

*BITS & PIECES*

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on **LEADERSHIP**



*The improvement of understanding is for two ends: first, our own increase of knowledge; secondly, to enable us to deliver that knowledge to others.*

JOHN LOCKE

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## TARGETING COMMUNICATION ACROSS MULTIPLE GENERATIONS

By Marjorie Mauldin

People are inherently good and want to be engaged, appreciated, and involved. Although much has been made of generational differences, think first about the person and their positive attributes and contributions to the team. Then use these tips to guide your feedback conversations with your staff:

- **Millennials.** Be specific with all feedback, and get to the point quickly. Use millennials' impatience to your advantage, setting up goals and deliverables that can be achieved quickly. Conversely, use your feedback sessions to show them that in some cases, slow and steady can also be effective.
- **Generation X.** Generation X employees love challenges, so make sure their work (and your feedback) includes stimulating projects and thought-provoking responsibilities. Find areas where flexibility and nonstandard approaches to tasks can be implemented. Consider that Generation X employees are likely to resist responsibilities that limit their family time, so negotiate the balance that best suits your employee's family concerns with your business goals.  
**Find areas where flexibility and nonstandard approaches to tasks can be implemented.**
- **Generation Jones.** Generation Jones employees have reached the stage of their careers where they are willing (and determined) to be discerning. Be prepared for pushback or negotiation when offering new responsibilities. They are used to having plenty of choices, so structure your feedback sessions, when possible, and offer different options.
- **Baby Boomers.** Boomers are an extremely diverse group. They are willing and eager to experiment with innovation and creativity. Big goals are super important to Boomers, who are eager to make sure that they have "made their mark"—so your feedback ses-

sions should be aimed at determining the employee's goals.

- **Veteran Generation.** These employees age 65 and up are aware that they are in the latter stages of their careers and have insightful thoughts to share. Though their physical energy might be less, their interest and concern for the company are more.

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**To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.**

TONY ROBBINS

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