

How do your younger employees define leadership?

Younger workers have no interest in being lonely at the top

Those of us who climbed the ranks as Boomers often see leadership in terms of individual performance, awarded by a higher position and bigger title. Boomers expect leaders to see the big picture and come up with the big idea. But Generation X and Millennial employees appear to be highly social creatures, even in their view of what it means to be a leader.

Recent proprietary research from Tribe, Inc. with Fortune 100-company employees under age 35 suggests that these younger workers consider building a strong team and good relationships to be high indicators of leadership.

To Gen X and Gen Y employees, being a leader means:

- Inspiring others to do their best 76%
- Helping to develop other members of the team 63%
- Building strong relationships above and below in the company 59%

In contrast, only 9% selected “a job title that’s management level” as an indicator of leadership. These younger workers are not ruled by the same motivators as their older peers, which is leading some corporations to reframe the way they measure and reward leadership.

How can your corporation harness the social power of Gen X and Y?

Is your company experiencing generational discord between upper management, middle management and lower-level employees? Don’t worry; you’re not alone. According to the Society for Human Resources, 60% of HR managers at larger companies say they’ve observed office conflicts due to generational differences.

Boomer, Gen X and Millennial employees have widely different views of the world and their place in it. They won’t respond to much of anything – from corporate values to the employee value proposition – in the same way. More companies are beginning to address employee needs in ways that are cognizant to generational differences.

From internal change management to internal communications, Tribe is uniquely positioned to help. We work with large companies to create generational accord through programs and content -- such as redefined leadership platforms, expression and visualization of employee value propositions and fresh, relevant online content that builds relationships – between generations at work and between employees and employers.

Tribe clients include:



Best Practices

TRIBE

Tribe is a corporate culture company working with national and global clients to build internal brands and employee engagement. We develop strategies, messaging, programs and communications to create better business outcomes.

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