

Generational Coaching

Coaching Different Generations
with
Coaches of Different Generations

Hello!

We are Marcia
and Miriam
Benjamin

MEMO Coaches
representing the Baby
Boomers and Millennials



1.MEMO Philosophy

We are a NEIGHBORHOOD team from all over
Building a swimming COMMUNITY
The value of COMPETITION
PRIDE in oneself and in MEMO

“

Leadership is the art of getting someone else to do something you want done because he wants to do it.”

Dwight D. Eisenhower

Millennials, Gen X, Boomers

- Plusses
- Minuses
- Millennial Perspective
- Boomer Perspective
- Ways to approach the MINUSES

Coaching Millennials



Millennials



- Most come from a competitive background and can understand drills
- Quickly grasp instructions
- Bring good energy to workout and up for all social team-building activities



- Crazy work schedule
- Much time away with business travel, friends' weddings
- Can be hard to retain unless you have a strong base of young people on the team

Boomer approach





- Get to know their backgrounds in swimming and as people
- Remind them that Masters training isn't like it "used to be"
- Encourage them to meet others by occasionally moving them around and/or demonstrating
- Stay funny and notice when they work hard
- Call them on sloppy technique
- Give them a reason to compete
- Stay in touch by text and always offer a permanent welcome mat

Millennial approach:





- Appreciate their competitive background and how easy it is for them to understand drills, instructions
- Easiest to relate to personally
- Fun for the group to have around
- Be respectful of technique/learning burnout
- Balancing personal and professional as a coach

Coaching Gen X



Gen X



- Very appreciative of “me” time, and attention
- Realize the importance of maintaining fitness



- Not up to date with current training methods
- Inconsistency in practice
- Children’s schedule takes priority over parents’
- Rewards are seldom realized

Boomer approach





- Get them to compete to give them a sense of accomplishment
- Teach about the “new” techniques
- Convince them that the old methods of training aren’t the only way to do things
- Understand from my experience that one day of a meet may be all they can give because of all their kids’ activities
- Encourage the new swimmers to try new events, and learn the adaptations that make it easier

Millennial approach:





- Hardest to relate to on a personal level — schedule and concerns are very different than a childless perspective
- From USA Swimming perspective, the parents are spending free time driving to club meets; be grateful for any time with Masters
- Ask about their kids!!

Coaching Boomers



Boomers



- Regular attendance
- Never in a hurry
- Know everyone
- Good listeners
- Reliable customers



- Physical limitations
- Difficulty with intervals
- Struggle with technique – both physically and with the desire to learn new tricks
- Not timely with communication

Boomer approach





- Put them near the lifeguard
- Have two clocks, one near them
- Repeat instructions in their lane
- Show them all the modifications for strokes
- Encourage them to participate in all the aspects that come with competition (tech suits, diving, etc)
- Pay attention to any difficulties they seem to be having
- Encourage small gains
- Have lots of in-person socializing so that they can mix out of the water without using technology

Millennial approach:





- Very nice to work w personally
- Listen well and like young people
- Use easy adaptations, look for small changes and let stuff go!
- Grateful to have community and connection

Thanks!

Any questions?

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