



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. Then they'll seek material involvement.