Is it just me, or is that an Echo I Hear?

Developing Productive Relationships With the Echo Generation

Presentation to the Canadian Association of Movers
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Presentation Goals

• Examine the myths about the Echo Generation
• Look at some real world examples from the Echo Generation
• Test the choices we can make in our dealings with the Echo Generation
• Develop a strategy for shaping and leading young people toward success
Perceptions

• Won’t read, can’t write
• Nintendo is the drug of choice
• At home all day until the age of 37
• They love their lifestyle (actually, they love your lifestyle)
Reality

- Highly individual differences – it is dangerous to stereotype
- Strong need for respect and fairness
- Behaviours and abilities cover the entire spectrum
- Need to be treated as individuals, not a demographic
Putting it into Perspective*

**Boomers**
- **Baby Boomers** 1947-1960
  - 80 million members

**Bust**
- **Generation X** 1961-1975
  - 45 million members

**Echo**
- **Generation Y** 1976-1995
  - 77 million members

*Populations for US & Canada
Echo Generation Attitudes toward the Workplace

- Entrepreneurial
- Not impressed with corporate life
- More interested in public/not for profit pursuits
- Remarkably confident of their worth and outlook
- No expectation of loyalty to employer in either direction
- Very high expectations with regard to income
What they Bring to the Workplace

• Remarkable technical skills
• Strong entrepreneurial outlook
• Deep-seated social consciousness
• Healthy dose of questioning
• Actionable desire for change
• Appreciation of diversity and how it can be leveraged
• World view
Selling and Marketing

• While it is fine to segment, it’s dangerous to make assumptions
• Trends in service and product offerings have very short life cycles
• Beware of the cult of the ‘next new thing’
• Don’t make ‘em mad
Let’s get Personal

• How does behaviour determine future actions and thoughts?
• How do we present choices that will be appealing and actionable?
• Use your powers of observation, listening and understanding motivation!
Our Options

• Treat the Echo Generation as a collection of stereotypes

OR

• Treat individuals based on their preferences
A Reality based approach

Fast Paced

Dominant

Influencing

Steady

Cautious

RELATIONSHIP

TASK

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Key Characteristics of DiSC™ Styles

**D**
- Strong ego
- Decisive
- Efficient
- Desires change
- Competitive
- Impatient
- Domineering
- Attacks first
- Tough

**i**
- Talkative
- People-oriented
- Emotional
- Enthusiastic
- Optimistic
- Persuasive
- Undisciplined
- Manipulative
- Excitable
- Vain

**C**
- Cautious
- Perfectionist
- Sensitive
- Serious
- Needs information
- Orderly
- Picky
- Slow to make decisions
- Fears criticism
- Critical

**s**
- Supportive
- Dependable
- Accepts change slowly
- Loyal
- Calm
- Amiable
- Unsure
- Possessive
- Conforming
- Insecure

**TASK Focus**
**RELATIONSHIP Focus**
Focal Points

• Dominant – “WHAT” questions, what’s in it for me

• Influencing – “WHO” questions – who’s on the team

• Steady – “WHY” questions – need context

• Cautious – “HOW” questions – need process & rules
Outcomes

• Accelerated learning
• Greater cooperation and collaboration
• Better teamwork
• Less crosstalk
• Better signal to noise ratio
• Faster, less fractious decision making
• Better results in less time
• Build for the future
The Platinum Rule

“Do unto others as they would have done unto them”
Four Way Test

• Is it the truth?
• Is it the right thing to do?
• Is it fair to all concerned?
• Will it result in better relationships?
Sources

1. Boomer, Bust & Echo, David Foot, McFarlane, Walter & Ross

2. Julie Wallace “After X Comes Y”, HR Magazine, 17 August 2010