

# MULTI-GENERATIONAL INTELLIGENCE (MGI) AND LEADERSHIP

Using Content to Attract, Serve, and Retain Multi-Generational Members

James H. Pogue, Ph.D

# A LITTLE QUIZ...

# MGI: INCREASING ENGAGEMENT



PEOPLE.  
PURPOSE.  
COMMUNITY.

# INCREASING ENGAGEMENT: TOP 3 DRIVERS OF EMPLOYEE

Understanding/  
connection to  
company goals

- 61% of employees  
struggle to connect  
company values to  
day to day work.

Commitment to  
co-workers

- High performing  
team members  
learn from/teach  
one another.

The right  
capabilities

- Comprehension  
- Nimbleness  
- Raw Skills  
- Expectations

Source: CEB Global, 4 May 2016. Ilyana Hadjistoyanova

# INCREASING ENGAGEMENT: TOOLS AND TECHNIQUES

Micro  
Aggressions

Bystander  
Behaviors

Actions of  
Leaders

# MGI: MICRO AGGRESSIONS

Assumptions...Beliefs...Actions:  
Directed at a person or group because  
of who they are.

Verbal or  
Nonverbal

Conscious or  
Unconscious

Denigrating  
and  
Devaluing

# MGI: MICRO AGGRESSIONS

| Traditionalists                    | Baby Boomers                      | Gen X  | Millennials                               | Gen Z   |
|------------------------------------|-----------------------------------|--|---|---|
| They have no idea about sacrifice. | These kids are lazy and entitled. | Problem with your phone? Get one of those Millennials to fix it. | Why do they all seem so mad all the time? | I suppose it's up to us to save the world from the rest of you. |

# MGI: BYSTANDER BEHAVIORS

## Bystander Behavior

- A delay or absence of response when negative actions are experienced or observed.



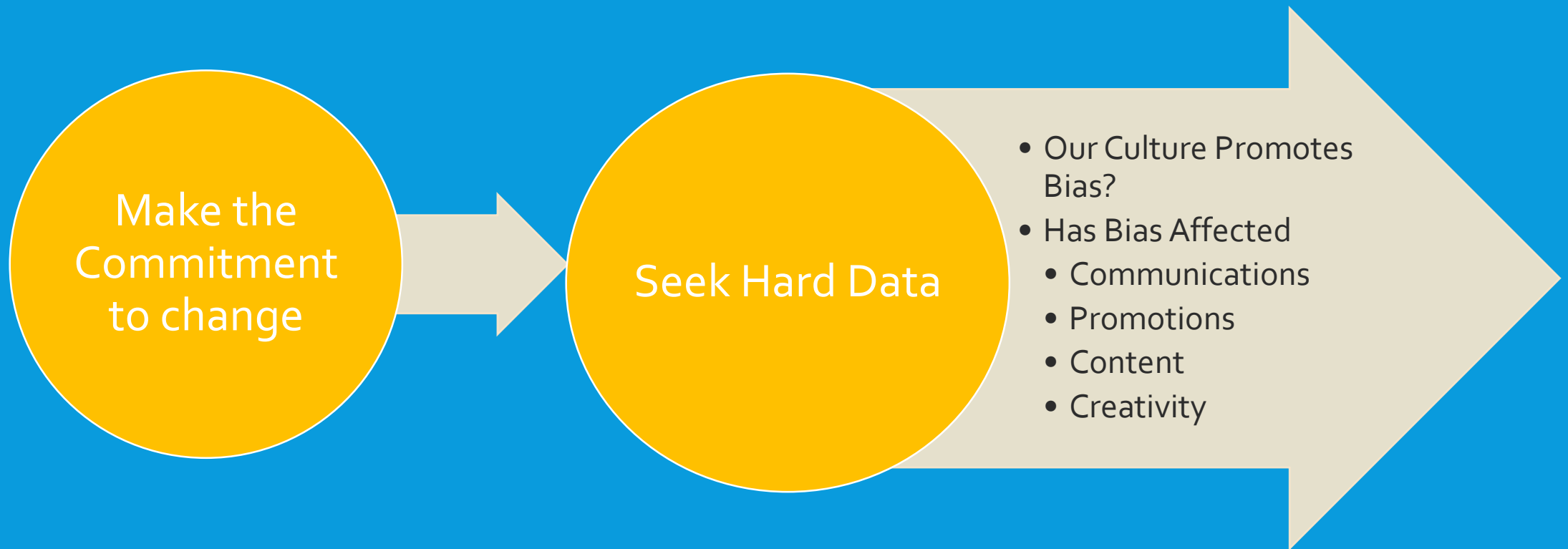
# MGI: BYSTANDER BEHAVIOR CAUSES

## What Causes Bystander Behaviors

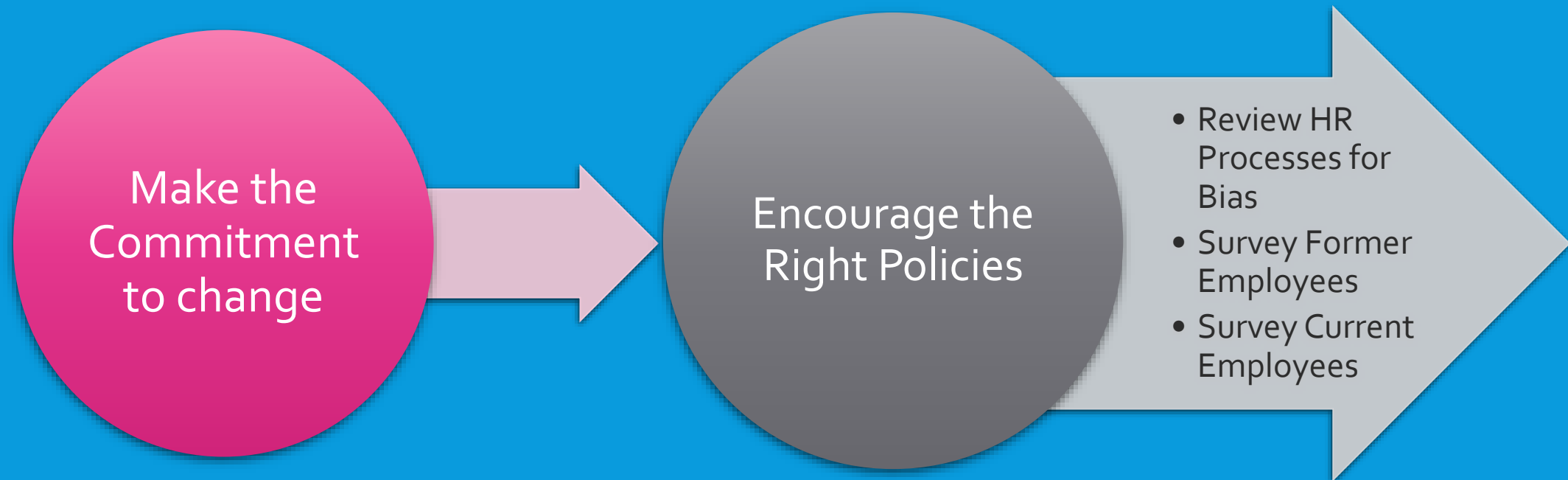
- People Observing
- Not Sure How to Respond
- Lack of Exposure
- Behavior Seems Normal

# MGI: ACTIONS OF LEADERS

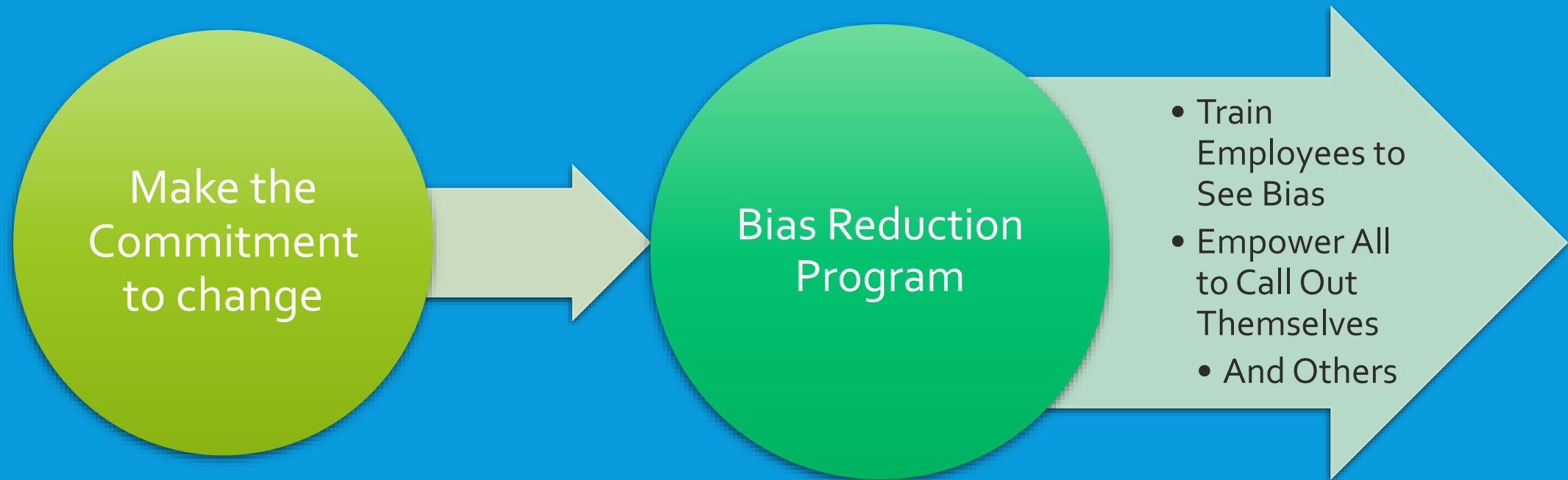
# MGI: ACTIONS OF LEADERS



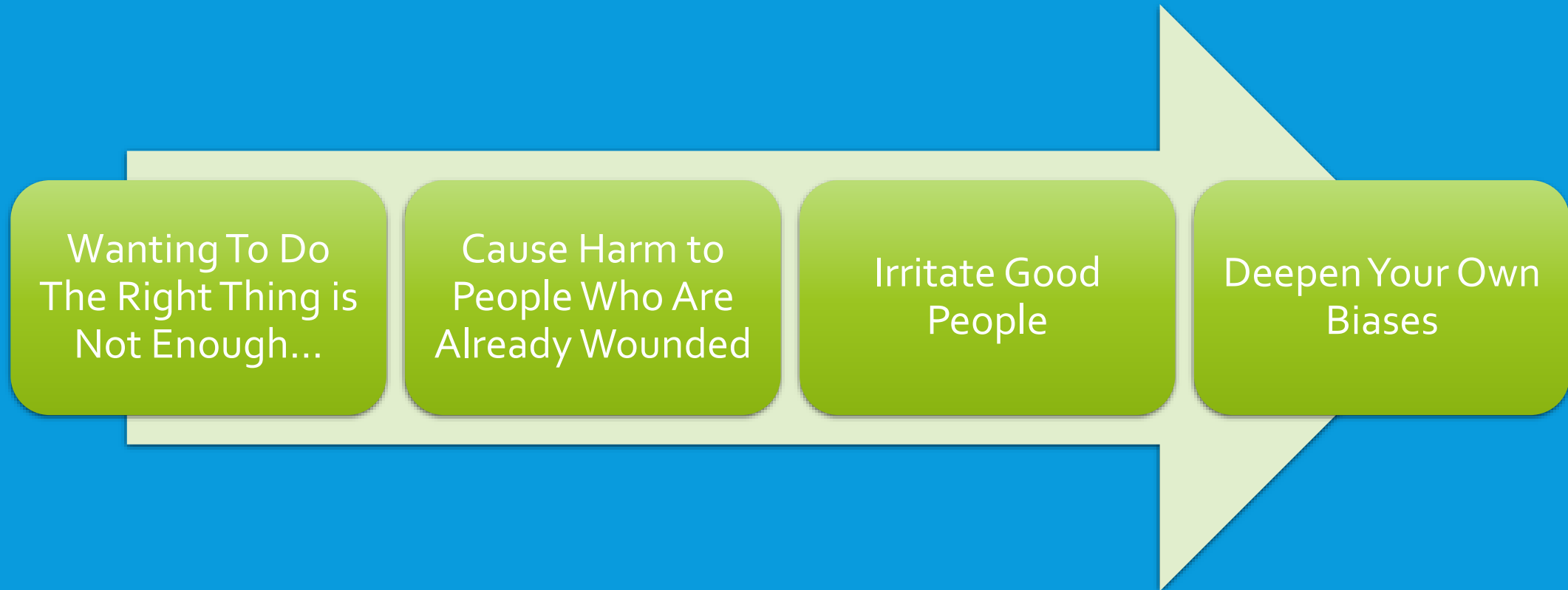
# MGI: ACTIONS OF LEADERS



# MGI: ACTIONS OF LEADERS



# CAUTION...



# THIS IS US...

- Were you the Class Clown?
- Have you served in the Military?
- Have you seen a UFO?
- Are you a Step-Parent?
- Have you run for Public Office?
- Did you get 'Lucky' this week?
- Are you Lonely?
- Do you Love to Dance?
- Have you been Divorced?
- Are you caring for a Parent?
- Have you been a Bully?
- Have you been Bullied?
- Have you Saved a Life?
- Have you had a Broken Heart?
- Are you madly in Love?
- Have you found the Meaning of Life?

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