



Generational Interchanges: Holiday Giving Across Generations

A growing number of companies are replacing the traditional holiday bonus with performance-based initiatives. Since such disbursements aren't necessarily aligned with the calendar year, many employers look for modest ways to give back to employees during the holidays. Gift cards and certificates are great means of expressing gratitude, especially when taking generational differences into account.

Here are a few suggestions:

- Quench *Millennials'* thirst for entertainment at the push of a button with iTunes gift certificates
- Support *Gen-Xers* in their quest for work/life balance with home cleaning gift certificates
- Encourage *Baby Boomers'* thirst for knowledge through book and music gift cards
- Satisfy *Traditionalists'* love of live entertainment with theater gift passes

Happy Holidays from Amy Robinson & Annika Hylmö!

Want more insight and tips for managing the different generations in your workplace? Contact us at www.interchange-group.com.

You are welcome to forward *Generational Interchanges* to colleagues as long as you credit the Interchange Group and its source at www.interchange-group.com.

If this issue of *Generational Interchanges* was forwarded to you, you may begin getting your own by sending a message to subscribe@interchange-group.com.

You may UNSUBSCRIBE at any time by sending a message to unsubscribe@interchange-group.com.