**Marketing 3.0**

**Change the Life of Employees**

The values of company S.C Johnson as a company that is familiar to fifth handling are obviously familiar values. The company is making a big effort to promote values not exactly along with consumers but also along with employees. Work in a company with relative values implies adopting a balanced lifestyle between family and work. It’s what employees of S.C Johnson have. Husband and wife that both work in S.C Johnson, can be suggested together to realize projects abroad. In S.C Johnson there are not business sessions on Saturdays, as employees don’t go out late, and thus they spend weekend with family. Work in S.C Johnson can turn employees to family life. The values of company have a direct impact on life of employees. Erickson and Gratton call this ‘’a unique experience within company’’. In order to create a unique experience, you need to understand motivation of employees. Studies done by Erickson, Dychtwald and Morrison reveal their segments of employees :

1. The segment of *little obligation and easy performance*, is a group of employees seeking victories rapidly.
2. The segment of *flexible support,* a group that follows flow as it still not considers work as priority.
3. The segment of *risk and compensation* includes employees that consider jobs as opportunities as challenge and motivation.
4. The segment of *individual expertise and group success,* looks for employees offering team work and collaboration.
5. The segment of *safe progress* that looks for a path of promising career.
6. The segment of *expressive transmission,* provides opportunities to create a long lasting impact to company.

This segmentation is slightly similar to structure of segmentation of employees developed by McKinsey & Company. The study of McKinsey includes four types of employees :