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Grow Your Business

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How to Motivate a Cross-Generational Workforce

Hosted By: Tim Spicer

Featuring: Tim Pratt of Dietze Music, Robert Christie of A&G Central Music, and Sammy Ash of Sam Ash

Topics We Will Cover

- Removing Tags
- The Power of “Of” and “And”
- Money as a Motivator
- Recognizing Strengths
- Communication
- Leadership

- Baby Boomer – 1946-1964
- Gen X – 1965-1976
- Gen Y (Millennial) – 1977-1995
- Gen z – 1996 & After





Removing Tags

- We Aren't All Wired The Same, So Why Would We Group People Into Labels?
- It's Easy To Lose Respect When We Draw Generational Lines

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The Power of “Of” and “And”

- Bridging the Gap Between Internet Knowledge and Experience... *My Internet Knowledge AND Your Experience*

Money May Not Always be a Primary Motivator





Recognize Strengths

- Challenge Your Employees to Focus on Strengths Instead of Weaknesses
- Find Common Interests Between Staff



Communication

- Pay Attention to Communication with Customers Across Age Gaps
- Pay Attention to Communication with Employees Across Age Gaps



Leadership

- Focus on Yourself First
- Stand Your Ground on Company Policies, But Be Flexible on Procedures
- Make Decisions Based Upon Individual Employees

Remember, Baby
Boomers Need
Millennials, Even If
It's Just For a Full
Head of Hair



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