



## AAMA 2010 Conference

### Follow Me, I'm Right behind You! How to Manage, Inspire, and Retain Multiple Generations

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#### Managing the Generation Gap

One size does not fit all- Tailor your message to appeal to the interests and needs of each generation.

Understand and draw upon each generation's unique perspectives and experiences.

Social conditions for Generations X and Y have been characterized by dramatic increases in choices, greater flexibility, and more revolutionary technological change

Qualities of baby boomers:

Pay their dues

Strong work ethic

Make Personal Sacrifices

Highly educated

Value respect

Loyal to company

Qualities of Gen Y:

Fiercely independent

Rules and policy make them crazy

Want to see immediate results

Technology driven

Want to be involved and need to know why

Seek lots of appreciation and attention

Less respect for authority/paying dues

Multitask

Flexible, Diverse, Expressive

There life is just as important as their job

Position yourself to value and embrace diversity

## Manage Generation Y

They want to be heard

They want immediate results and to take ownership (very entrepreneurial)

They need appreciation

Coach, support and train them

Look at results not process ( tell them what's expected and why *not how*)

Give them flexibility

Give them multiple assignments

Use technology

Want a fun, informal work environment

## Generation Y

prefer short-term relationships with clear mutual gains, almost as if they are independent contractors building their own business within your organization

Your Satisfaction is equal to= The quality of the experience- Your expectations

Influence Expectations:

- Explain your constraints
- Satisfy easier or smaller needs
- Under promise
- Lower Expectations
- Use the word And *not* But

Dramatically and instantly increase customer satisfaction! Demonstrate you met expectations

## **NOTES:**

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