Connecting With Xers

The Generational Imperative, Inc. PH: 513-221-1973. chuck@genimperative.com

A. They're the Self-Focused Generation: they'll want to know how your association is going to make their lives better and/or easier. You'll have to answer this insistent GenX question: *"What's in it for me?"*

B. They're also strongly *peer*-focused. You might find that Xer members are more comfortable interacting with fellow Xer members. How about a column in your newsletter/website in which Xers share their challenges, successes, questions and answers with each other?

C. GenX is especially receptive to mentoring. This might be a key hot-button for recruiting them. This might be where your Silent and Boomer members can link with Xers.

D. Be respectful of this generation's "8am-to-5pm" mentality, their desire to lead a balanced life and NOT be workaholics. Are they refusing to join your association because it might somehow intrude on their personal time? Xers might be less receptive to after-hours social events and social programs during than your members from the older generations.

E. Conversely, can you lure them to your association by giving them tools to *enhance* that balance they seek? Time-saving, hassle-saving programs that help to free-up their evenings and weekends should be very attractive to Xers.

F. Xers left college with more college debt and more credit-card debt than any prior generation - by far! Your association's various endorsed programs should appeal to young professionals.

G. Xers - as a generation - tend to be more prone to moving from one city/state to another in their early careers. They view their 20s, especially, as a time to experiment. Are your endorsed programs portable?

H. They grew up skeptical of big business and prefer to work entrepreneurially, independently, and with a sense of control over their careers. Can you not only accommodate these values but also celebrate them?

I. GenX parents want to create a stable home-life for their children because so many of them experienced just the opposite. Can your association somehow help them to do that? Can they bring their kids to your annual conference or other such events?

J. GenX'ers are really sinking their teeth into home ownership and decorating their homes. Finally, something that is "all mine". A chance to express their individuality, claim their turf, make their statement. Are there any outside-the-box ideas your association can create to help your members with this passion of theirs? A newsletter column, perhaps, about Home Décor For The X'er Attitude. Can you strike discount deals for your association members with Pottery Barn or Pier One, etc.?

K. Think freely and nontraditionally when strategizing ways to get this generation to join.