



# **Effectively Working Across Generations**

## ***For the 2019 Texas Tree Conference***

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# TEXAS STATE UNIVERSITY<sup>®</sup>

## UNIVERSITY





**NBU**  
New Braunfels Utilities

City of  
*Boerne*



Communities  
In Schools



City of  
**New Braunfels**





Image credit:  
Bustle



Image credit: Daily Journal



Image credit: The Playlist



Image credit: The Dissolve



Image credit: Wired



Image credit: IMDb



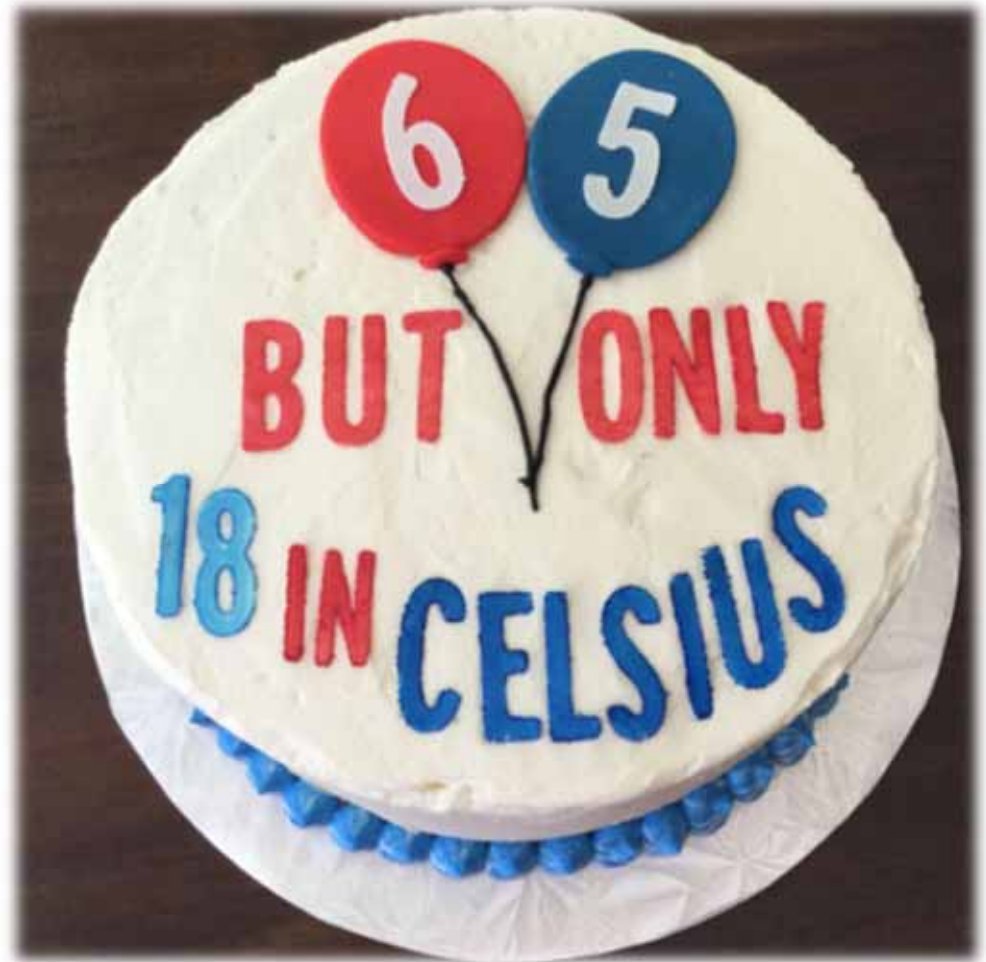
**WHO** will be doing your job?

**WHAT** knowledge will they need?

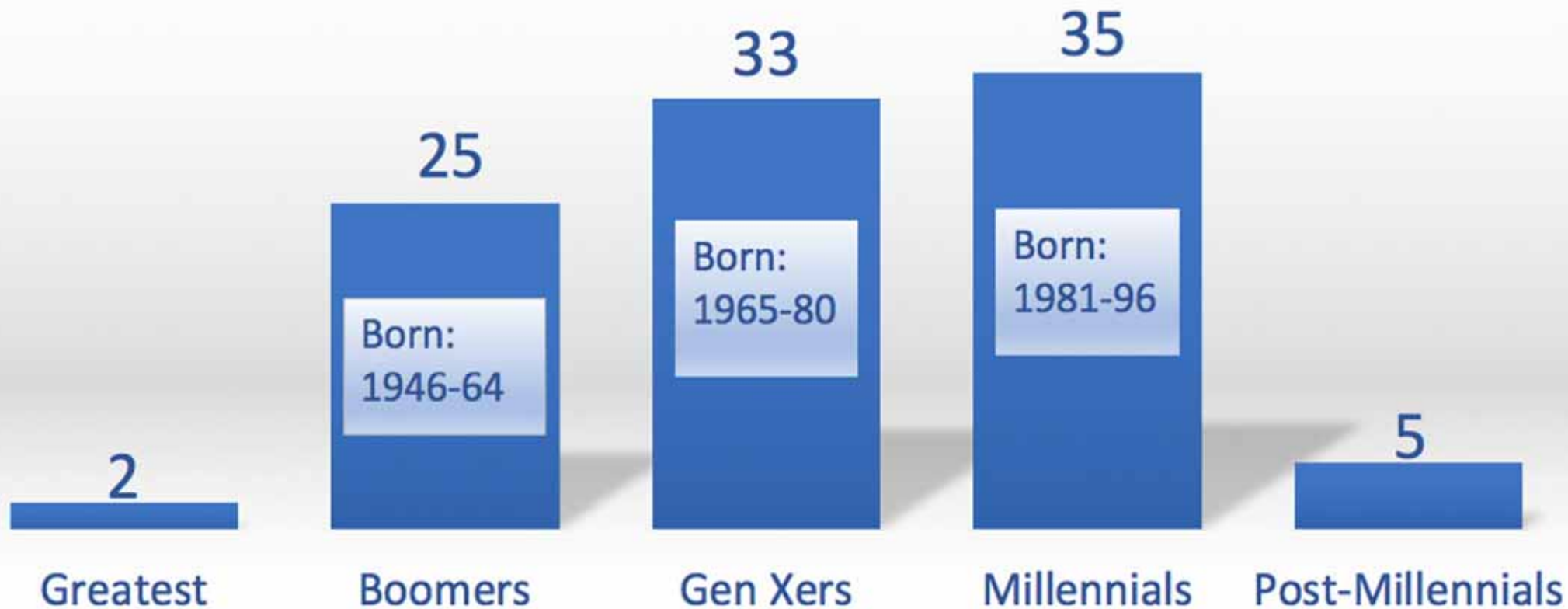
**HOW** will they acquire it?

Better hurry... 10,000  
Americans turn 65  
each day

(Pew Research)



## Percent of the U.S. Labor Force (2018)



**Shared experiences** *define a generation*





Image credit: History.com

Image credit: eBay.co.uk



Image credit: Heywood-Wakefield

## Greatest Gen

Self-reliant  
Work ethic  
Resilient  
Modest



Image credit: Huffington Post



Image credit: CNN



Image credit: Time Magazine



Image credit: Groovy History

# Boomers

Confident  
Achieving  
Teamwork  
Civic-minded



Image credit: YouTube



Image credit: Latino Public Radio



Image credit: Thought Catalog



Image credit: CBS News

**Gen X**

Practical  
Self-reliant  
Tech savvy  
Lone wolf



Image credit: Gray Line New York



Image credit: Vox



Image credit: Inform the Pundits



Image credit: The Inside Line

# Millennials

Digital natives  
Social media  
Cautious  
Diverse



Image credit: iGotOffer



Image credit: Debate.org



Image credit: Pacific Standard



Image credit: The Verge

## Post-Millennials

Online life  
Pro-technology  
Team-oriented  
Sustainability



Image credit: SEDA College

## **ECE Recruiting Tips**

# Meaningful work

# Social media

# ECEs as recruiters



Image credit: CustomerSuccessBox

## ECE Onboarding Tips

Intentional process

Buddy approach

Positive/constructive feedback



Image credit: The Intrepid Catalyst

## Training Tips

Tailor to different generations

Applied and transferrable

Reinforce it





Image credit: INS

## Performance Management Tips

**Frequent & less formal**

**Constructive feedback**

**Multiple sources**



Image credit: My Venture Pad

## Motivation Tips

Variety of motivators

Mission matters

Caring culture



Image credit: The Vegan Strategist

## Communication Tips

# “Go to” methods

Multiple channels, often

Nonverbal/body language



Image credit: Anthill Magazine Online

## Work Style Tips

# Flexible work arrangements

## Being at work (“facetime”)

## Live to work vs. work to live

A hand is shown writing the word "TEAMWORK" in large, blue, capital letters on a white surface. The hand is holding a blue marker and is in the process of drawing a horizontal line underneath the word.

Image credit: The Blue Diamond Gallery

## Teamwork Tips

**Bridge gen differences**

**Transfer knowledge**

**Effective/efficient meetings**



Image credit: American Nurse Today

## Mentoring Tips

# Reverse mentoring

## Multi-gen project teams

## Capture/share the learning

**KNOWLEDGE IS  
POWER,  
BUT ONLY WHEN  
YOU APPLY IT**

-KRISTEN POBORSKY

# Case Example #1

## Challenge

12% annual turnover

## Outcome

-50% over 2-year period saving \$150,000



## Case Example #2

### Challenge

Several department heads in silos

### Outcome

Increased teamwork and communication flow

## Case Example #3

### Challenge

Limited bench strength

### Outcome

Action-based leadership development program  
for Hi-Po employees

## Case Example #4

### Challenge

Changes among leadership team

### Outcome

Align vision, mission, strategic plan, and organizational culture



**WHO** will be doing your job?

**WHAT** knowledge will they need?

**HOW** will they acquire it?

**One size does not fit all...**

Be *creative* and *agile* when developing solutions for your organization!

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*[Example]* Our biggest challenge is retaining early career employees. Any suggestions? John@TXcity.gov

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ANY  
QUESTIONS?

