

Developing Generational Techniques Strategic Action Sheet ®

TRADITIONALISTS <i>Loyal Stabilizers</i>	BABY BOOMERS <i>Idealistic</i>	GENERATION X <i>Skeptical</i>	MILLENNIALS <i>Hopeful</i>	GENERATION Z <i>How & How Fast</i>
BIRTH YEARS				
1920 - 1946	1946 - 1964	1965 - 1980	1981 - 2000	2000 - Current
CHARACTER CHANGING EVENTS				
WW II, Korean War, Great Depression, G.I. Bill	Vietnam War, JFK, MLK Assassinations, Cold War	Gulf War, Fall of Berlin Wall,	Internet, 9/11, 2008 'Great Recession'	The 'Cloud,' 2008 'Great Recession'
WORDS THAT WORK				
reliable, responsibility, duty, patriotic, value, loyalty, discipline	team, consensus, giving back, causes, making a difference, features and benefits, independence, creativity, freedom, community (meaning: neighbors, institutions)	results, I, what's in it for me?, brand, realistic, devil's advocate, risk, play hard / work hard (communicate to them:) their interests are being protected	we, team, make a difference, global citizen, technology, balance, innovation, continuum (there are no boxes), connecting friends and family, interactive, community (meaning: friends / virtual)	'how and how fast' rather than 'who or why'; totally 'plugged-in'; crowdsourcing / gather as much information as possible before making a decision; could fill a stadium with contacts
TECHNIQUE: 30-SECOND COACHING				
know they are still going in the right direction / they still have what it takes to be great in their expertise	know they are still going in the right direction / they still have what it takes to be great in their expertise	your wisdom on maneuvering business relationships	need positive course corrections as they go	need positive course corrections as they go; may need to help them network in the old-fashioned way: in person
TECHNIQUE: NON - VERBAL				
nicely penned note and / or a token gift	like notes (they keep them) + help with a new app	positive text message from their boss would knock their socks off	positive text message from their boss would knock their socks off	positive text message from their boss would knock their socks off
TECHNIQUE: TEACH BACK				
give their wisdom in selling a concept / you may learn from them too	help them stay with their team technically / not get lost	get them up to speed on making better daily, weekly business decisions so they are more promotable quicker	sometimes they think they know it all; help them develop a skill they are missing to further their knowledge	help them develop a skill they are missing to further their knowledge
<p>How will you use <u>each</u> of the 3 Dynamic Coaching Techniques – for the multi-generations</p> <p>30-Second Coaching Non-Verbal Teach Back One-to-One Coaching Peer-to-Peer Coaching Group Coaching Self-Directed Coaching (10 total coaching methods)</p> <p>Coaching Components to include: The 3 Tiers of Learning: Knowledge + Skills + Confidence</p>				
<p>The 7-Day Action Challenge: <i>In 7 days review all the new coaching dialogues you have had with people you coach or mentor</i></p> <p>With each person you coach – what has changed in the person's response, actions, behaviors? What has changed in your approach with each person? What have you learned and what will you do to further the coaching process with your team or organization?</p> <p>Enjoy the process!</p>				

