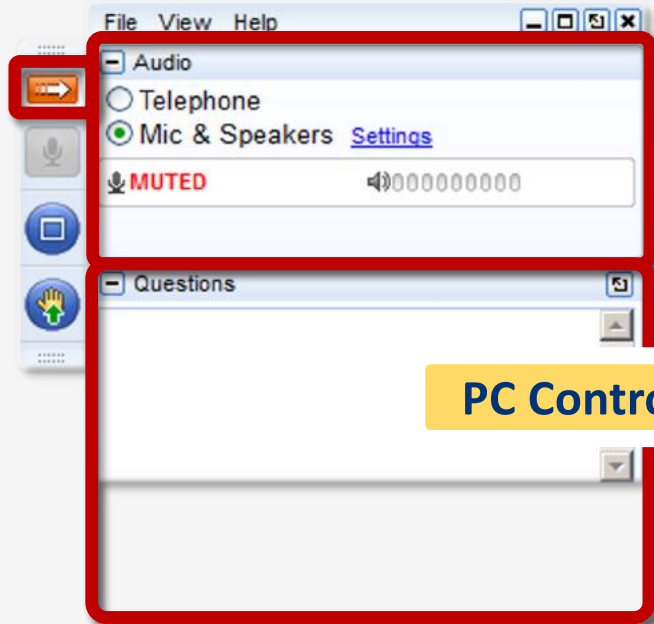




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Attendee Participation

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Join audio:

- Choose “Mic & Speakers” or “Computer Audio” to use VoIP
- OR choose “Telephone” or “Phone Call” and dial-in using the information provided

Submit questions and comments via the Questions panel.

Note: Attendees are muted and your webcams are disabled (listen-only mode).



Grassroots Advocacy Program

Filling the GAP for Conservation

Harnessing the collective knowledge and passion of the Friends Grassroots Network and providing resources to build capacity and future success on our National Conservation Lands.

Modules of Learning

Grassroots Advocacy

Enhance organizational knowledge and capacity in policy and legal work.



Community Engagement

Enhance partners' abilities to communicate and interact with their communities in culturally relevant ways.



Leadership & Management

Invest in individuals to develop and refine their leadership capacity and organizational effectiveness.



Intended Outcomes

- Stronger, more capable, confident and diverse leaders working to protect National Conservation Lands
- A more powerful and resilient network of leaders
- A pipeline of effective, diverse, well-trained leaders in the conservation movement
- Individualized coaching of community-based, skillful change makers



Training Resources for the Environmental Community
Presents:

Working Across Generations



Presented by:

Vanessa López, TREC

June 14, 2022

Topics We'll Cover

- Information about generations
- Unpacking biases that impact our understanding of generations
- Strategies to work across generations and leverage our differences to increase our impact and success

Things to keep in mind:

- Learning to navigate across age difference offers many benefits, including diverse perspectives, skills, and understanding
- These generalizations about generations are offered in the spirit of increasing understanding of how some shared lived experiences may impact people. Data is relevant to experiences in both U.S. and Canada.
- Caveat: These are not prescriptive or universal. Other identities like race, class, gender, etc. may not follow these generalizations
- Generalizations can hurt! It's very common to feel discomfort about how we're judged based on our generation's commonalities
- Be curious about how an individual may not identify within generational trends

Polling Question

Do you identify as a member of a particular generation?

- Traditional/Silent/Greatest
- Boomer
- X
- Millennial/Gen Y
- Z

What exactly is a generation?

Groups of people born within a particular stretch of time – on average, approximately 20 years.

While that is a rough approximation, generations are also partly defined by broad-brush shared lived experiences, social events, and/or societal trends when they're coming of age.

For example, one of the defining moments for the Millennial generation was 9/11 – it happened either in their childhoods or early adulthoods, and so generally, it's said that this generation does not have a lot of memory of life before the war on terror.

Source: Strauss and Howe



According to Strauss and Howe, generations are identified by age groups sharing three criteria:

- **Age Location in History:** Members of a generation encounter key historical events and social trends while occupying the same phase of life.
- **Beliefs and Behaviors:** Members of a generation are shaped in lasting ways by the eras they encounter as children and young adults and they share common beliefs and behaviors.
- **Perceived Membership:** Members of a generation are aware of the experiences and traits that they share with their peers, and they share a common perceived membership in that generation.

Source: [Ryan Jenkins](#)





"Once you understand any one generation's formative years, you can make sense of that generation's workplace values and beliefs."

- Chuck Underwood, founder and president of The Generational Imperative

Polling Question

Do you feel like the generalizations about your generation accurately represent you?

- Yes-definitely!
- Somewhat
- Not at all

The Silent/Traditional/Greatest Generation

- Age: 70s to early 90s
- Defining Experiences: World War II, the Korean War, and the Great Depression
- Perceived leadership values: Loyal, hardworking, "doing more with less"
- Perceived communication style(s): Direct, formal, in person or phone

Baby Boomers

- Ages: 59-76
- Defining Experiences: Civil Rights movement, the Vietnam War, and the Cold War, JFK Assassination
- Perceived leadership values: Relational, traditional learning systems and styles, time focused
- Perceived communication style(s): face to face, telephone, print

Gen X

- Ages: 42-58
- Defining Experiences: End of the Cold War, the fall of communism and the fall of Berlin Wall
- Perceived Leadership Values: Prioritize work/life balance, self-sufficient, independent, autonomous
- Perceived Communication Style(s): informal, concise, print and electronic

Millennials

- Ages: 26-41
- Defining Experiences: 9/11 and terrorist attacks along with a period of economic expansion
- Perceived Leadership Values: work to inspire others, connect emotionally to others and causes
- Perceived Communication Style(s): collaborative and less traditional, open to tech-based communications, social

Gen Z

- Ages: 25 and under
- Defining Experiences: They experienced the recession of 2008 and have no recollection of life before 9/11 and the War on Terror
- Perceived Leadership Values: Strong value around entrepreneurialism
- Perceived Communication Style(s): Digital natives, tech-centric, collaborative

**How does understanding
generational experiences and values
help us in the workplace?**

**Helps us identify and work with our
generational biases**

Generational bias is at the heart of ageism, and understanding it helps us check ourselves and challenge our assumptions.

How ageism shows up

Bias answers the question:

"Who do we inherently assume is _____?"

Question: Chat now....

What signals to you that a colleague is excelling?

Noticing Transformation

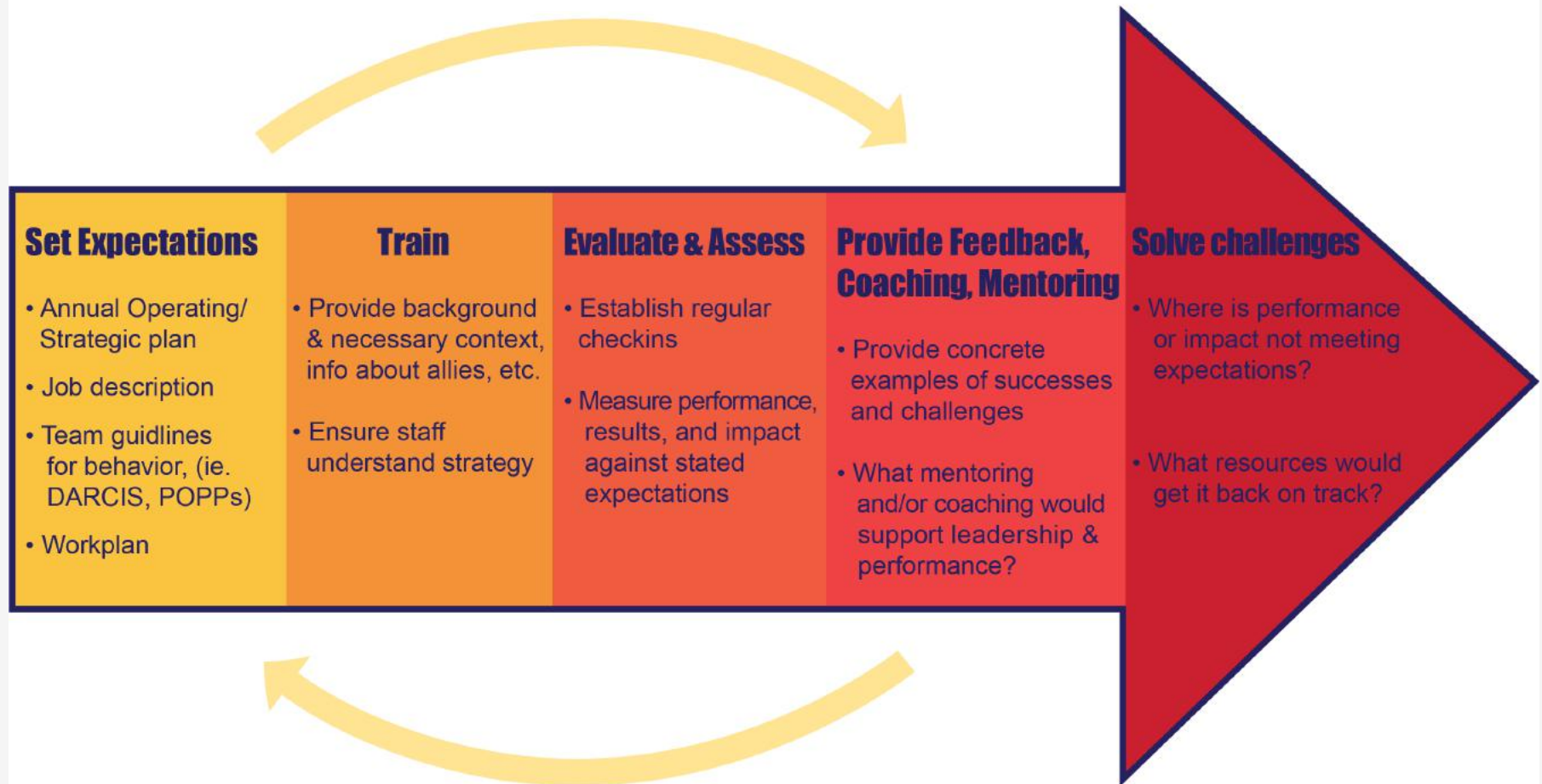
What signals to you that a colleague is professional?

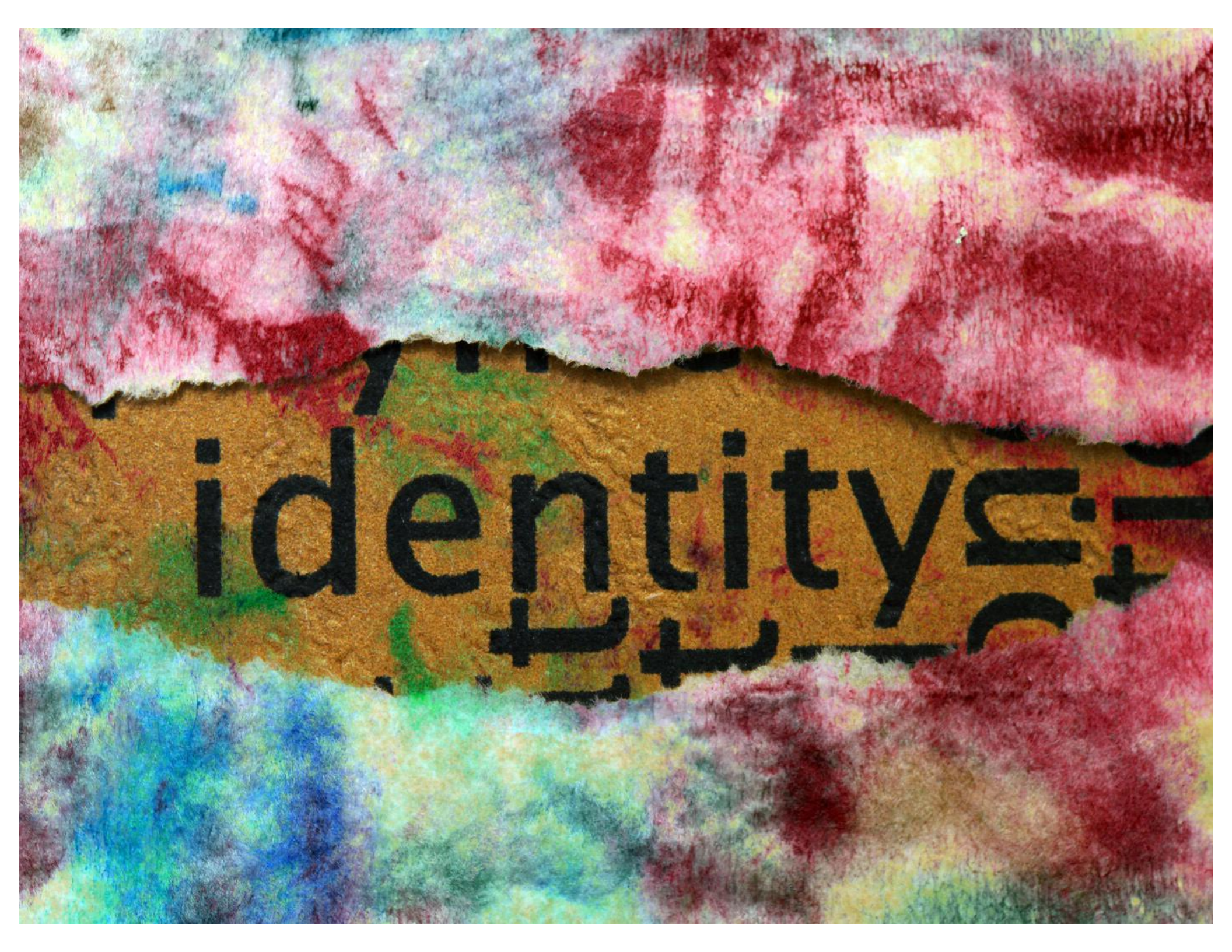


Tips for working across age difference:

1. **Get curious & challenge your assumptions:** ask questions about a person's values and experiences. Get to know and work to challenge your biases.
2. **Be aware of generational diversity or homogeneity:** Use data or observations to estimate generational diversity in staff, funders, board, partners, community, etc.
3. **Embrace the value of diverse perspectives and experiences:** generational differences can enhance and influence what we bring to the workplace.
4. **Separate impact from intent:** what one person may perceive as arrogant, rude, or disrespectful, another may experience as engagement.
5. **Make a request:** Share with others specific suggestions on what they can do to help you perform your best.
6. **Offer diverse opportunities for learning and communication.**
7. **Create clear expectations:** don't assume that everyone shares the same values around things like working 9-5, being on time, etc.

Clarity around expectations is the foundation of strong management:





identity

Resources



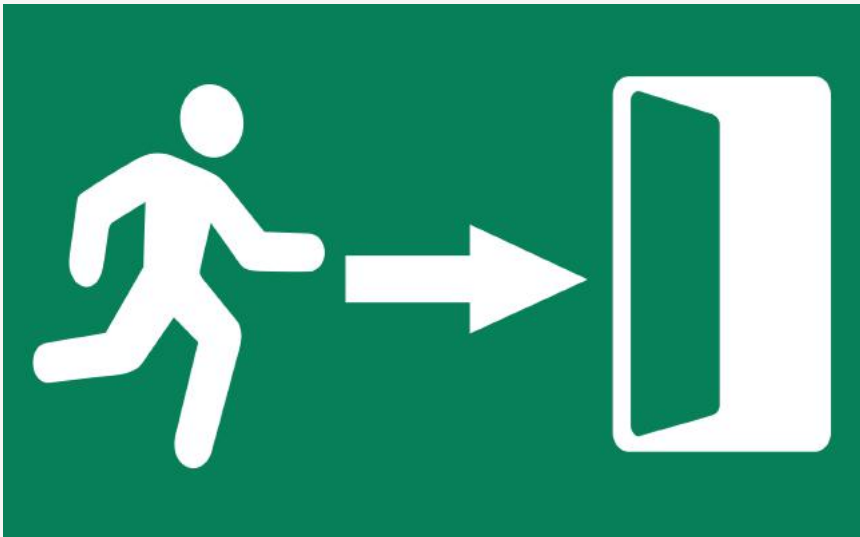
- [Harvard Business Review, Managing People from 5 Generations, Rebecca Knight, 9/25/14](#)
- [Forbes, How To Manage Generational Differences In The Workplace](#)
- [Business news daily - Tackling 4 Key Challenges of the Multigenerational Workforce](#)
- [The Workplace Generation Gap, Monster.com, 4/23/19](#)
- CLF Contact: Andrés Esparza, andres@conservationlands.org



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Please fill out our brief survey!





Questions?



How to Participate

Using your control panel...

- **RAISE YOUR HAND** if you would like to be unmuted to speak your question
- OR continue to submit questions and comments via the **Questions** panel.

Thank you for attending today's webinar! We will stay after to answer your questions, but feel free to exit the webinar if you need to go.