

10 Leadership Tips That Enhance Staff Satisfaction and Retention

Managing Generational Differences



Introduction

- The importance of the leader's role in building staff satisfaction and retention
- Appreciate generational differences and lead accordingly
- Warren's story

Approximate Generation Timeline

Traditionalists 1922-1945

Baby Boomers 1946-1964

Generation X 1965-1980

Generation Y 1981-2000

What Traditionalists Want From Management

- To be of help
- Recognized for their experiences
(e.g. World War II, Great Depression)
- Flexibility/Part-Time Opportunities

The Management Message That Motivates

“Your experience is respected.”

What Baby Boomers Want From Management

- Valued for their importance
- Relief from burnout
- Involvement
- Work to live

The Management Message That Motivates

“You are valued and you are needed”

What Generation X Wants From Management

- Respect
- Autonomy
- Help building their skill-portfolio
- Balance

The Management Message That Motivates

“Do it your way; there aren’t a lot of rules.”

What Generation Y Wants From Management

- Time is a big issue/flexibility
- Immediate feedback
- Work that has meaning
- Balance

The Management Message That Motivates
“You will be working with other bright and creative people.”

Potential Generational Issues

- Communications – Example - Where did Kennedy die?
- “We need to get the report done”
- Meetings, voice mail, e-mail
- Reporting Relationships

Tip #1 – Engage Your Staff

- **Engagement – Satisfaction Connection**
- **Use the Nominal Group Technique**
- **The most important leadership question to ask.....**



Tip # 2 – Catch Staff Doing Things Right

- Look for “wins”
- Sincerely praise “wins”
- Help everyone to “win”
- Consider a “Caught In The Act” program



Tip # 3 – Allow For Mistakes

- No one is perfect
- Mistakes can be opportunities
- Thank staff for bringing you their mistakes
- “Drive out fear”



Tip # 4 – Treat Everyone With Respect

- Consider developing “Guiding Team Principles”
- Say “good morning”
- Willing to bring someone coffee
- Listen without judgment



Tip # 5 – Listen

- Stop talking
- Make good eye contact
- Paraphrase what you heard



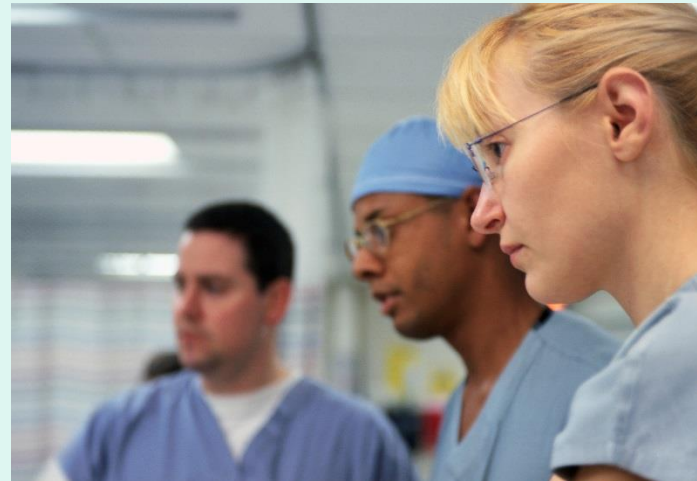
Tip # 6 – Care About The “Whole Person”

- Show empathy – understand the need for balance
- Birthdays are important
- Sincerely want the best for others



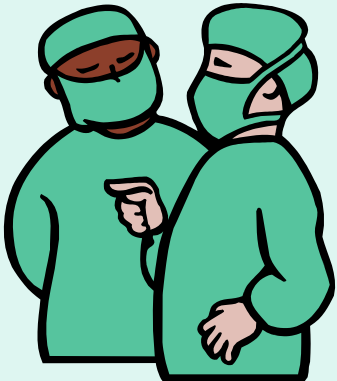
Tip # 7 – Build The Team

- Hire the best
- Be consistent – no favoritism
- Reward team efforts
- Use behavioral-interviewing, peer-interviewing, and Organizational Huddle™ process



Tip # 8 – Maintain Ongoing Communication

- Keep everyone updated
- Maintain a “real” open-door
- Use effective leadership rounding



Tip # 9 – Recognize Staff Efforts

- Praise in public
- Thank staff often
- Use effective performance management



TIP # 10 – See Staff As Customer #1

- You serve them
- They know that you serve them
- They are grateful that you serve them



Conclusion/Action Plan

What will you do differently, or continue to do, to further enhance staff satisfaction & retention?

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