

## 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 &amp; How Fast</i>
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### BIRTH YEARS

1920 - 1946	1946 - 1964	1965 - 1980	1981 - 1996	1997 - 2013
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### 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
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### 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 that 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
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### 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
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### TECHNIQUE: NON - VERBAL

nicey 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
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### 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
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### How will you use each of the 3 Dynamic Coaching Techniques – for the multi-generations

30-Second Coaching | Non-Verbal | Teach Back | One-to-One Coaching | Peer-to-Peer Coaching | Group Coaching | Self-Directed Coaching (10 total coaching methods)

Coaching Components to include: The 3 Tiers of Learning: Knowledge + Skills + Confidence

### The 7-Day Action Challenge: In 7 days review all the new coaching dialogues you have had with people you coach or mentor

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?

Enjoy the process!

