Managing Across Generations
Motivate employees with what matters to them

OVERVIEW

Many executives and managers have trouble pinpointing how to best recruit, manage, motivate, and work with the multiple generations that make up their team. While careful consideration must be taken to avoid overgeneralizing large demographics, research has uncovered important trends and insights that can help to better understand the diversity of Millennials, Generation Xers and Baby Boomers.

This practical and fun learning lab will equip participants with tools to understand what different generations want from their work life and how to accommodate difference in communication styles, work habits, motivational levers, and styles of managing up, down and across the organization.

WHO SHOULD ATTEND?

This program designed is for managers and professionals at any level looking for “win-win” solutions in a generationally diverse workforce. It is particularly useful for anyone looking for approaches to better manage and work with those from a different generation, whether younger or older.

KEY BENEFITS & TAKEAWAYS

> Embrace generational diversity and understand why some people react the way they do
> Build stronger working relationships among Millennials, Generation Xers and Baby Boomers
> Turn negative stereotypes into positive performance and relationships
> Successfully manage varying work habits, communication styles, and motivators
> Develop greater personal influence and impact with generations below or above you
> Set a common approach and understanding for a collaborative workplace

Themes covered over the duration of the program include:

Trends and Qualities Across Generations
- Defining Millennials (Generation Y), Generation X and Baby Boomers
- Explore best practices in social media
- Outline the role of social media within the marketing mix
- Examine core methodologies for a strong social presence

Resolving Points of Tension among Generations and their Managers
- Adapting management styles to generational contexts
- Practices that positively impact a worker's sense of duty
- Exploring performance dialogues and metrics

Motivating and Retaining Members of Different Generations
- Best practice examples to increase motivation Generation X and Baby Boomers
- Issues regarding feedback, recognition, mentorship and career development
- Technology and generation social presence

Workplace Culture to Embrace Differences
- Tips and techniques for a more transparent workplace
- Costly mistakes to avoid
- Your personalized plan to benefit all generations in your company

Customized version available
executive.mcgill.ca/custom