Engaging All of the Generations in the Community

Presented by: Cheryl Cran, CSP, HoF
Author, “Leadership Mastery in the Digital Age” &
“101 Ways to Make Generations X, Y & Zoomers Happy at Work”
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Generations

- Traditionalists late 60's and over
- Zoomers early 50's to late 60's
- Gen X 30's to early 50's
- Gen Y 20's to early 30's
- Millennial's under 20

“They grow up too fast.”
Generations Impact On...

- Customer Service
- Involving Youth
- Communication (Expectations)
- Access to Services
- Workplace
- Tolerance of Attitude Differences
How To Engage Zoomers?

- In the community - Zoomers - volunteerism, aging parents resources, engage in politics, mentorship opportunities....

- In the workplace - Autonomous work, train on technology, provide impetus for change, share their ‘hard drive’ with Gen X and Y, part time option, job share option
How To Engage Gen X?

- In the community- Gen X- family events, project volunteerism, special events such as pumpkin patch, contests for their children
- In the workplace- project work, flex time, remote work options, technology, family rewards, sabbaticals, coaching style of leadership, promote them to Zoomer’s job....
How To Engage Gen Y?

- In the community- Gen Y - technology, community forums, focus groups, video contests, fun events focused on engagement photo and amazing race etc.

- In the workplace- technology, fun, involvement, ability to lead, succession plan, career path, learning path, likable leaders, continuous growth and learning
<table>
<thead>
<tr>
<th>GenY</th>
<th>GEN X</th>
<th>BABY BOOMER</th>
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<tbody>
<tr>
<td>Celebrates diversity</td>
<td>Accepts Diversity</td>
<td>Assumes Diversity</td>
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<tr>
<td>Optimistic/Realist</td>
<td>Pragmatic/Practical</td>
<td>Pragmatic/Idealist</td>
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<tr>
<td>Self-Inventive</td>
<td>Self-Involved</td>
<td>Self-Expansive</td>
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<tr>
<td>Re-write Rules</td>
<td>Desire Rules</td>
<td>Reject Rules</td>
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<tr>
<td>Irrelevance of Institutions</td>
<td>Mistrusts Institutions</td>
<td>Topple Institutions</td>
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<tr>
<td>Nurtured Kids</td>
<td>Latch-key Kids</td>
<td>Laissez-faire Kids</td>
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<tr>
<td>High Expectation</td>
<td>No link between hard work and success</td>
<td>Freedom To Seek To Achieve</td>
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<tr>
<td>Future is Open</td>
<td>Future is Closing</td>
<td>Future is Now</td>
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<tr>
<td>Personalization &amp; Customization</td>
<td>Labels (as security)</td>
<td>Categorization (mass)</td>
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Zoomers see that things have increased urgency as they age...
MindMixer Acquires VoterTide, Bets Social Tech Can Save Democratic Process

Two years ago, Nick Bowden and Nathan Preheim built MindMixer on the premise that there was an opportunity to use technology—specifically online forums—to connect community members with municipalities. The mission? That there are millions of good ideas had by regular people every day, but they often don’t make their way to the surface, or more accurately to the ears of the people in power.

Today the Omaha-based company announced its acquisition of VoterTide, a social media intelligence company that has been successfully activating audiences around hot topics and issues for political campaigns, non-profits and special interest groups. The terms of the deal were not disclosed.

With expanded head room and a flat, hump-free floor, the Nissan NV200 Taxi’s smaller footprint = 5 square acres (cumulative) back to the city.
Do you want to give back to your community while making new friends? Silicon Valley Volunteers is an organization that combines both aspirations. The organization is designed to help young people in their 20's and 30's find opportunities to volunteer in their local community while meeting others with similar interests. Silicon Valley Volunteers focuses on providing opportunities that fit into the busy schedules of young people. Many opportunities listed on the site are in the evenings or weekends.

Please browse the site to learn more about the organization. In addition to volunteer opportunities, there are opportunities for becoming a committee leader or boardmember. If you are interested in more information about these opportunities, please email svvolunteers@gmail.com.

For general information about the group, email svvolunteers@gmail.com.
Download the NEW DALLAS 311 APP and report code violations INSTANTLY.

Help Keep Dallas Clean

Use the App to Report:
- High Weeds
- Litter
- Street Repairs
- Loose Animal
- Obstruction
- (street, alley, sidewalk)
- Curb &Vegetation Structure

SEE IT. SNAP IT. SEND IT.

Code violation
Action Items

• Create Gen Y focus groups, video contests, high school surveys

• Build generational awareness in the workplace, provide generational training and communicate generational engagement to the community

• Create succession plans in the workplace, political recruitment and education opportunities
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