

Coaching four generations

INSTRUCTIONS: Use the worksheet below to identify the generation each of your team members belongs to and your greatest challenge coaching that team member. Based on what you know about what motivates and demotivates each generation, develop your coaching plan by recording what you need to start and stop doing in order to coach each team member effectively.

| Team member | Team member's generation | My greatest challenge with this team member | What I need to START doing tomorrow | What I need to STOP doing |
|-------------|--|---|-------------------------------------|---------------------------|
| | <input type="checkbox"/> Mature <input type="checkbox"/> Baby Boomer <input type="checkbox"/> Gen X <input type="checkbox"/> Millennial | | | |
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Matures (born 1909-1945)

- Dedication and sacrifice
- Experience is and will always be the best teacher, and they have plenty of experiences to draw from.
- Conformity, blending, unity... team. "We first."
- Hard times gave way to prosperity; they are the wealthiest generation in our society today... and the smallest. Prosperity came from valuing moderation, and they still value it today.

Baby Boomers (born 1946-1964)

- "Workaholic" & work ethic... defined by their job
- Competitive
- Success is visible: trophies, plaques, certificates, lifestyle elements
- Optimistic
- Consumers
- "We are the world; we are the children."

Gen X (born 1965-1979)

- As youth, they were taught to question authorities. They have no shared heroes.
- Somewhat disdainful of Boomers: "Lots of noise, but what did they really do?"
- Began a trend of parents and children as friends. But as children, they were viewed as a hardship on the family.
- They are somewhat cynical and pessimistic and view things on shorter time horizons. *Carpe diem.*

Millennial (born 1980-2000)

- Optimistic, but busy and stressed
- Programmed and coddled
- Group (team?) oriented
- Like "Gen X", they were raised as their parents' friends
- They are not yet adults but are not adolescents either
- Ambitious but appear directionless



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A worksheet for management