**Marketing 3.0**

In the book *follow a winner*, the employees seek grow and performance. In the book *big risk* the employees look for a good reward. In the book *lifestyle* the employees look for flexibility. Finally in the book *save the world,* employees seek opportunities to contribute to a major mission. Understand segmentation of employees gives employees inspiration to develop a unique experience of their segment. Apart from this, it helps companies to fire their inadequate employees that will probably deviate from values and destroy experience of capable ones. In Marketing 3.0 this unique experience must be collaborative, cultural and creative.

Employees must work in specific segments, where their essential values can be practiced. A company who loves to risk, with creative values could be sufficient in sector of risk and reward.(high risk, high reward). Companies of cultural values, offering opportunity to sell its products to people of low revenues would be ideal for segment of expressive handling (or save the world). The sector of personal expertise and team work is the safe sector for companies with collaborative values that offer opportunities to work with other people worldwide.

**Give autonomy to employees in order to make changes**

A Chinese proverb says : ‘’*Tell me and I’ll forget, show me and I’ll remember’’; engage me and I’ll conceive’’.* This is important for empowerment of employee. Employees must participate and they should be autonomous in order to act. The values of company have changed their lives. Now it’s your turn to change the life of others. It has to do with creating a platform, from which employees can make the difference.

The empowerment of employees can include many types. The most common one is volunteers. In *Volunteering for Impact,* Hills and Mahmud claim that volunteer work can have a strong impact, if there is a strategy that uses resources of company.