

# VISION POSSIBLE

FRPA 2020



WELCOME TO THE 2020 FRPA CONFERENCE!

# VISION POSSIBLE

FRPA 2020

## Wednesday REMINDERS

COMPLETE AT  
LEAST YOUR NAME  
ON THE EVALUATION  
FORMS SO WE CAN  
TRACK ATTENDANCE –  
JUST IN CASE!

GENERAL SESSION  
AND BANQUET SEATING  
WILL BE AT TABLES FOR 4 –  
PLEASE DO NOT MOVE ADDI-  
TIONAL CHAIRS TO TABLES.

TEMPERATURE  
CHECKS ARE REQUIRED  
EACH DAY. SEE PAGE 19 IN  
YOUR PROGRAM BOOKLET

STAY  
SIX FEET APART  
AND AVOID PROLONGED  
CONTACT FOR LONGER  
THAN 15 MINUTES.

VERIFICATION OFFICERS  
WILL GIVE YOU THE ALL  
CLEAR ONCE MEETING  
ROOMS HAVE BEEN  
CLEANED AND ARE  
READY FOR YOU.

WEAR YOUR  
MASKS AT ALL TIMES  
AND MAKE USE OF HAND  
SANITIZER THROUGHOUT  
THE CONFERENCE SPACE.

IF YOU NEED CEUS,  
YOU MUST TOTALLY  
COMPLETE THE  
EVALUATION FORM

KEEP YOUR OWN PEN  
HANDY SO WHEN ASKED TO  
SIGN YOU CAN DO SO WITH  
YOUR PERSONAL WRITING  
DEVICE.

# Maybe They're Not All Wrong; Getting Generations to Work Together

M. Michelle Bono, Bono Communications & Marketing, LLC

[michelle@bonocommunications.com](mailto:michelle@bonocommunications.com) 850.2644233

# LEARNING OBJECTIVES

- Learn how the events of your youth shape your perspective and how events impact other generations.
- Identify ways to get four generations working together in the 12 places they come apart.
- Explore your own assumptions and make changes that create better relationships and understanding in the workplace.

# Are Generational Differences Real?

- We know that different generations are shaped by the events that influenced their lives
- Generations are broad – hard to say people born 20 years apart are the same
- People don't always fit their generational stereotypes
- We are often more similar than we are different
- Some things are not tied to generations – we all want to be respected
- People – including your team – want to be led – NOT Fixed!





# Why Is It Important

- For the first time in history we have four different generations in the workplace and many of you employ a fifth generation (Gen Z)
- Organizations can't survive with only traditionalists and boomers – we need Gen Xers, Millennials and Gen Zs.
- Focusing on the “what” escalates tension, while focusing on the “why” pulls groups together
- Resource: Sticking Points: How to Get 4 Generations Working Together in the 12 Places They Come Apart, by Haydn Shaw
- It is about using generalizations, not stereotypes

“While the individual man is an insoluble puzzle, in the aggregate he becomes a mathematical certainty. You can, for example, never foretell what any one man will do, but you can say with precision what an average number will be up to. Individuals vary, but percentages remain constant.”

Sherlock Homes



# 5 Steps for Leading Through Generational Differences

1. Acknowledge: Talk about generational differences
2. Appreciate: Focus on the “why” not the “what,” and common needs
3. Flex: Agree on how to accommodate different approaches (Business Necessity – negatively impacts business, customer, money or funding. Generational Preference is anything that is not a business necessity.)
4. Leverage: Maximize the strengths of each generation
5. Resolve: Determine which option will yield the best results (when flexing isn't enough)

# The Five Generations

- Traditionalists (born before 1945), ages 74 and older
- Baby Boomers (born 1946-1964), ages 73 to 55
- Generation X (born 1965 to 1980), ages 54 to 39
- Millennials (born 1981 to 1999), ages 38 to 20
- Generation Z (born 2000 – 2009), ages 19 to 11

# Generational Ghost Stories

- We have stories that define each generation
- Most remember what they were doing when...
- Ghost stories are not urban legends
- Having a greater understanding of the past helps to understand why generations may react and respond a certain way

# Key Generational Events

- In your groups:
  - Discuss and identify at least one major event that happened in the lives of each generation
- Write them down and be prepared to share them with the group
- Rely on both your collective wisdom and the participants from each generation in your group
- Lastly, list one song that was common in each generation

What Key Events did you Find in the Lives of Traditionalists?

What song?

# The Traditionalists – 74 and Older

- The Great Depression – starting in 1929
- World War II – sacrifice and patience, including women in the workforce
- Farm to City – from agriculture to industrial workforce
- Mass Marketing and Confidence in Experts
- They built the world we live in today
- You may have traditionalist council members or staff members in government

What Key Events did you Find in the Lives of Boomers?

What song?



# The Baby Boomers – 55 to 73

- The Boom of Babies – competition for everything
- Affluence – one of most economically optimistic times in history
- Television – Seeing the same thing
- Generation Gap – questioning prevalent & changes in values
- The second wave of boomers – Get Smart/Brady Bunch, disco; less optimistic, gas shortage, more worried about future

What Key Events did you Find in the Lives of Gen Xers?

What song?

# The Generation Xers – 39 to 54

- Squished – 25% smaller than Boomers and Millennials
- Divorce – Sharp rise and working Boomer moms changed family structure
- Downward mobility – poor economic growth, high inflation, no lifetime jobs
- Parody – access to info creates parody and skepticism. Don't believe what you're told

“It’s not that we’re whiny. We’re cynical and isolated. I, for one, had a hard time trusting anything. Love is forever (my parents divorced when I was four). Uncle Sam is your friend (if you’re American and sometimes not even then). Technology will solve the world’s problems (just turn off the TV, dear and take your Prozac). And Richard Nixon is not a crook.”

Gen X journalist Piper Lowel

# Understanding May Take Thinking Outside the Box

- Group Exercise – The Hidden Code
  - I want you to think outside the box
  - I will show you a display and want you to identify a number between one and five and call it out
  - If you identify the correct number three times in a row, you become an observer

# Takeaways

- What made finding the code challenging?
- Understanding other generations may take thinking outside how you typically approach things
- Recognize the value of finding new solutions that work for you and others
- Ask questions; involve the team to get different perspectives

What Key Events did you Find in  
the Lives of Millennials?

What song?

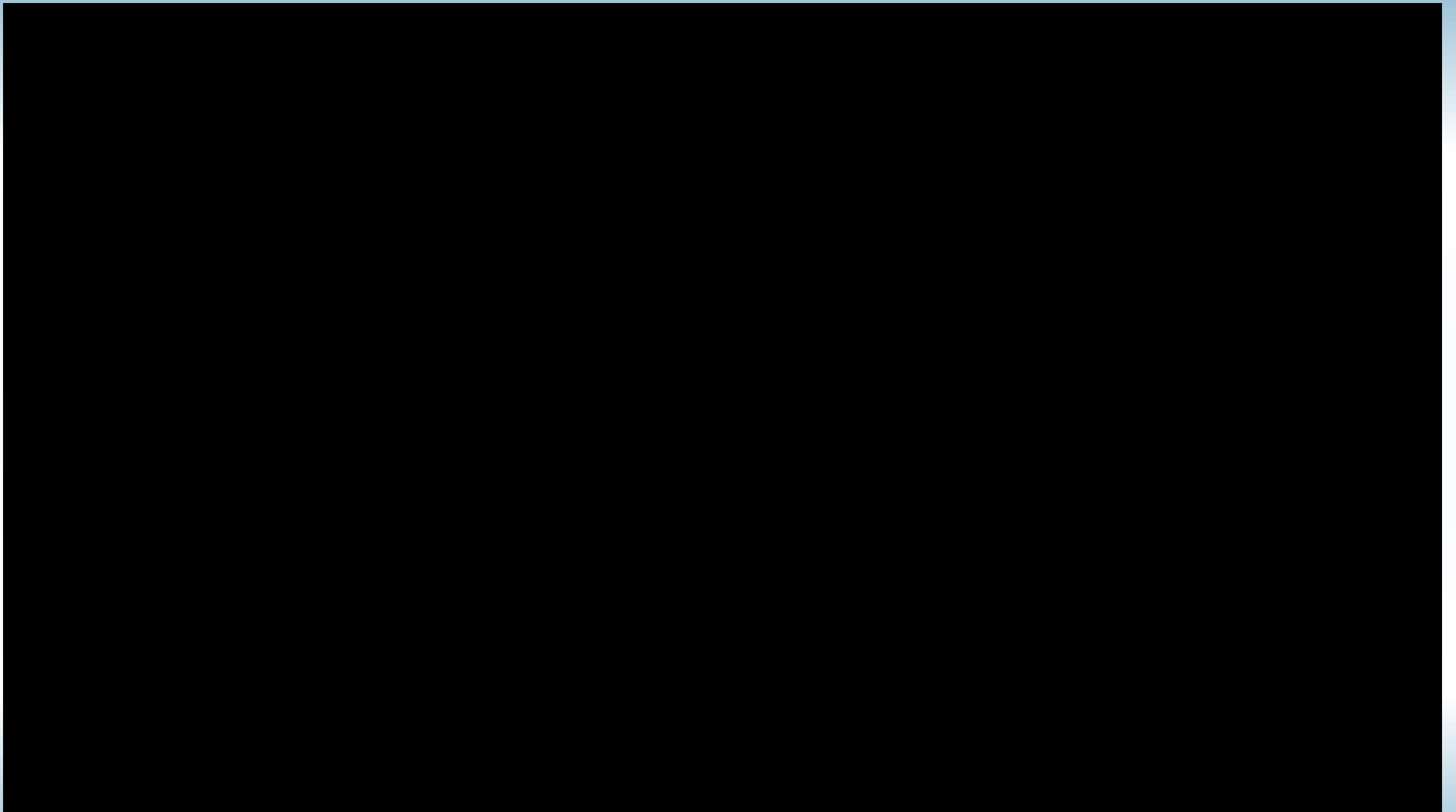


# The Millennials – 20 to 38

- Heavy Parental Involvement – learn to capitalize on it!
- Fear of Low Self Esteem – convinced they are special
- The Consumer Age – raised with choices and tomorrow may never come
- Money Matters – First half, good economy; Impact of Sept 11, 2001
- Technology – It's everywhere; first generation to grow up digital.

# Millennials' Emerging Adulthood

- A newly identified stage from 20 to 28, after adolescence and before early adulthood
- Take longer to get an education, harder to find meaningful adult roles until later in life
- Started with boomers and now prevalent
- Return home to live with parents; still optimistic about future success
- Tied to complaints of lack of commitment and work ethic – really just looking for what they want to do and with whom



What Key Events did you Find in  
the Lives of Gen Zs?

What song?

# The Generation Zs – 19 to 11

- They don't remember Sept. 11, 2001; the war on terror is the norm; the great recession
- They will account for 36 percent of the workforce in the next five years
- Highly competitive, accustomed to immediate feedback, financially focused, entrepreneurial, seek more stability, most diverse
- Crave structure, goals, challenges and a way to measure progress; along with stress relief
- Want change and want to have a voice

# Generational Understanding in Your Workplace

- How can you apply this knowledge:
  - With your boss?
  - With your team or coworkers?
  - With your elected officials?
  - With your city administrative leadership and staff?
  - In responding to customers?
  - In creating greater respect for your department and profession?

Sticking Points:  
How to Get 5 Generations Working Together  
in the 12 Places They Come Apart



# 5 Steps for Leading Through Generational Differences

1. Acknowledge: Talk about generational differences
2. Appreciate: Focus on the “why” not the “what,” and common needs
3. Flex: Agree on how to accommodate different approaches (Business Necessity – negatively impacts business, customer, money or funding. Generational Preference is anything that is not a business necessity.)
4. Leverage: Maximize the strengths of each generation
5. Resolve: Determine which option will yield the best results (when flexing isn’t enough)

# Communication

- Acknowledge: Get used to Millennials' tools. Efficient vs. abrupt
- Appreciate: Why and the common need
- Flex: How much you flex is based on business necessities and generational preferences
- Leverage: What is the factual case for why this is better?
- Resolve: How to best reach your team, customers leaders, others?
- Your residents are multi-generational

# In Your Groups

- Identify two things your group would want others to know about communicating with other generations

# Decision Making – 6 Ways

1. You decide and announce
2. You ask all team members for input and then decide
3. You ask the more responsible members for input and decide
4. You and a few teammates meet and decide
5. The savviest person on the topic decides
6. The group talks it over and comes to a consensus

# Let's Discuss

- Is one of those approaches always best?
- Which are top down approaches?
- Which approach might be most difficult for a boss?
- Remember, what are personal preferences and what are business necessities?
- The business necessity is to match the decision-making process to the problem and the people so that we solve the problem and don't lose the people.

# Dress Code

- Goal is to be comfortable, attractive and taken seriously
- Don't get stuck on what – ask why?
- What works in the business model of local government?
- Understand differences – attending an office staff meeting may be different than attending a city commission meeting or a presentation?

# Feedback

- Mentoring programs and career development are top benefits Millennials look for
- Every generation wants feedback and more coaching
- Explain you know you don't give enough feedback and want to discuss
- Goal is better feedback – what is most helpful and when – shorter and more frequent (real time coaching)
- Feedback can also come from the team



# Knowledge Transfer

- Organizations see the need to transfer knowledge from boomers and traditionalists, but they can't get them to write things down!
- Gen Xers listened and wrote things down for themselves
- Millennials and Gen Zers watch a video when they need information
- Start with why is it important
- Older workers are retiring and coming back part time on their own terms!
- Creating teaching sessions and allow proteges to give feedback.
- Videotape boomers and share with others

# Policies

- Should not only be created by city hall or HR
- Benefit of having different generations work together on policies
- People only buy-in to what they have been involved in
- Process: find reps respected by their generation; ask them to come up with good ideas; lay out the business challenges; have them agree on recommendations

# Fun Matters

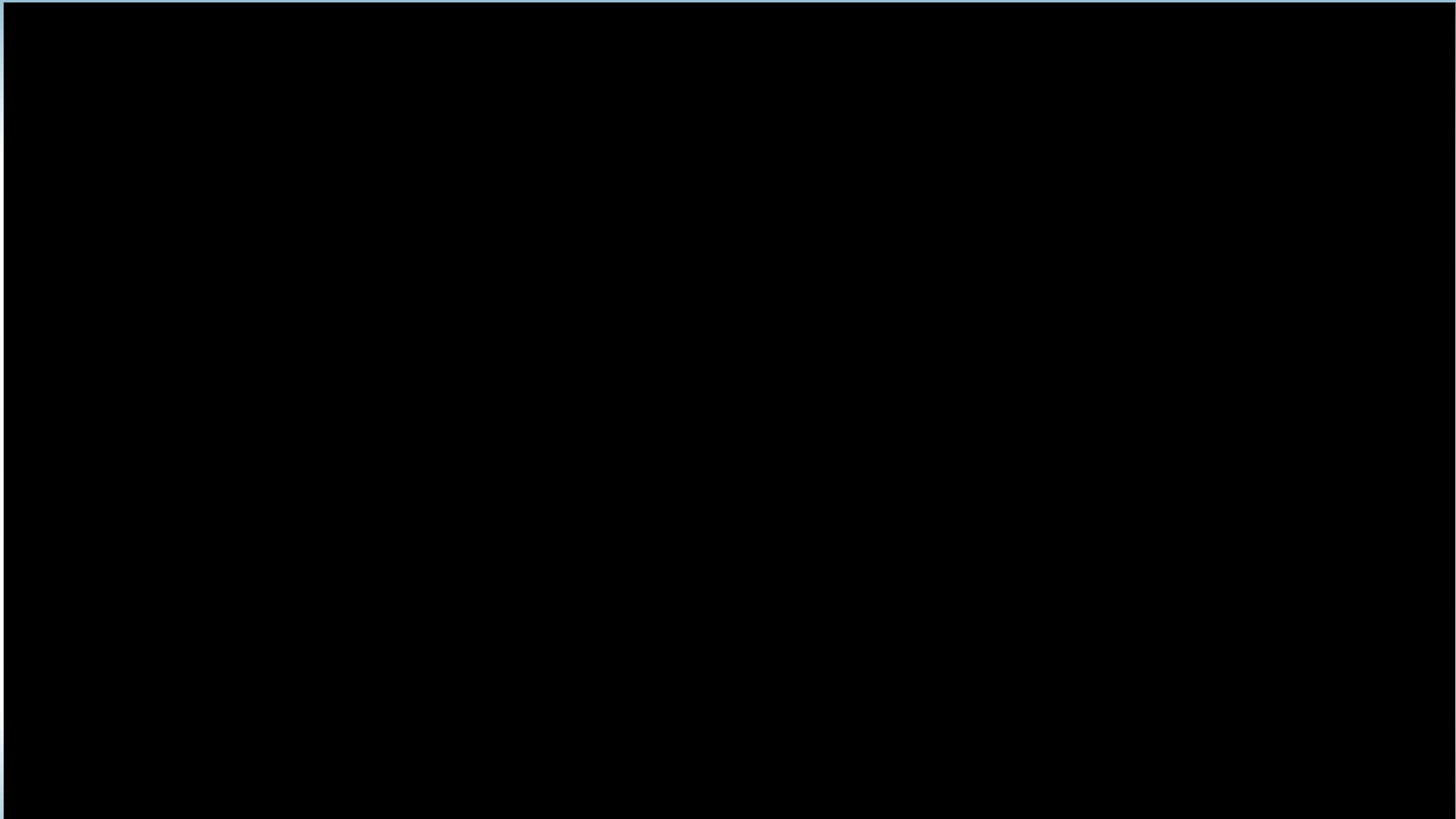
- Fun matters to Millennials, Gen Zs, and other generations too
- The sticking point is how much fun is appropriate
- Ask your team – what's getting in the way of creating an environment where fun happens spontaneously?
- Share our intentions and get feedback

# Loyalty

- Gen X, Millennials and Gen Z: I'm completely dedicated and loyal when I find the work interesting and I know I'm making a difference
- Stop criticizing lack of loyalty, and focus on showing the impact
- Ask your team to define loyalty
- Millennials want meaning and money; Gen Zs often want money then meaning

# Meetings

- We all think the other generations make meetings too long
- Goal is to communicate and feel connected as a team
- Should everything be discussed?
- Generation Zers are not linear
- Establish the objectives up front
- Let team help make them fun
- Discuss what works



# Work Ethic

- Ask: Does it matter how many hours you work if you get your job done?
- Ask: Do you have to meet as a group or can you work from someplace else?
- What have we learned from the pandemic and working online?
- Can you be flexible and still meet your objectives?

# Training

- Everyone wants training – just how to reach all generations is the challenge
- Training online or in a classroom – offer both and let them choose
- Have proficiency tests to ensure they learn key points, and let them email the trainer
- Ask your people how they want to learn – survey them after training
- Give them time to practice what they learn
- Don't assume people learn best the same way you do
- Training is not a one-time event – need ongoing assessment and support



# Last Point - Respect

- Older generations – how do we get younger generations to show respect for us?
- Younger generations – how do we get older generations to listen to us?
- If you ignore us – we'll ignore you!
- QTIP
- Approachable and respectful works for everyone

# Applying Learning to Your Work

- What lessons will you take back and apply?
- Are you open to approaches that differ from what you'd do?
- Are you asking questions to understand the why, or trying to “fix” other generations?
- What you do with your team makes a difference

Please complete your evaluation  
(even if you don't need the CEUs!)



[Michelle@bonocommunications.com](mailto:Michelle@bonocommunications.com)  
850.264.2433

# VISION POSSIBLE

FRPA 2020



FOR MORE INFORMATION ABOUT THE FLORIDA RECREATION AND PARK ASSOCIATION VISIT [FRPA.ORG](http://FRPA.ORG)