Drawing Strength from Diversity

Tuesday, October 10, 2017  1:00 – 2:00

Jodie Brown, President, Summit Solutions
Benefits

- Explain what diversity is and isn’t
- Gain awareness to diversity issues: Male/Female and Generation differences etc.
- Recruit, reward and retain a pool of diverse talent
Diversity:
What it is and isn’t

- EEOC
- Affirmative Action
- Diversity & Inclusion
Primary and Secondary Dimensions of Diversity

Geographic Location  Military Experience

Educational Experience  Work Experience

Family Status  First Language

Communication Style  Religion

Organizational Role and Level  Socioeconomic

Age  Gender

Sexual Orientation  Disability

Race  Ethnicity

Work/thinking Style  Education

Communication Style  Geographic Location
Does Social Media Help or Hurt?
Generations

A. Traditionalist: born by 1945
B. Boomer: 1946 - 1964
C. Gen X: 1965 - 1980

Which one are you?
Boomers

Born 1946 - 1964 (age 53 – 71)

45% workforce
Generation X

Born 1965 - 1980
(age 37 - 52)

40% workforce
Millenials

Born 1980 - 2000 (age 17 - 36)
10% workforce
# Colliding Generations

## Values and preferred work environment?

<table>
<thead>
<tr>
<th></th>
<th><strong>Boomers</strong></th>
<th><strong>Generation X</strong></th>
<th><strong>Millennial</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Loyal to team</td>
<td>Loyal to team</td>
<td>Life balance more important than advancement</td>
<td>Evaluate on work product not how, when or where</td>
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<tr>
<td>Value collaboration</td>
<td>Value collaboration</td>
<td>Casual work environment</td>
<td>Long term relationships with employers but on own terms</td>
</tr>
<tr>
<td>Respect from younger workers</td>
<td>Respect from younger workers</td>
<td>Diversity, technology, fun, informality</td>
<td>Highly creative</td>
</tr>
<tr>
<td>Value youthfulness</td>
<td>Value youthfulness</td>
<td>Fast paced and flexible</td>
<td>Collaborative, fun, flexible</td>
</tr>
<tr>
<td>Flat organizational hierarchy</td>
<td>Flat organizational hierarchy</td>
<td>Access to leadership</td>
<td>Continuous feedback</td>
</tr>
<tr>
<td>Warm friendly environment</td>
<td>Warm friendly environment</td>
<td>Access to information</td>
<td>Feel closer to Boomers</td>
</tr>
<tr>
<td>Flexible route to retirement</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Value ambition</td>
<td>Value ambition</td>
<td></td>
<td></td>
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<tr>
<td>Dislike conformity to rules</td>
<td>Dislike conformity to rules</td>
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</tr>
</tbody>
</table>

- **Evaluate on work product not how, when or where**
- **Long term relationships with employers but on own terms**
- **Highly creative**
- **Collaborative, fun, flexible**
- **Continuous feedback**
- **Feel closer to Boomers**
Filters

How does environment influence our perception of others?
Male Female Communication

What can go wrong?

Who has challenges communicating with the opposite sex?
Working Together

Effectively interpret what you see and hear

Recognize personal biases, stereotypes

Identify personal communication style (humor and jokes)

Know diversity issues and be sensitive

Prepare to change limited perceptions, and stand up for others
## Diversity Principals to Incorporate

<table>
<thead>
<tr>
<th>Leadership Communication</th>
<th>Recruiting and Retaining</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group work processes</td>
<td>Succession Planning</td>
</tr>
<tr>
<td>Rewards Develop</td>
<td>Strategic planning</td>
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</tbody>
</table>
Calming diverse opinions

Find one point to agree.
Focus on common goal.
Let other person have final squawk.
Defend others.
Motivation

People often say motivation doesn’t last.

Well, neither does bathing—

that’s why we recommend it daily.