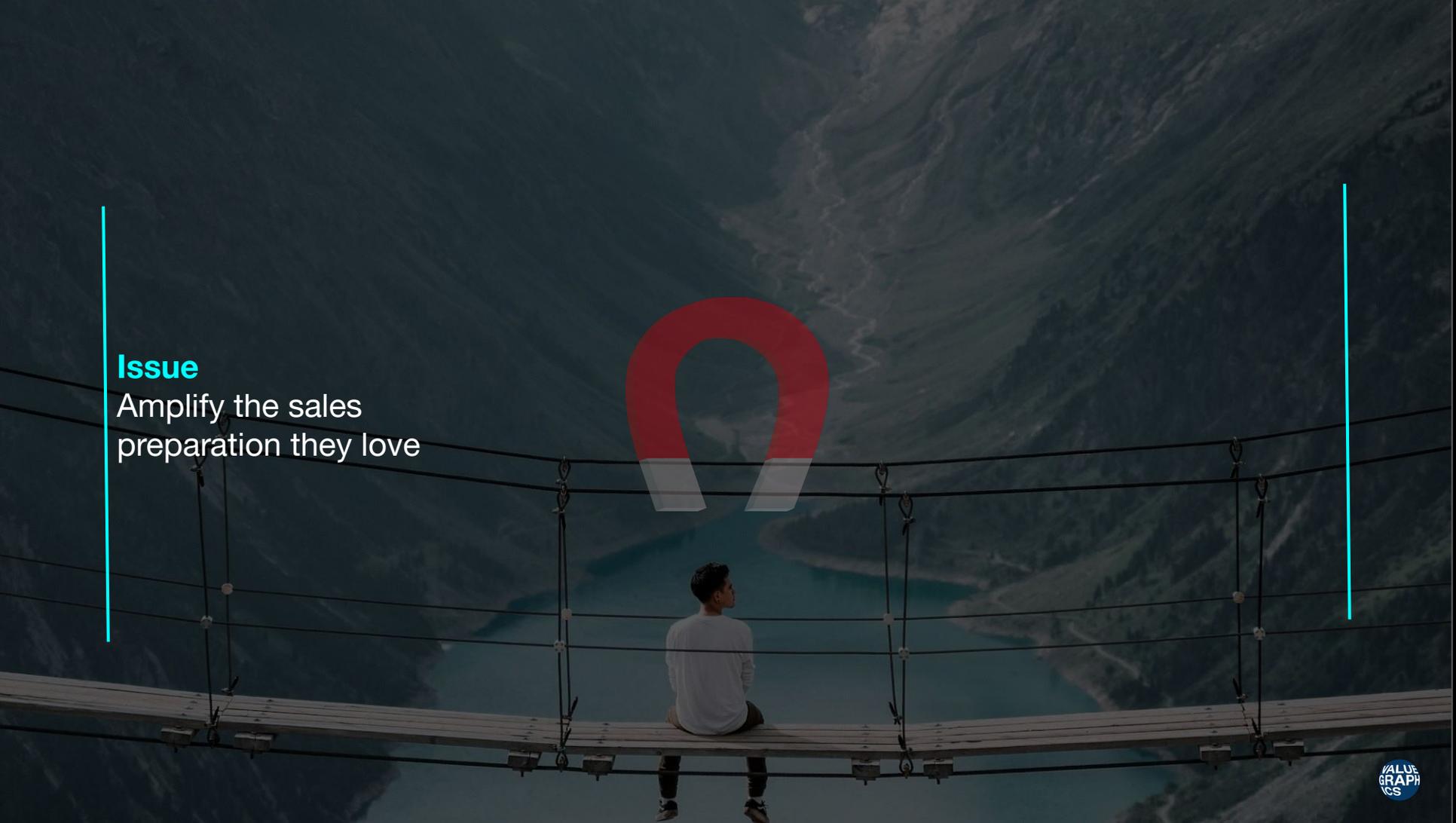
Health & Well-Being
Loyalty
Personal Responsibility
Experiences
Personal Growth
Positive Environments



The Values Thinking Process

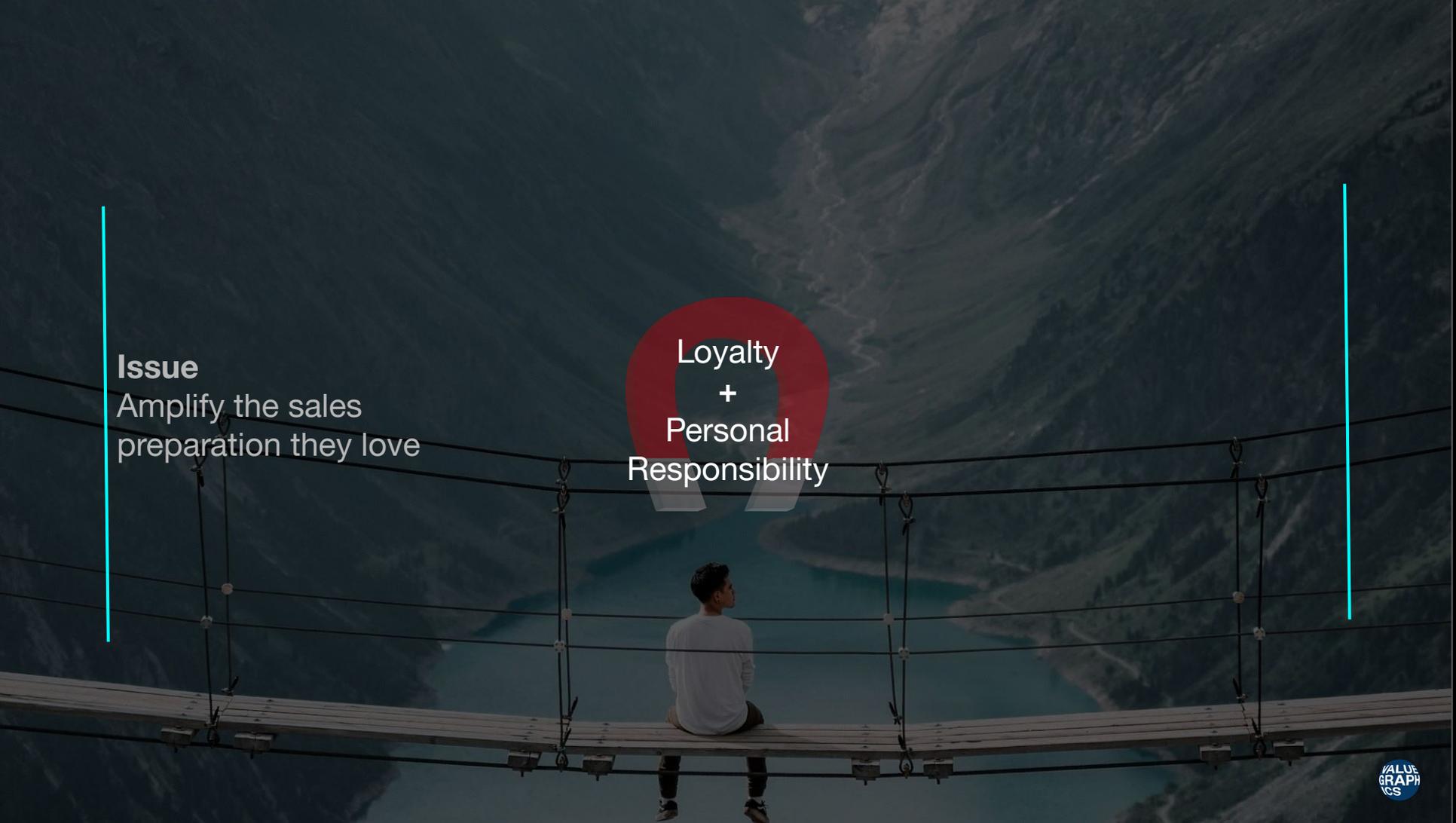
What
you
have

What
they
want

A person is sitting on a suspension bridge, looking out over a vast valley. A large, stylized red question mark is superimposed in the center of the image. The scene is dimly lit, suggesting dusk or dawn. Two vertical cyan lines are positioned on the left and right sides of the image.

Issue

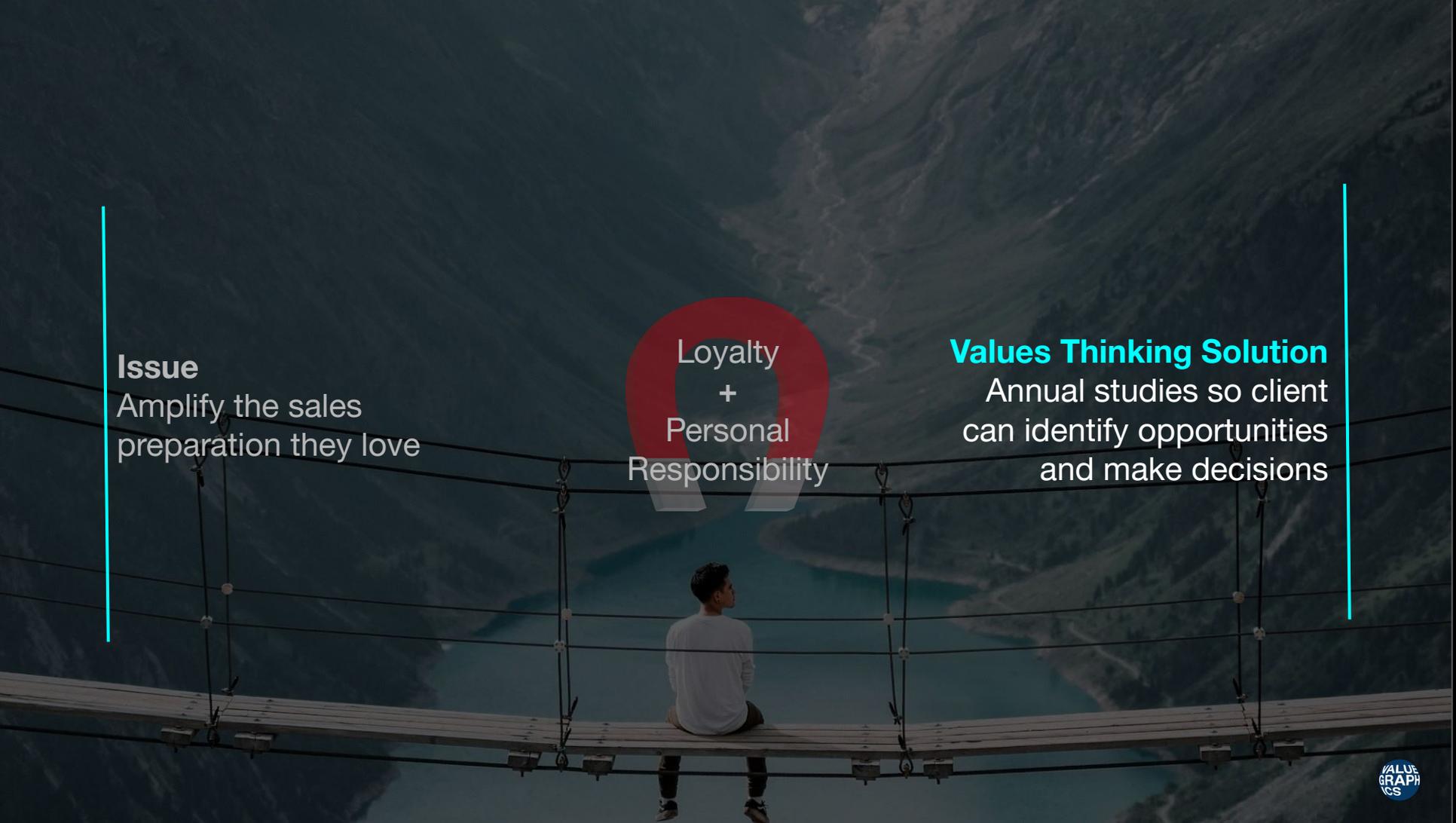
Amplify the sales
preparation they love



Issue

Amplify the sales
preparation they love

Loyalty
+
Personal
Responsibility



Issue

Amplify the sales preparation they love

Loyalty
+
Personal
Responsibility

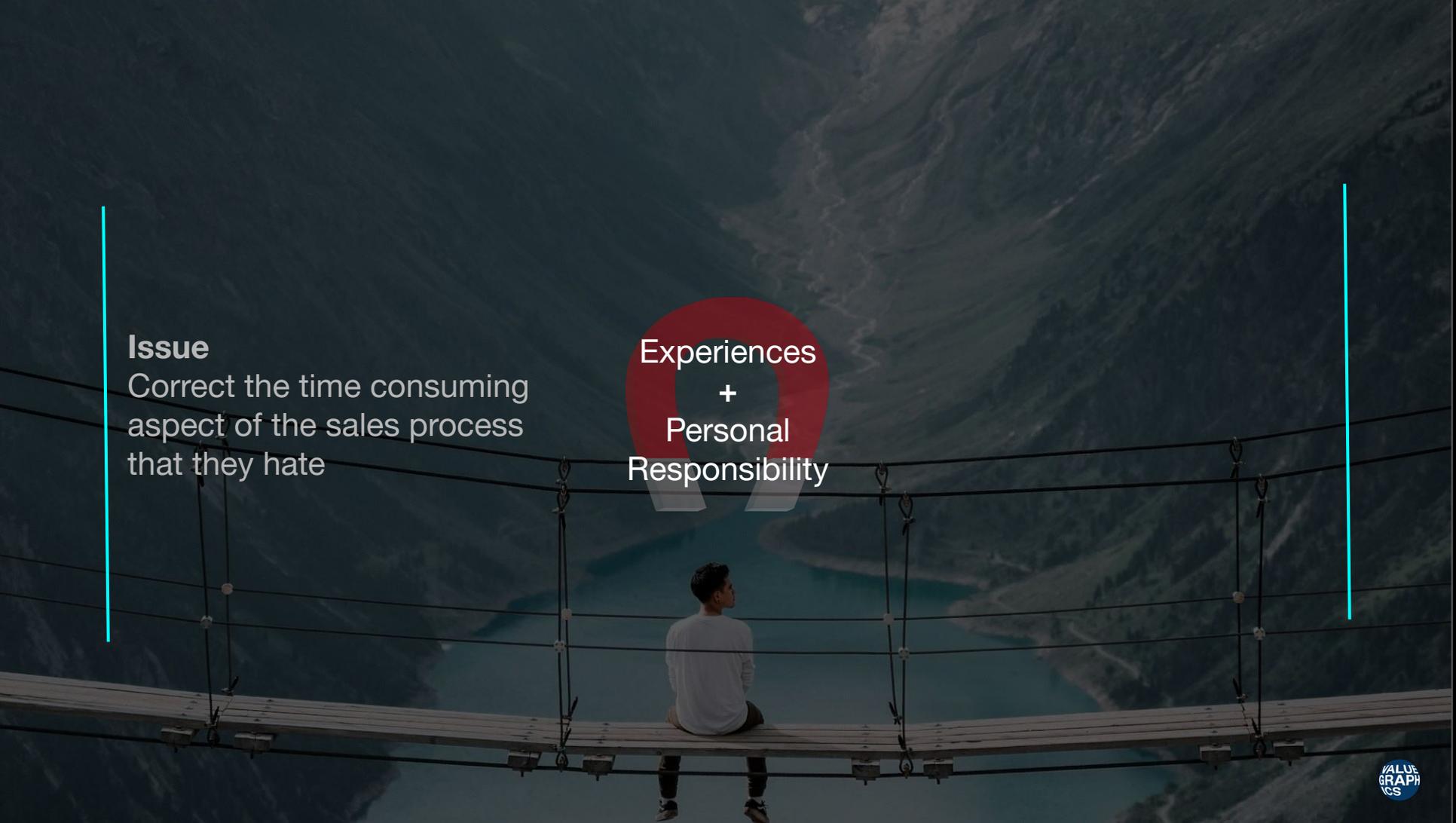
Values Thinking Solution

Annual studies so client can identify opportunities and make decisions

Issue

Correct the time consuming aspect of the sales process that they hate





Issue

Correct the time consuming aspect of the sales process that they hate

Experiences
+
Personal
Responsibility

Issue

Correct the time consuming aspect of the sales process that they hate

Experiences
+
Personal
Responsibility

Values Thinking Solution

Automate the time consuming portion of the sales process to give the client control

Issue

Give them the personalization and situational knowledge they want from their sales representatives



Issue

Give them the personalization and situational knowledge they want from their sales representatives

Personal
Growth
+
Loyalty

Issue

Give them the personalization and situational knowledge they want from their sales representatives

Personal
Growth
+
Loyalty

Values Thinking Solution

Use virtual assistants to gather niche intelligence to write a regular personal letter with useful insights

Issue

Canadian manufacturers are slow to adopt automation compared to US counterparts



Issue

Canadian manufacturers are slow to adopt automation compared to US counterparts

Health &
Well-Being
+
Positive
Environments

Issue

Canadian manufacturers are slow to adopt automation compared to US counterparts

Health &
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+
Positive
Environments

Values Thinking Solution

Position the automation advantage around personal environments, and reduction in negativity

Three ways to find
the values of your target audience

Custom Valuegraphic Profiles

We Are All the Same Age Now
Use the Archetype Quiz

The Three Telltale Questions

1

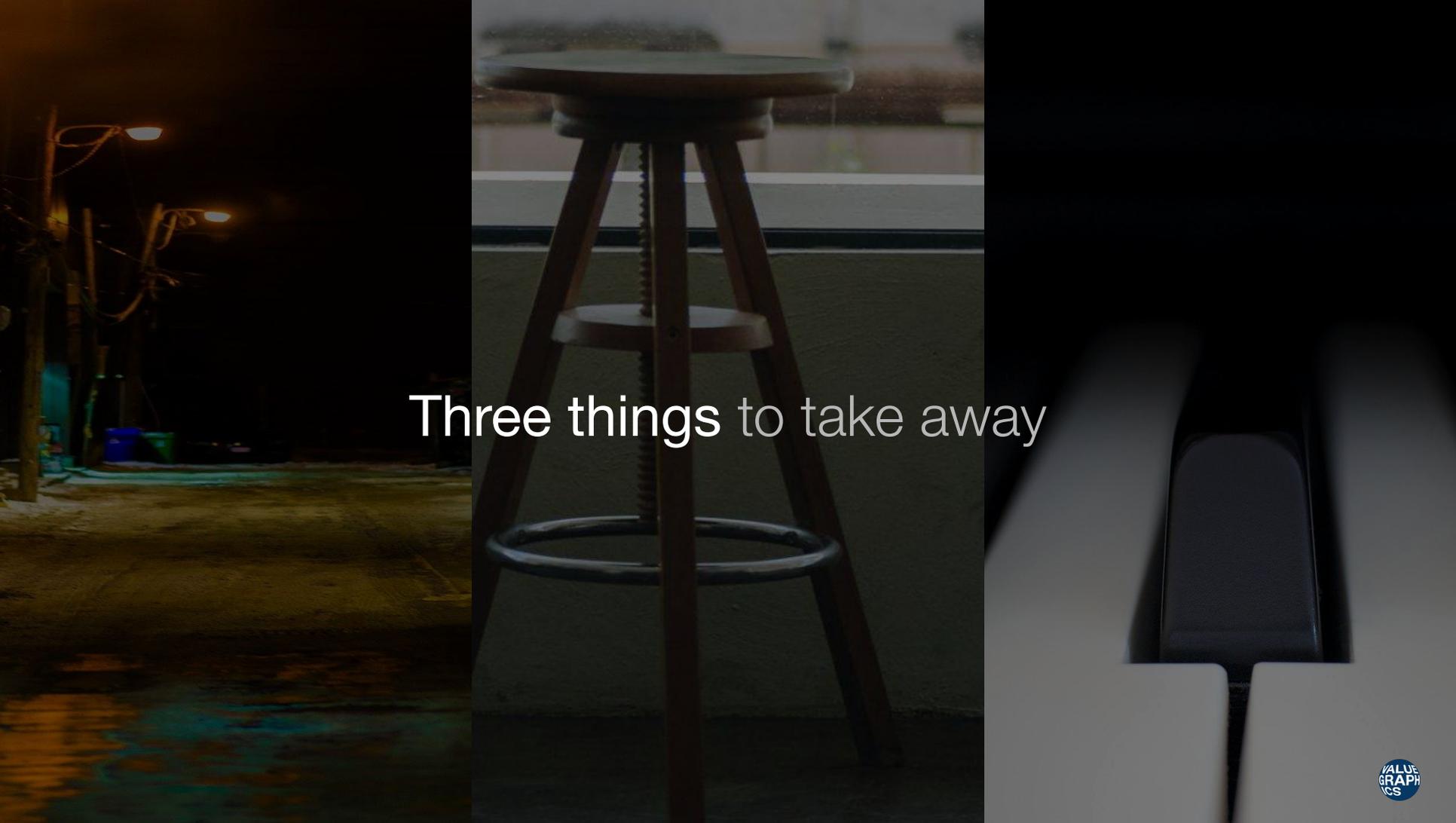
Why do you go to work?

2

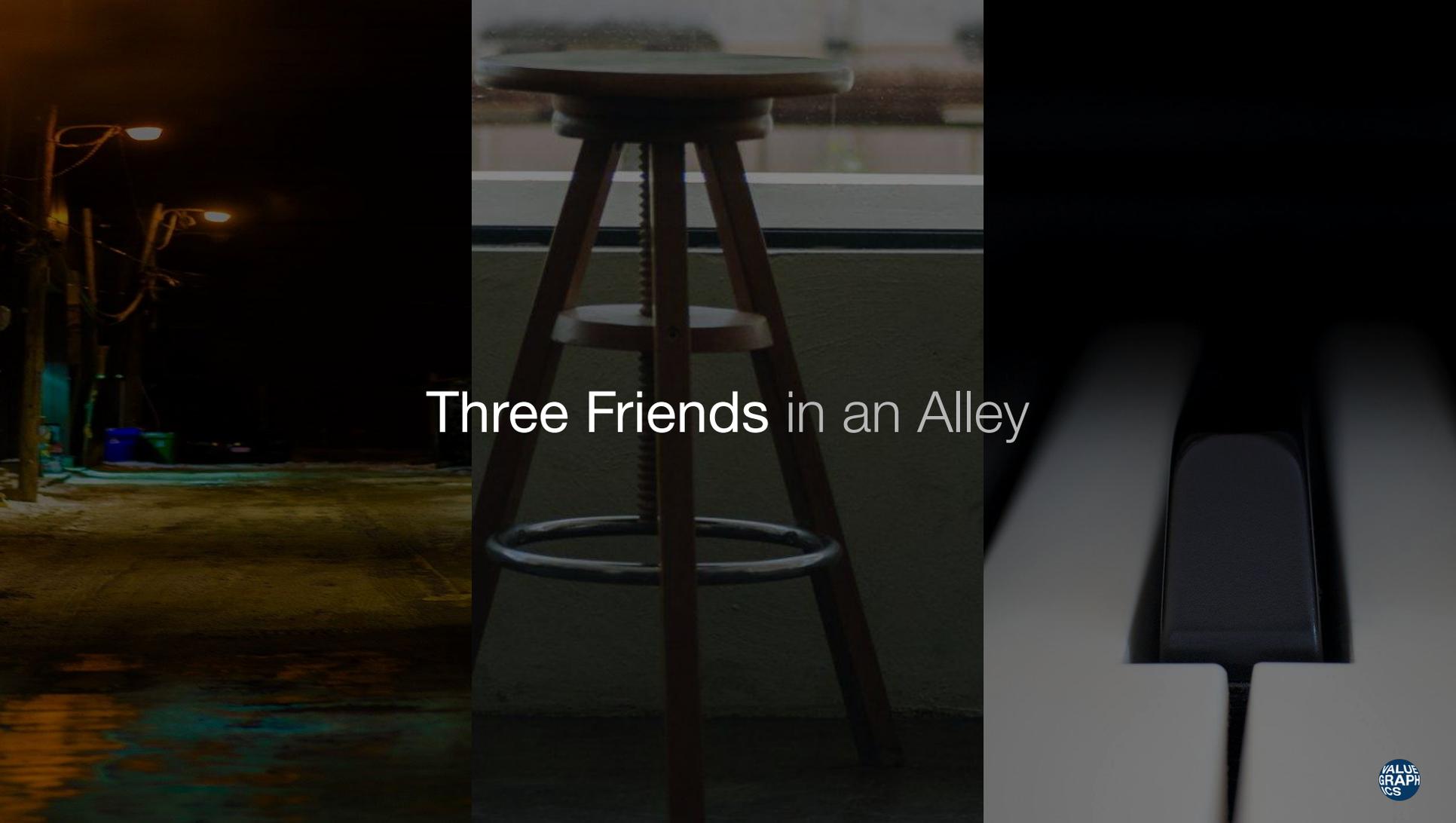
Why would you give away
half your lottery winnings?

3

What would you say to your
10-years-ago-self. And why?

The image is a vertical collage of three distinct scenes. The left panel shows a dark street at night, illuminated by warm, yellowish streetlights. Bare tree branches are visible against the dark sky. The middle panel features a wooden stool with a circular seat and a lower ring, positioned in front of a window. The stool's legs are splayed out, and a window sill is visible above it. The right panel is a close-up, slightly blurred view of a dark-colored car seat, showing the backrest and part of the seat cushion.

Three things to take away

The image is a vertical collage of three distinct scenes. The top section shows a dark alleyway at night, illuminated by warm streetlights, with a blue and green light reflecting on the ground. The middle section features a wooden stool with a circular seat and a central vertical post, positioned in front of a window. The bottom section shows a close-up of a dark car seat. The text 'Three Friends in an Alley' is centered across the middle section.

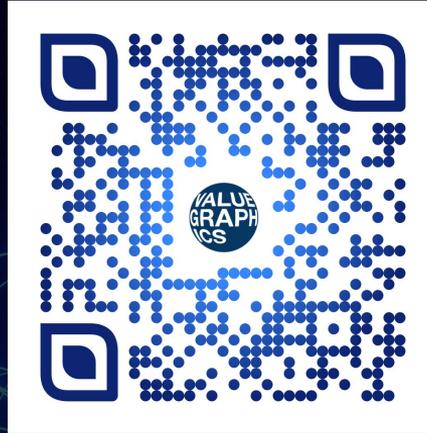
Three Friends in an Alley

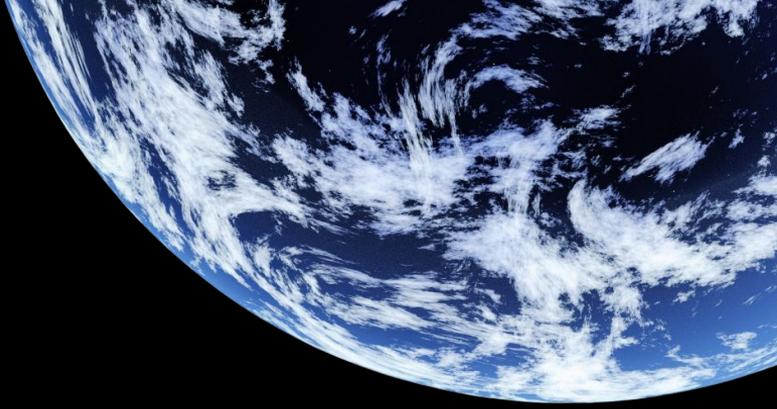


Three Friends in an Alley
The Three Legged Stool

Three Friends in an Alley
The Three Legged Stool
The Three Telltale Questions

Three Videos & Valuegraphics Labs





Let's end where we started



The Mysterious 90%
weren't so different after all



10.5% is the best we could hope for



But this is bigger than all of that.
It's bigger than all of us.



Demographic profiling perpetuates binary thinking, and harmful stereotypes

A close-up, black and white photograph of a hand holding a globe. The globe is the central focus, showing a grid of latitude and longitude lines. The lighting is dramatic, with highlights on the top and left edges of the globe and the hand, while the rest is in deep shadow. The background is dark and out of focus.

But here's the good news...

A pair of hands is shown holding a small, translucent globe of the Earth. The globe is centered in the frame, and the hands are positioned around it, with fingers gently gripping the base. The background is dark and out of focus, emphasizing the hands and the globe. The text is overlaid on the globe.

If we just change the way we look at people
we will change what happens with our work

A close-up photograph of a person's hands gently cradling a small, clear glass globe of the Earth. The globe is centered in the frame, showing the continents and a grid of latitude and longitude lines. The person's hands are visible at the bottom and sides, with fingers slightly curled around the globe. The background is dark and out of focus.

And if we just change the way
we look at each other
we will eventually change the world



#valuesdriven | valuegraphics.com