

Top Ten Tips on Engaging the Next Generation

1. The “next generation” is two different generations with distinct personalities.

Different approaches are needed for different generations.

2. The “kids” are now adults.

Transition from a parent-child dynamic to a peer-to-peer relationship.

3. Generational personalities are enduring.

Accept that the unique generational experiences of Gen X and Y might cause them to become different people. Don't assume you can wait them out.

4. Look for the values that underlie the next generation's choices.

Take the time to discover what motivates someone's choice; you may find you have a lot in common.

5. Learning is a two way street.

If you have things you want to teach, be ready to learn.

6. Show rather than tell.

Experiential learning is preferable to didactic learning with these generations. Think site visits rather than binders.

7. You don't have to step away to let the next generations step up.

Think about ways to share and trade power rather than transfer it.

8. Transparency matters.

Access to information is a given these days. Being open about challenges is a strength, not a weakness.

9. Engaging new leaders requires more than a Facebook page.

Technology is a means to an end, rather than an end in itself.

10. Engaging people is easy, sustaining their involvement requires change.

They can only stay at the kid's table (or the junior board or the associate position) for so long, and then they're looking for material involvement.