



# motivation & recognition

## Here are 4 keys for effective feedback and communication:

### Interest:

If they don't understand the way you communicate, then communicate the way they understand!

Getting their attention and interest is required before offering the feedback. Put your point in terms and concepts that make sense to them or are of interest to them. They're called Generation Why for a reason!

Remember it's not about telling it to them - but selling it to them.

### Instruct:

Essentially it's not a generation gap - it's a communication gap.

Keep it concise - we are dealing with shorter attention spans today. And keep it clear - get feedback to clarify that they got your message.

Remember the responsibility for the message rests with the communicator not the listener.

### Involve:

Generation Y are the world's most interactive generation - wherever they are on the planet they are logged-on, linked-up, and looking around.

A generation ago 70% of students were the structured auditory learners; today they comprise only 30%. We are talking about a generation that don't want to sit and listen - they want to see and do. This is particularly the case apprentices who have selected vocational training - and a hands-on industry.

### Inspire:

The old adage is true: they don't care how much you know - until they know how much you care.

The fact is that we all make decisions not just based on the head - but also on the heart. So when motivating and communicating with a team member ask yourself three questions:

1. What do I want them to know?
2. What do I want them to do?
3. What do I want them to feel?