

# *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!



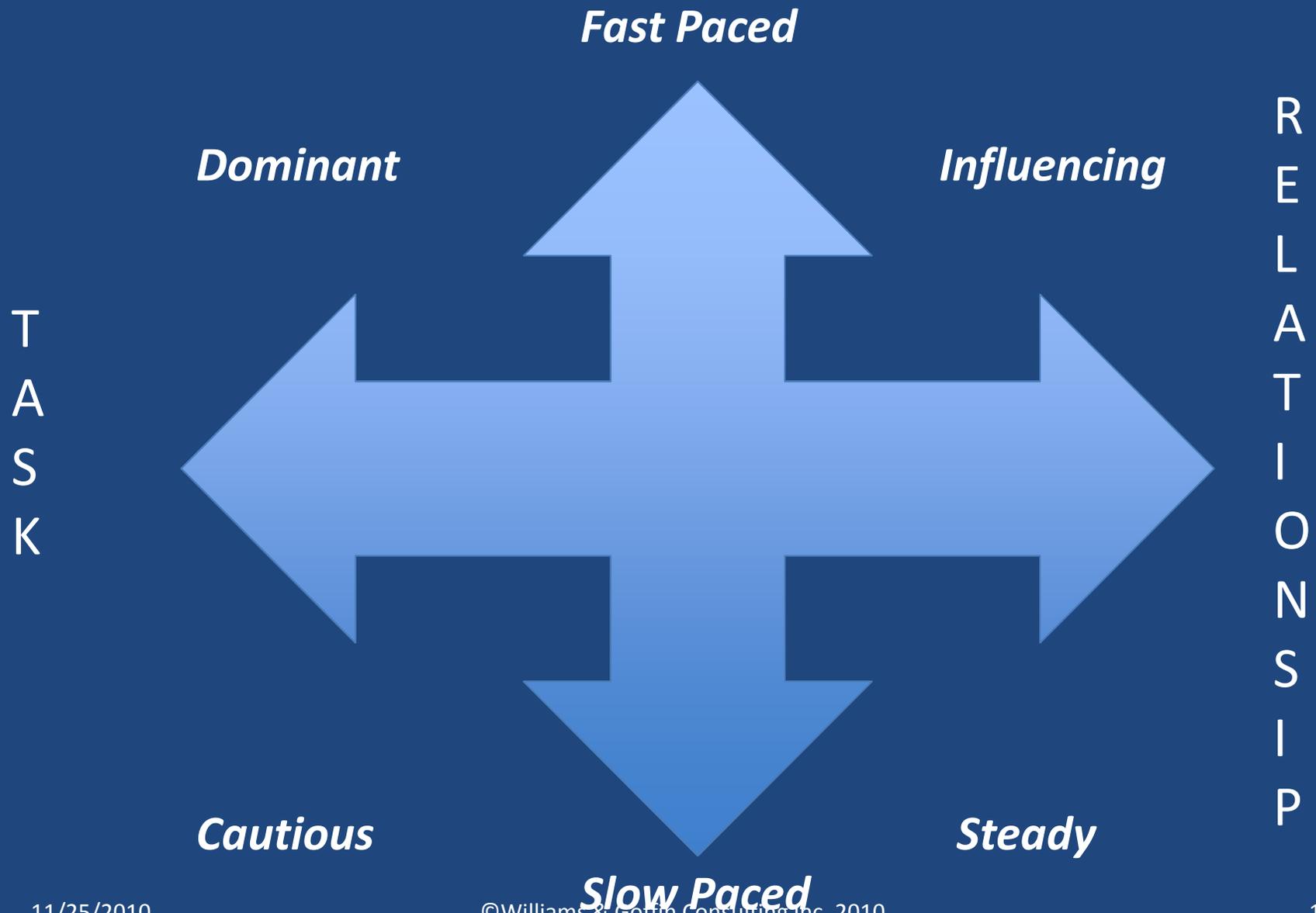
# Our Options

- Treat the Echo Generation as a collection of stereotypes

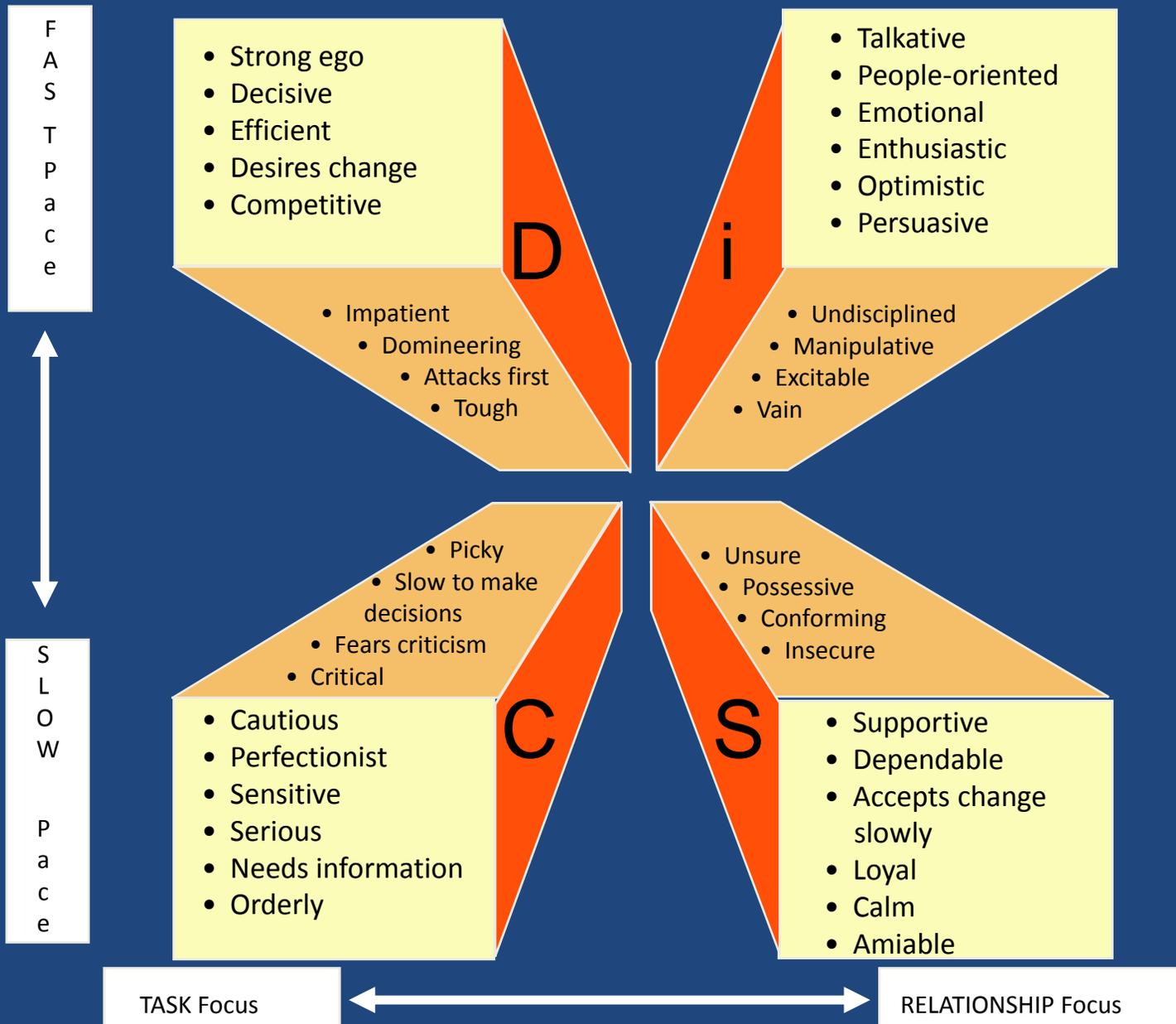
OR

- Treat individuals based on their preferences

# A Reality based approach



# Key Characteristics of DiSC™ Styles



# 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
3. DiSC, Inscape Publishing Inc.