The Training Guide to Millennial Decision Making. ... The so-whats of systems 1 & 2

Hunter Thurman
System 1 // System 2
Fast // Slow
System 1 // System 2
Fast // Slow
Instinct // Thought
Hold your horses...
So what...?
Expert: Control via MASTERY OF INFORMATION

Alpha: Control via INSTINCT & DOMINANCE

Triber: Control via SOCIAL BELONGING

Diver: Control via SENSORY CONNECTION
habits of Control
Sorts

Intensities

Bi-Polars
Millennials
Millennials
GenXers
Boomers
Boys vs. Girls
Millennials’ Two Shopping Styles
Millennial Men
Alpha Shopping Style:

- Impulsive
- High time efficiency
- Low price sensitivity, High brand awareness & trust

Millennial Men
Appeals to Alpha Brain:

☐ Emphasizes quality over low price

☐ Smaller selection per category minimizes distraction

☐ Smaller store optimizes time efficiency
The Alpha Brain:

- Notices visuals like colors, shapes, textures
- High novelty seeking in products and experiences
Millennial Women
Millennial Women  GenX Women  Boomer Women
Millennial Women

Expert Shopping Style:

- Rational purchases
- Highly comparative, value-minded
- Equipped with knowledge to hunt for value
Appeals to Expert Brain:

- Emphasizes value
- Larger product selection enables comparative shopping
The Expert Brain:

- Notices verbal information more than visual
- Evaluates products by comparing product claims and attributes to their list of practical needs
Unlock more...
Millennial Card Series: HabitsofControl.com