



JEFF BUTLER



21ST CENTURY LEADERSHIP – CULTIVATING LEADERSHIP IN TODAY'S MULTIGENERATIONAL WORKPLACE



GEN XERS 1961-1981

SKEPTICAL ABOUT AUTHORITY?

TEND TO SEE THE GLASS HALF EMPTY?

GO AT IT ALONE?



BABY BOOMERS 1946-1964

ARE YOU A RULE FOLLOWER?

OUT OF TOUCH?

ARE YOU LOYAL AND SELF-SACRIFICING?



MILLENNIALS 1980-2001

ENTITLED?

LAZY?

LOVE TECHNOLOGY?



REUTERS



The New York Times

Bloomberg TELEVISION

THE WALL STREET JOURNAL

The Washington Times

The Washington Post Los Angeles Times

CHICAGO SUN-TIMES

THE WALL STREET JOURNAL RADIO NETWORK (i+1)

AP



Chicago Tribune

BusinessWeek

CNN



SCIENTIFIC AMERICAN™



VANITY FAIR

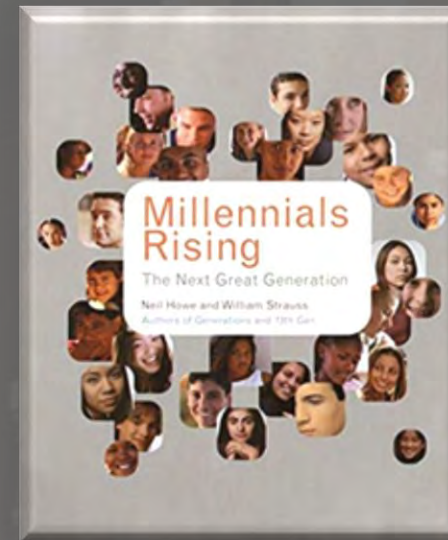


Generation Y vs Millennials

Harvard



Strauss & Howe



THE MAKING OF A GENERATION

A bronze statue of a muscular man, possibly a deity or hero, with his arms raised in a gesture of triumph or prayer. The statue is set against a background of a patterned wall and a wooden structure, possibly a doorway or a window frame. The lighting is warm, highlighting the texture of the bronze and the intricate details of the background.

- **Technology Changes**
- **Common Age Location in History**
- **Identity Cycle**
- **Common Beliefs and Behaviors**

WHAT IS A LEADER?

- Vision
- Motivation



Quiz

Generation Y and Millennial are interchangeable?

False!



Quiz

Technology only impacts us on a sociological level?

False!



Quiz

Millennials are not able to buy houses because they spend too much on avocado toast?

True, Washington Post






Nick Confessore 

@nickconfessore



If I forego my daily avocado toast and save \$50 a week at 5% interest, I can save \$33,644 in just a decade!

 92 1:56 PM - May 15, 2017



 32 people are talking about this



The Generation Responses

**Baby Boomer
Bob**



- Take the complete day on/off

**Generation X
Jill**



- Notifies team via Email

**Millennial
Jeff**



- Work/Life = Same

21ST CENTURY LEADERSHIP

A pair of hands is shown holding a glowing lightbulb. The lightbulb is the central focus, with its filament visible and emitting a warm, yellow light. The hands are positioned around the base of the bulb, with fingers slightly curled as if supporting it. The background is dark, making the lightbulb stand out prominently.

ALIGNMENT





ADAM'S EQUITY THEORY



ADAM'S EQUITY THEORY CONSEQUENCES



- **Decrease Output**
- **Push for More Authority**
- **Go into survival (9-5) mode**
- **Become Resistant**







EXPECTATION SETTING AREAS

Work/Life Balance

Work Ethic

Culture

Communication Protocol



Entitled Employees



1. Have you ever felt your skills weren't good enough for the task?
2. Tell me the last time you made a mistake?
3. What is your expectation of your career progression working here?





Quality Control
Checklist protocol

A person wearing a brown, textured sweater is sitting at a desk, typing on a silver laptop. The scene is dimly lit, with light coming from a window in the background, creating a soft, focused atmosphere. The person's hands are positioned on the keyboard, and the laptop screen is open to the right. The overall mood is quiet and productive.

WORK/LIFE FLEXIBILITY

Quiz

Checklist protocols are used to improve company morale?

False!



Quiz

To screen for entitlement, ask questions about the past work consistency?

False!, mistakes



Quiz

It is illegal to take pictures in airport bathrooms?

False, only if people are involved



21ST CENTURY LEADERSHIP

A person's hands are shown holding a glowing lightbulb. The lightbulb is illuminated from within, casting a warm glow. The background is dark, making the lightbulb stand out. The overall image conveys a sense of innovation, ideas, and leadership.

ALIGNMENT

CULTURE



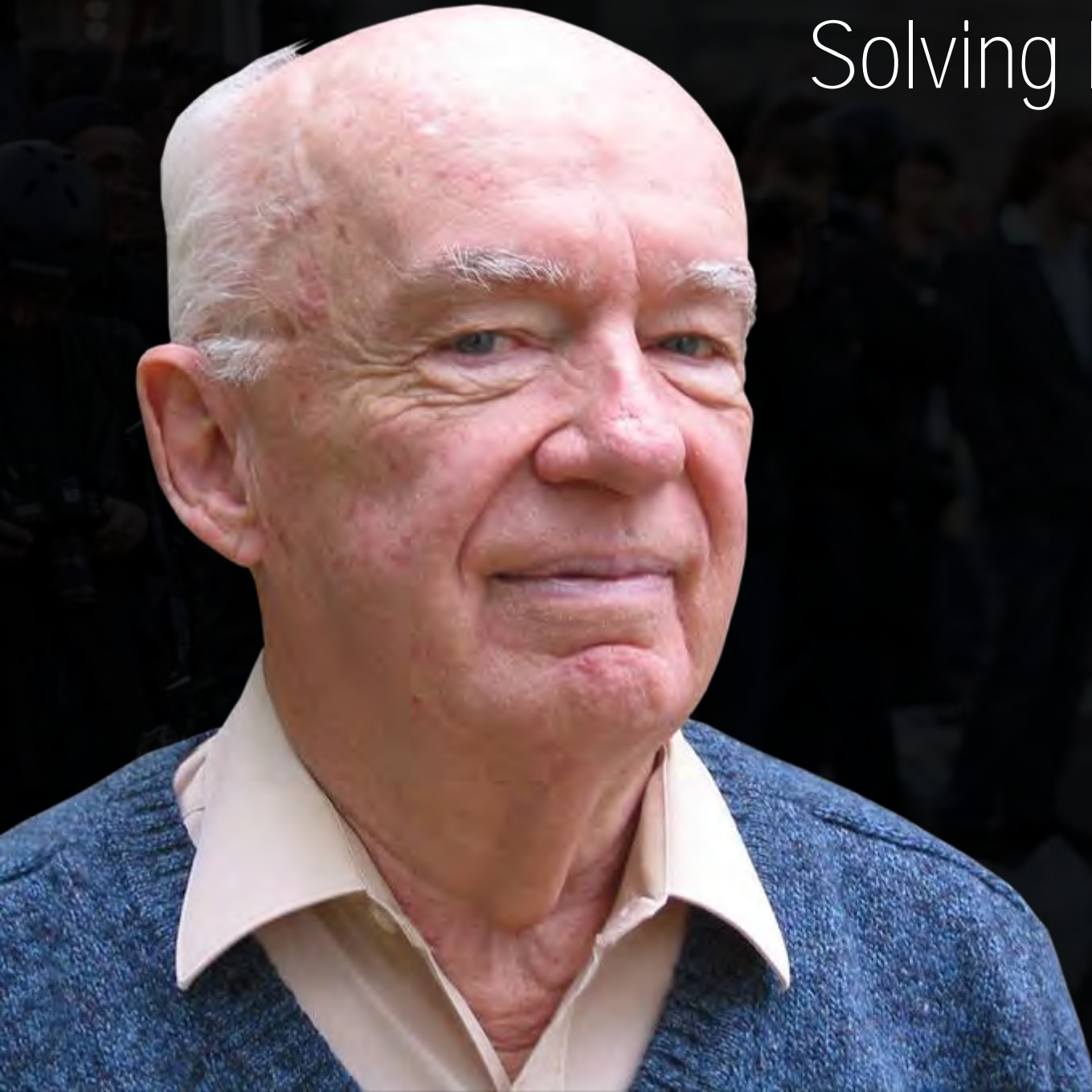


Vertical to
Horizontal
Engagement

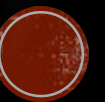
VALUES AND BELIEFS



Solving Intergroup Conflict



Thomas Pettigrew PhD.
Research Professor
Social Psychology
UC Santa Cruz





EMOTIONAL CONNECTION

ALL PORT CONDITIONS

Equal Status

Common Goals

**Intergroup
Cooperation**

Institutional Support



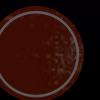
THE BEST GIFT
IS YOU!



Volunteering

PROJECT ROI

- 20% ↑ MORALE
- 7.5% ↑ ENGAGEMENT
- 13% ↑ PRODUCTIVITY
- 50% ↓ TURNOVER





Water Cooler Chats



JACK WELCH
CEO
General Electric

Requires
Reverse
Mentorship
For Executives





Quiz

Volunteering time off can help indirectly improve team morale?

True!



Quiz

Entitlement solely comes from Millennials?

False!



Quiz

Adam Equity's solely focuses on demographic inclusion?

False!, Fairness



Quiz

The office water cooler is the place where adults can act like high schoolers?

True

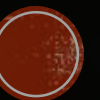


21ST CENTURY LEADERSHIP

PERSONAL DEVELOPMENT

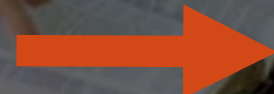
ALIGNMENT

CULTURE





Be



Do



Have

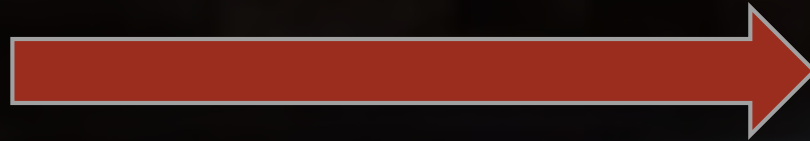
THE WALL





LANNY BASSHAM
OLYMPIC WORLD RECORD HOLDER





Preliminary



“The ability to act in adverse circumstances”



Reinforcement



Action Phase



CONFIDENCE

“The feeling or belief that one can rely on someone or something; firm trust”

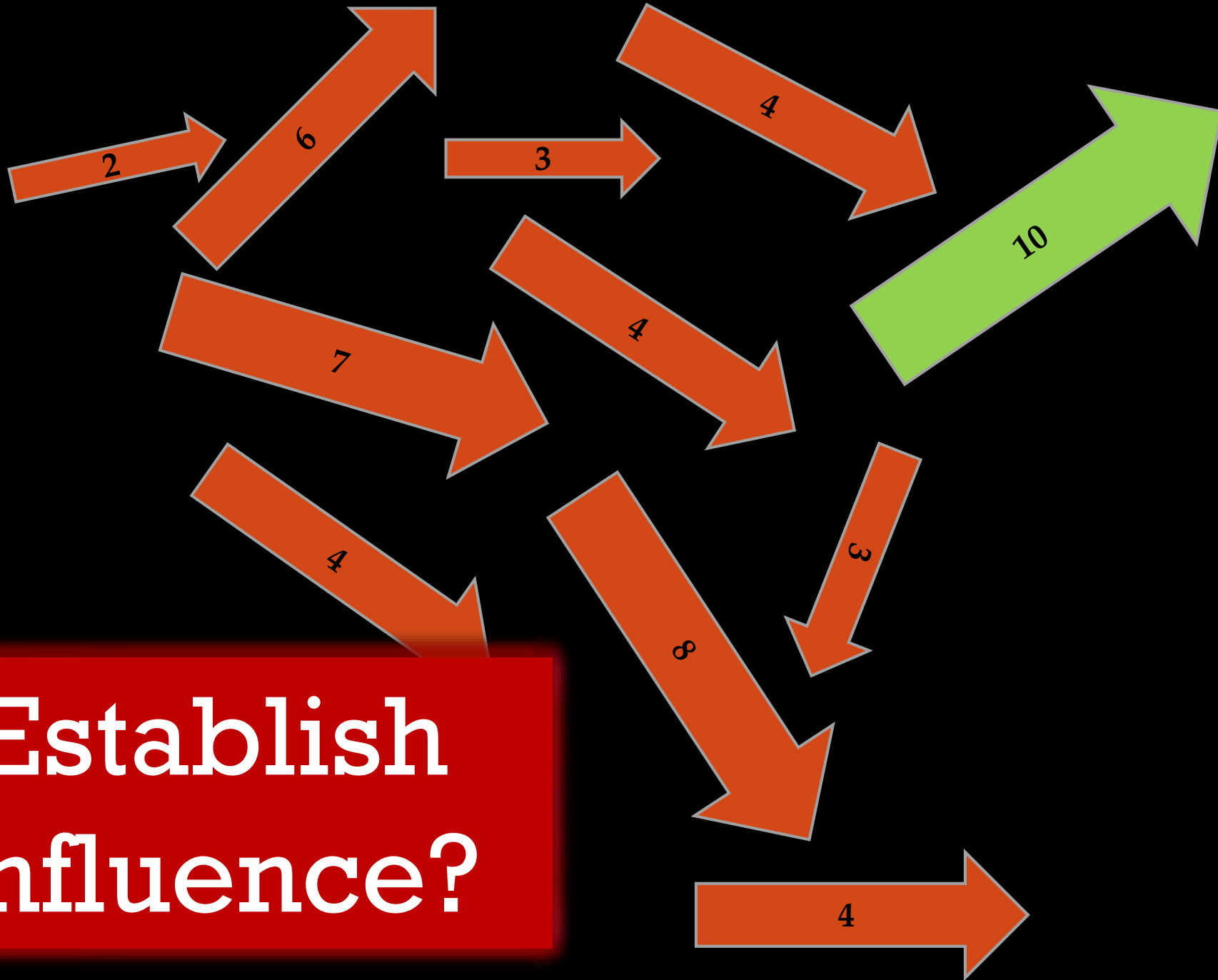


WHERE DO YOU FIND ASSOCIATIONS?

- Biographies
- People Who Have Done *It*
- Mental Rehearsal
- Mentoring



**Establish
Influence?**





*“Pertains to the significance of living
or existence in general”*

PURPOSE



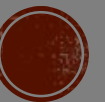
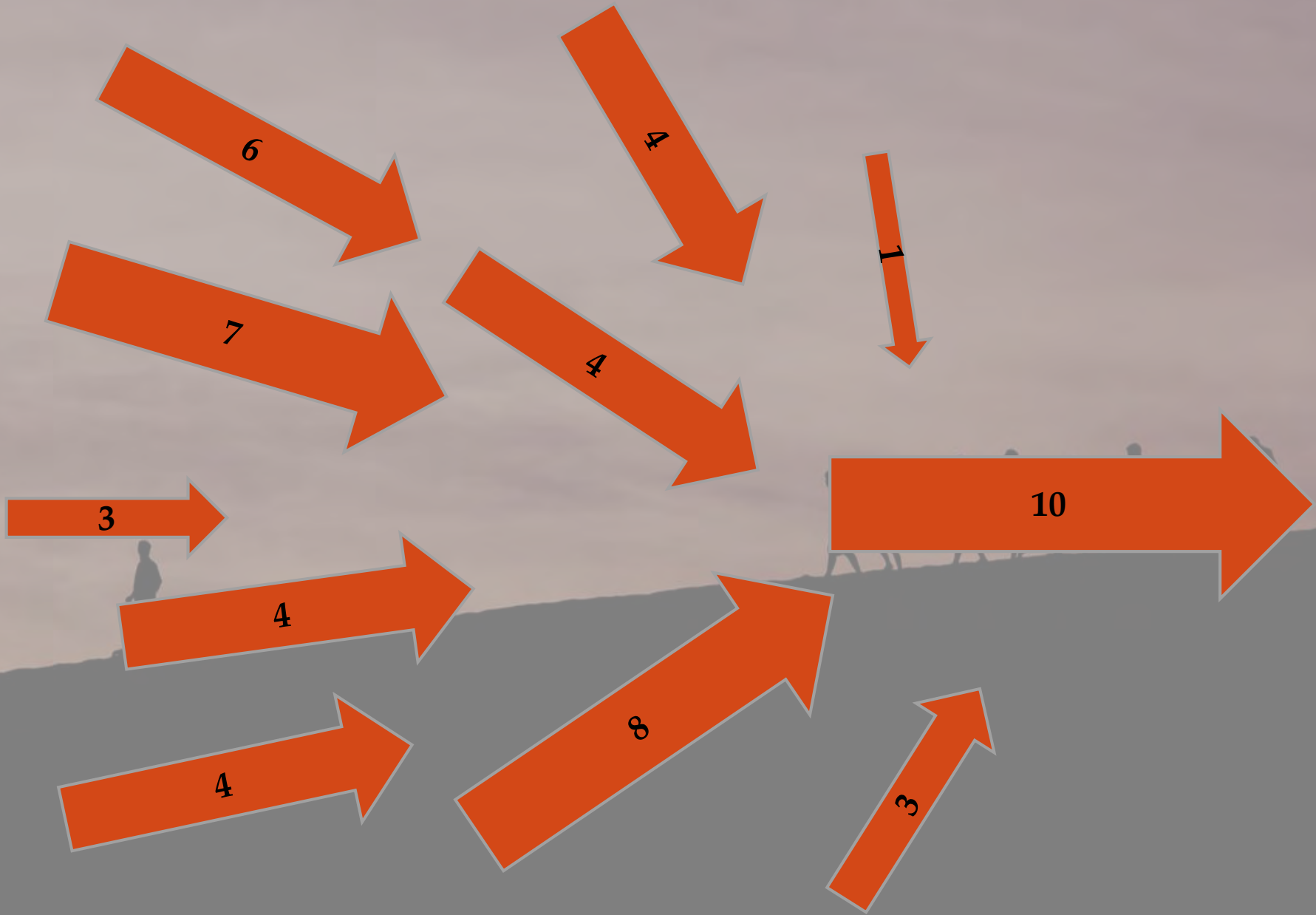
YOUR WHY

▪

▪

▪

5 WHYS DEEP





*“Purpose is truly the secret sauce between
financial success,
business longevity, and
‘doing good’ in society.”*
- Marc Benioff, CEO Salesforce



Quiz

Confidence is the emotional weight of physical experiences?

False!



Quiz

The Wall increasing in size from the interpretation of past events?

True!



Quiz

*You can get buy-in from coworkers
discovering their purpose?*

True



Quiz

Millennials enjoy playing with outlets?

True



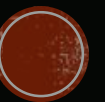


21ST CENTURY LEADERSHIP

PERSONAL DEVELOPMENT

ALIGNMENT

CULTURE





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Feedback?

<https://jeffjbutler.com/survey>