Invited Speaker Abstract
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Title of Presentation:

Influencing is knowing your client

1. Abstract

Picture three men, all diagnosed with diabetes type 2. Obviously they would receive the same approach to overcome or deal with their health issues, however does the one size fits all solution have the maximum impact? People may have the same challenges concerning nutrition, dealing with their diabetes type 2, being overweight or struggling with other health issues. However, the way they can be motivated to work on their nutrition and eating behavior is different for everybody, given their different needs and motivations towards nutrition.

To gain insight in these needs and motivation, the Ipsos Censydiam framework is used to build a segmentation based on people. You can see that every client has a different motivation and a fundamental need with regard to nutrition. This translates into a maximum of 8 different segments or groups of people that need a different approach to be motivated.

Using these segments in practice means that they are translated into persona's which provide guidance in how to communicate the same message, but tweeking it to the specifics of the different segments. As a dietitian you can respond to one or more segments in your one-on-one sessions with your client or when communicating through social media to your target audience and clients and use it in influencing.

2. key references

Towards a better understanding of Motivational Consumer Behavior: a cross validation construct validation and Application of a Psychology Taxonomy of Consumer Motives, Geeroms & Van Kerkhove, 2007

The Naked Consumer Today: Or an Overview of why Consumers Really Buy, Jan Callebaut, Hendrik Hendrickx, Madeleine Janssens.

https://www.ipsos.com/sites/default/files/ct/publication/documents/2018-07/censydiam_true_colours_print-sm.pdf

3. key messages

1. How to determine who your clients are?
2. How to determine who follows you on social media?
3. Knowing your client gives you the power to influence