“When Generations Collide …How to Avoid the Big BANG!”

Craig Weidel, SNS, MNLP, MHt.
How many child nutrition professionals are there in the United States?
Affiliation or Financial Disclosure

- Craig Weidel, CEO
  - Speaking Dynamic Concepts, LLC.
Keys to Learning

• Leave prior knowledge at the door
• Have fun
• Participate fully
• Be focused
a different approach...
Unique Industry . . .

- Traditional’s – born before 1946
- Baby Boomer’s – born 1946-64
- Generation X – born 1965-77
- Millennial’s (Gen Y) – born 1977-95
- Generation Z (Gen Z) – born 1996 - later
FOCUS
Gen-Mix Leader
Gen-Mix Leader

- Communication
- Conflict
- Culture
Trends that Shape All Generations . . .
Common Links of Generations

• Respect
• Creative challenges
• Chance to add value
Common Links of Generations

• Increasing responsibilities
• Recognition for accomplishments/contributions
• Flexibility
• More work
• Less people
• Fewer resources
Employees Want Relief from the pressure NOW!
• Win the war
• Relieve the stress
• Produce great results
Must master skills

• Focus
• Communication
• Customization
Focus Gen-Mix Leader

Zero in on mission/goals of department/district

• Growth
• Learning
• Recognition
• Reward
Gen-Mix Leader

How do you keep focus on ‘great work’?
What business are you in?
You are in the **EDUCATION** business.
You are a CHILD NUTRITION PROFESSIONAL
Communication

Quick

Easy

Cross Generational
Want to freak-out a millennial?
Customization

One size fits all is OUT!
Traditional’s Needs
Boomer’s Needs

Retire in 5 years
Gen-X Needs
Keep the team on track

• What do we do that no one else can do?
• What makes us special?
• What would our district lose if our team disappeared?
Maximize Everyone’s Uniqueness Now!

“Most people only use 20 to 25% of their potential in their current job.”

Theodore Zeldin
What are your ‘ONBOARDING’ practices?
Onboarding?

1. If you are doing something right how would you like me to acknowledge that to you?
2. If you are doing something wrong how would you like me to acknowledge that?
3. Now that you have been with us for six weeks what one thing should we change and why?

Onboarding?
Communicate J.I.T.
Leadership I.Q - 2015

• 66% too few talks with …

• 67% too little positive feedback
The ONE thing about communication
Value each team member -

“Asking and hearing people’s opinions has a greater effect on them than telling them. ‘Good job.’”

Sam Walton
Value questions more than answers... 

• Better thinking
• Better discussions
Conflicts?
Sides of conflict

Three Sides to Every Story:

1. This side
2. That side
3. The truth
Ways to handle conflict ...
Ways to handle conflict ...

DNDNDNE Syndrome
Ways to handle conflict ...

“Whenever you are in conflict with someone, there is one factor that can make a difference between damaging the relationship and deepening it. The factor is attitude.”

William James
2 – Questions
Conflict/Difficult People

• Can they change? (ability)
• Will they change? (attitude)
Your mindset to handle conflict …

“Treat people as if they were what they ought to be, and you help them become what they are capable of becoming.”

Goethe
Your job as a Gen-Mix leader is . . .

• Tell them the truth
• Show them how they can grow
• Then help them to change
If in doubt . . .

“Whenever I’m tempted not to act in a difficult personnel situation, I ask myself, ‘Am I holding back for my own personal comfort or for the good of the organization?’”

Fred Smith
Gen-Mix Leaders are direct and decisive.

- You get paid to make tough choices.
- TOMA - what is in the best interest of the TEAM?
Customize . . .
“I’ll be loyal to an employer until I get a better offer.”

Younger Gen’s Mindset NOW
The goal is not treat your team equally, but equitably.
One question . . .

Craig you don’t understand we can’t give people bonuses like other companies can.
4 Most Sought-After Non Financial Incentives

1. Training in a marketable skill
2. Control over schedules
4 Most Sought-After Non Financial Incentives

3. Control over job duties
4. Choice of co-workers on assignments
Retention

By 2020 there will be 3 experienced workers leaving to 1 inexperienced worker arriving.
1. Retain the wisdom, knowledge, and expertise of retiring Traditional’s/Boomers
Retain Wisdom
2. Build your bench strength of younger generations moving up into Gen-Mix leadership?
Leadership COACH

1. I.D. their strengths and skill gaps
2. Provide resources to build the gaps
3. Put them in ad hoc leadership roles to test their talents and skills
Becoming a LEADERSHIP Coach

- I.D. needed resources
- What is the cost of learning opportunities
Becoming a LEADERSHIP Coach

• Hold people accountable for building a skills portfolio
• Schedule periodic self and supervisory evaluation
3. Help young Gen-Mix Leaders to lead workers old enough to be their parents or grandparents.
Message to Oldster’s

• Get over it – let go – accept it
• Only talk about ‘it’ once
• Be the wise sage
• Learn their management style
• Enjoy their eagerness, energy and freshness
Millennial LEADER

How can a young leader establish their vision and get buy-in when they don’t yet have a track record of success?
Key – Trust

“The beauty of trust is that it erases worry and frees you to get on with other matters. Trust means confidence and buy-in.”

Steven Covey
Trust

• Work hard – get your hands dirty.
• Inspect what you expect.
• Always be ethical.
Character

- Care about the people you lead
- Make things right
- Always tell the truth
Create CLEAR Expectations

“Motivation is always in direct proportion to the level of expectation.”

Denis Waitley
“FedEx since its inception, has put its people first – our corporate philosophy is, PEOPLE-SERVICE-PROFIT.”

Fred Smith
• Learn their strengths and weaknesses.
• Put people where they add the most value.
• Give them the flexibility to grow.
Give People a Safe Place to FAIL

Remember most people are afraid to fail, so preach failing forward.
Second Question I Get

“How does one lead people who are more knowledgeable than me?”
Develop the strategy of asking for help.
Admit where they are better than you and look for common ground.
Think about enlisting the help from the most influential person on the team.
QUIT comparing yourself to others, focus on being the best YOU!
Find a way to get a few WINS under your belt.
Sticking Points
Gen-Mix Meetings

Purpose – can it be done another way?
Who, what and when agenda
Start on time / End on time
Stick to the agenda
Assign responsibilities
Device free space
SET the standards …
LIVE the standards …
TEACH the standards
INSPECT the standards
This session provides one (1) CEU

- **Key Area:** Administration - 3410
- **Key Topic:** When Generations Collide …
If you have any questions or comments you can contact me at:
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