The Unprecedented Challenge: Leading and Servicing Diverse Generations
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The 800 lb. Gorilla

- 1M Calls
- 5 Utilities
- 175 Years Old
- 500,000 Customers
- 700 Employees
- 37,000 Street Lights
- 8th Largest LDC
Presentation Topics

• Six Living Generations
• Characteristics of Millennials
• What Millennials Want and Don’t Want
• Tips for Managing Millennials – What They Need
• Mistakes to Avoid When Recruiting Millennials
• Millennials and Utilities
• Why This Topic is Even Relevant
Strong Opinions About the Work Place

How It Should Be Run

and

Their Place In It
Generation Defined?

• A group of people born around the same time and raised around the same place in a roughly 20 year period.
• The group shares common life experiences, common life events and cultural milestones that form their values, attitudes, and perspectives.

![Diagram showing intersections of Motivators and Cultural Values, Technology, and World Events/Socioeconomic Climate]
Disclaimer

A birth date **may not** always be indicative of all their generational characteristics.
Which Item Represents Your Generation?
The Six Living Generations

1. The Greatest Generation – 1901 - 1924
2. The Traditionalist or Silents – 1925 - 1945
6. Generation Z-ers or the iGeneration – 2002
GI Generation or The Greatest Generation

- Born 1901 – 1924
- Significant Event – Great Depression and WWI
- Technology – Model T Automobile
- Key Descriptor – Community Minded
Traditionalist or Silents:

- Born 1925 – 1945
- Significant Event – Pearl Harbor December 7, 1941
- Technology – Radio
- Key Descriptor – Loyal Stabilizers
Baby Boomers

- Born 1946 – 1964
- Significant Event – President John F. Kennedy and/or Martin Luther King Assassination
- Technology – Television
- Key Descriptor: Idealistic
Generation X

- Born 1965 – 1980
- Significant Event - Space Shuttle Challenger Explosion (January 1986)
- Technology – Personal Computer
- Key Descriptor: Skeptical
Generation Y – The Millennials

• Born 1981 – 2001
• Significant Event - Columbine High School Tragedy (April 20, 1999)
• Technology – Internet
• Key Descriptor - Hopeful
Generation Z or the iGeneration

Connected Since Birth

• Born after 2001
• Significant Event - Great Recession and First African American President
• Technology – iPhone
• Key Descriptor - Resourceful
Largest Living Generation?

• Over 80 million Millennials
  • Over 76 million Baby Boomers
    • Over 49 million Generation Xers
      • Over 45 million Traditionalists

(Source: U.S. Census Bureau)
Myths About Managing Millennials

- Don’t want to work hard to get ahead
- Will only work “really hard” if you pay them “really well”
- Have no respect for authority
- Can’t lead
Core Beliefs

• Really, Really Want to Wear Jeans to Work – Everyday
• Flexible Hours - Schedules
• More “Me Time”
• Lots of Feedback and Career Advice
• Think Their Supervisors and Managers Can Learn a Lot From Them
• Transparency
• See the Work Environment as Flat
• Rather Have **No Job** Than One They **Hate** – It’s **Not the Money**
Don'ts for Recruiting Millennials

• Use Vague Job Offers or Descriptions
• Refuse Flexible Work *Arrangements*
• Entice with Money – Would Rather Make a Difference
• Disqualify Those Without Skills and Experience – Are They Coachable
• Use an Excessively Rigorous or Long Hiring Process
• Keep Them Away From Social Media
• Use Corporate Buzz Words i.e. Bottom Line
• Fail to Provide Post Interview Feedback
Tips for Managing Millennials

• Provide Due Dates
• Provide Leadership and Guidance
• Encourage Self-assuredness, Their “Can do Attitude”
• Encourage Teamwork – Believe Teams Can do More and Better
• Listen to Them
• Bring on the Challenges and Change – Boring is Bad - Creative
• Use Their Social Multi-tasking Abilities
• Provide a Fun, Employee Centered Workplace
76% of Millennials are environmentally-conscious compared to 24% of their parents’ generation.

Spend their money on “sustainable offerings” i.e. TOMS over the Nike brand.

33% recycle compared to 51% of other generations, they use more disposable plastic bottles, and waste more water while brushing teeth and dishes.

Some of the most innovative sustainable practices have come from this generation, i.e. dual-flush toilets and the edible water blob.
By 2020 will be firmly established and will be spending $1.4 trillion annually roughly 30% of all sales.

Approximately 25% adapted to new energy-related products i.e. apps to remotely monitor and control heating elements.

To go long with their green focus, they are interested in solar energy.

Want digital options and a seamless customer experience.
Questions?