

LeadSmart & The New Diversity

Jason Young

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The CULTURETOPIA Effect

How successful organizations create
HIGH PERFORMANCE and HIGH FULFILLMENT
and how you can too.

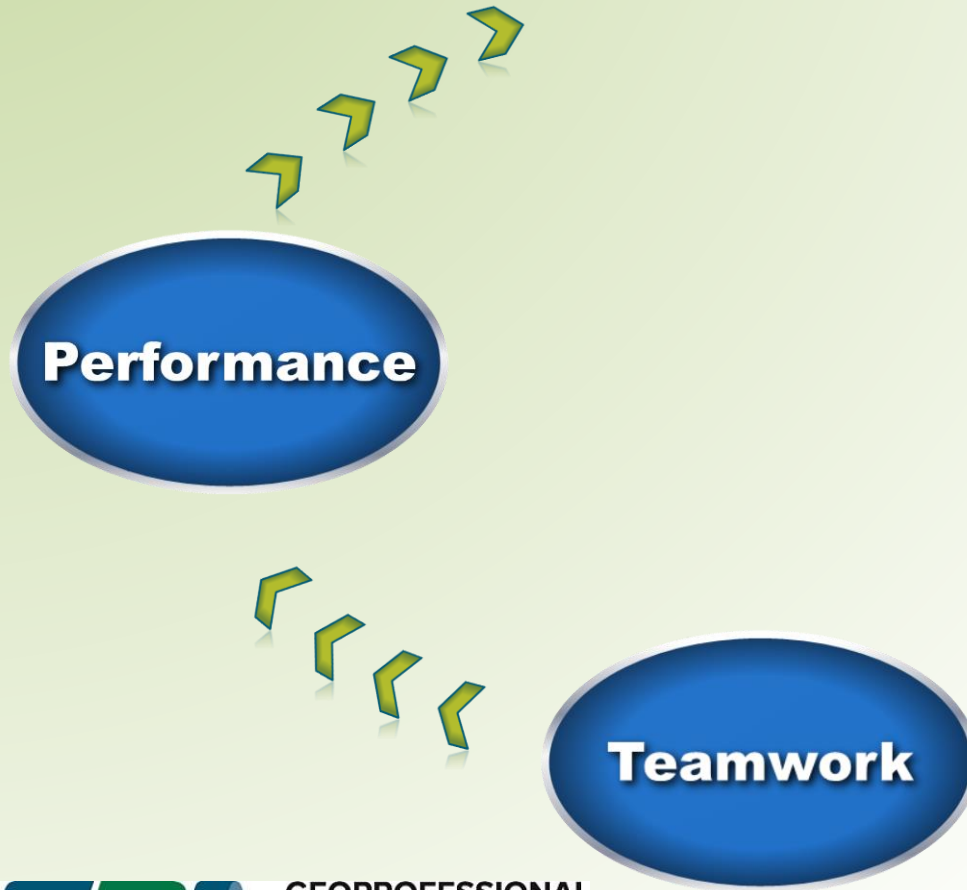
High Performance
Low Fulfillment

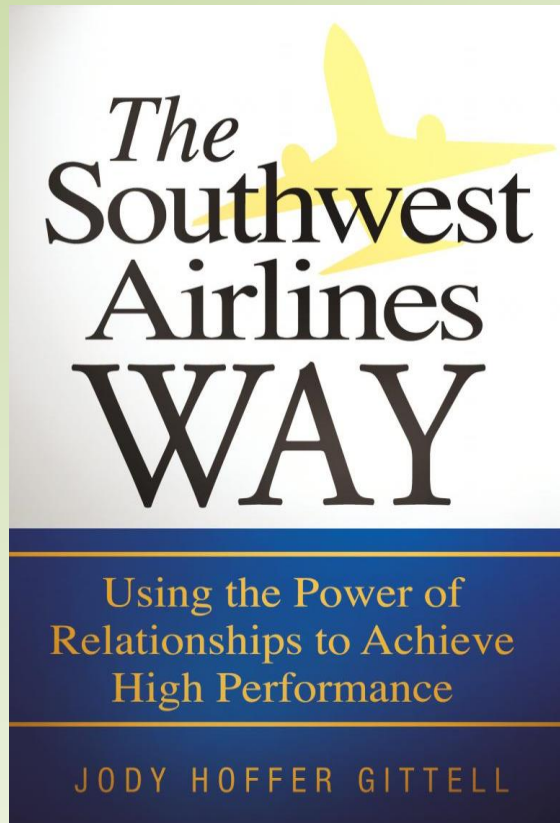
Culturetopia
High Performance
High Fulfillment

Low Performance
Low Fulfillment

Low Performance
High Fulfillment

What Drives Performance?





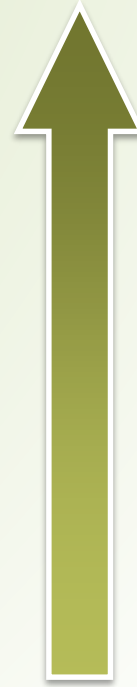
Relational Coordination

Relational Coordination

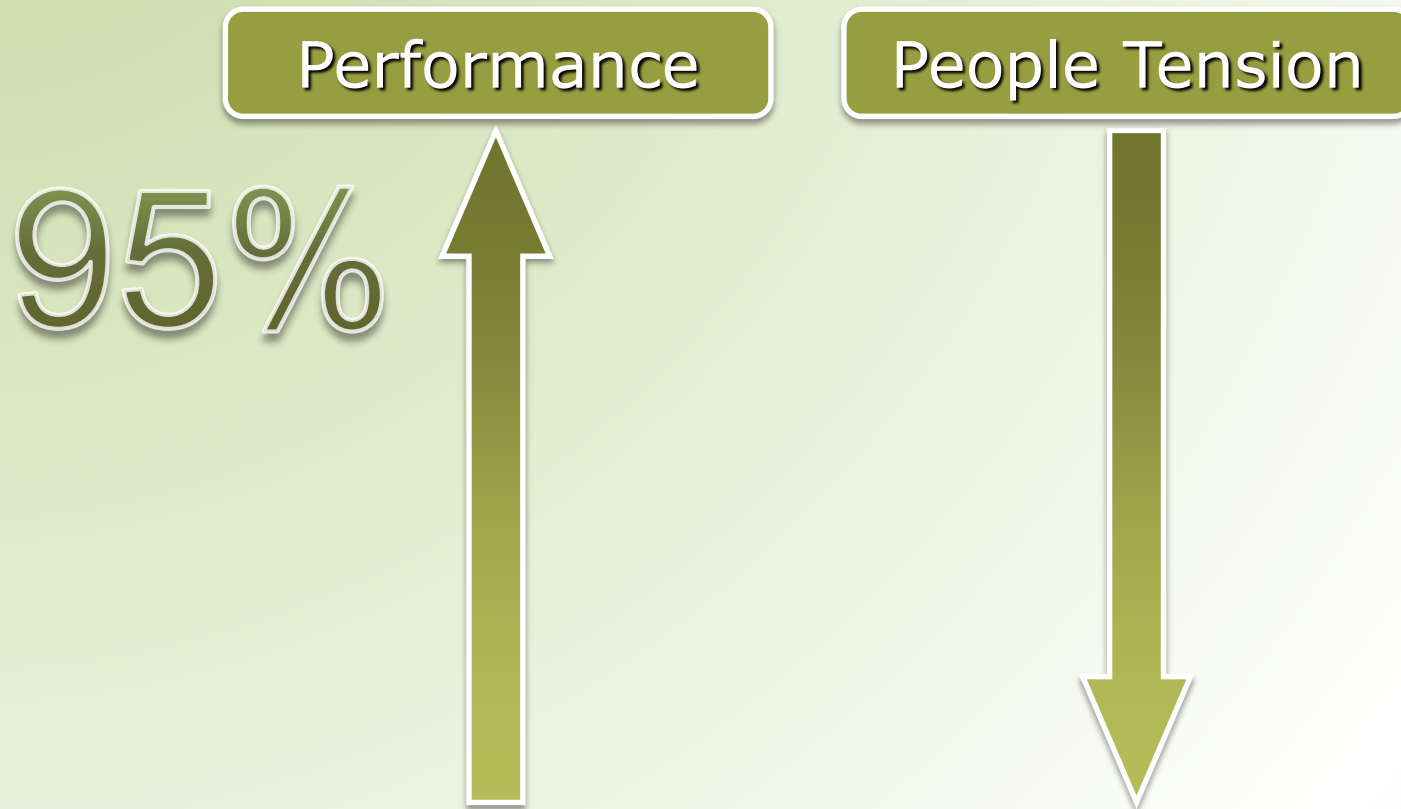
Performance

People Tension

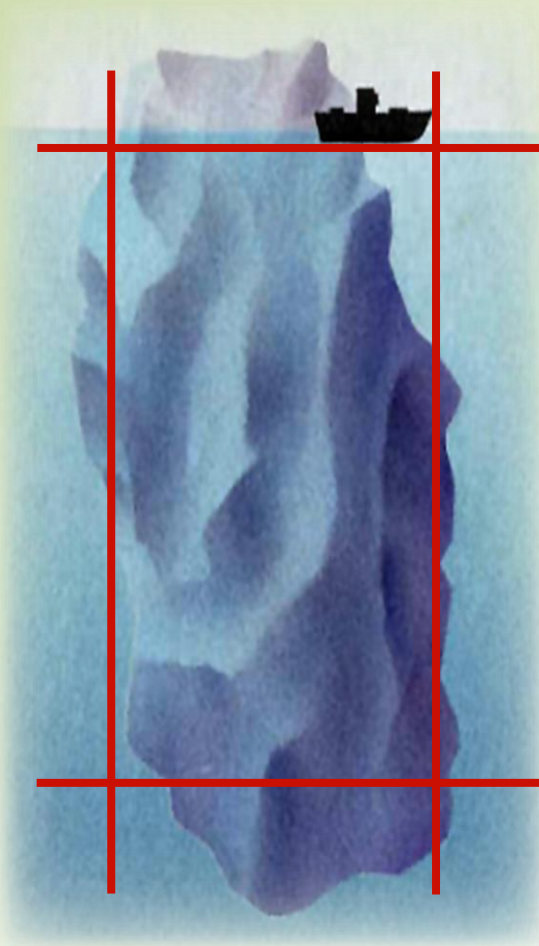
50%



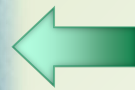
Relational Coordination



Relational Coordination

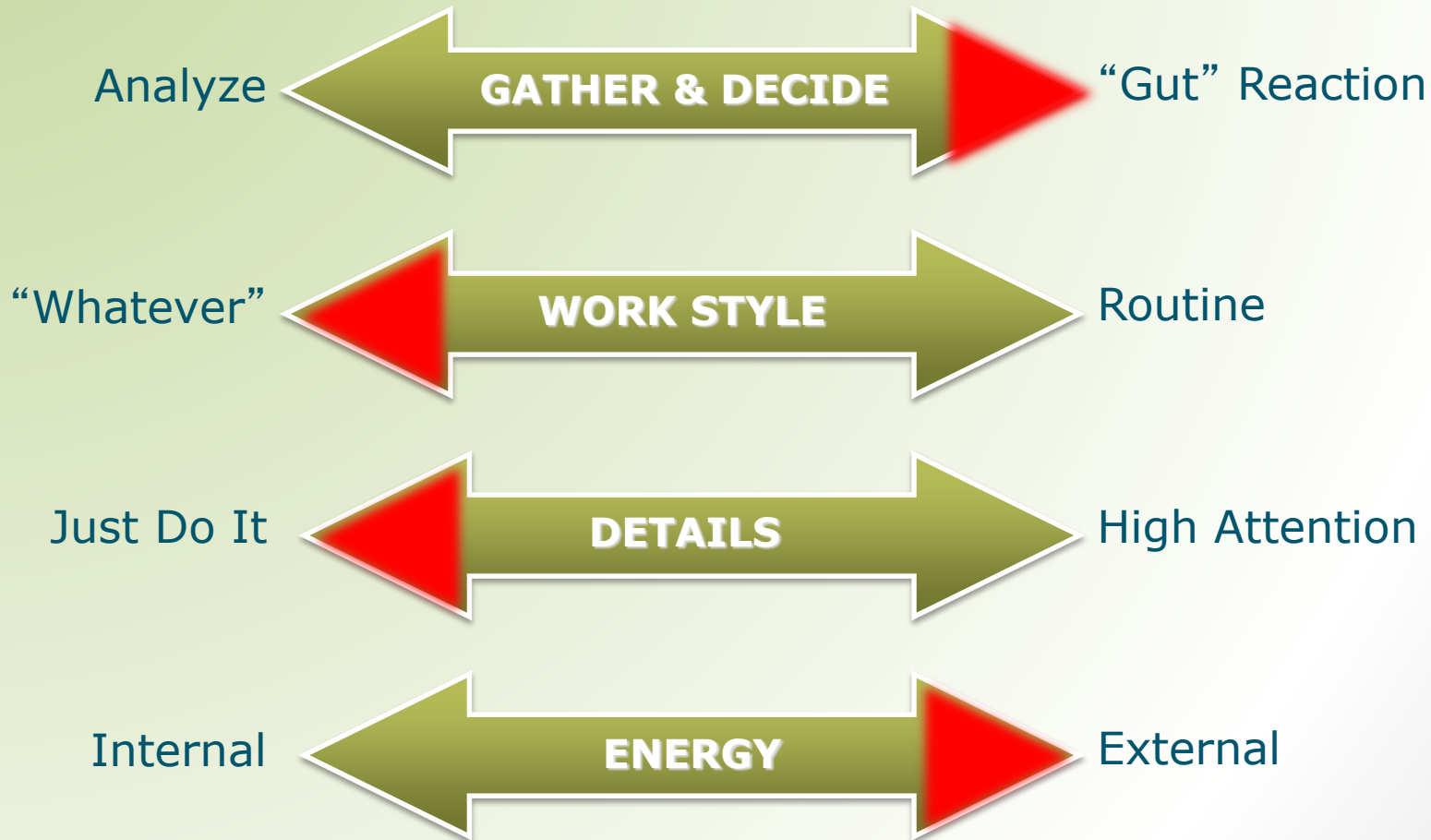


What you show the outside world, your talents, gifts and preferences.

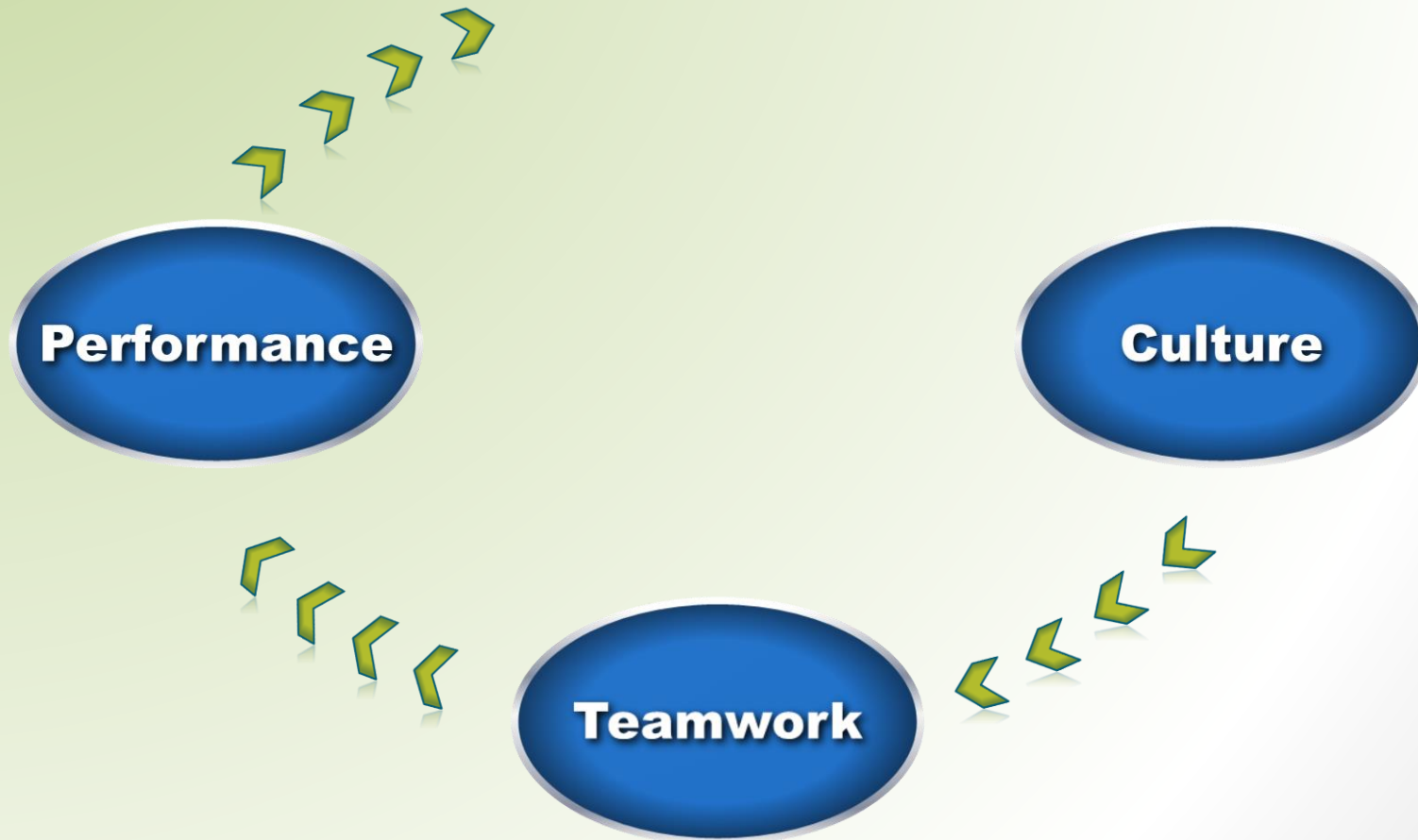


What 's underneath, the mistakes you have made and the skills that are less developed. Things that you do not feel comfortable showing the outside world.

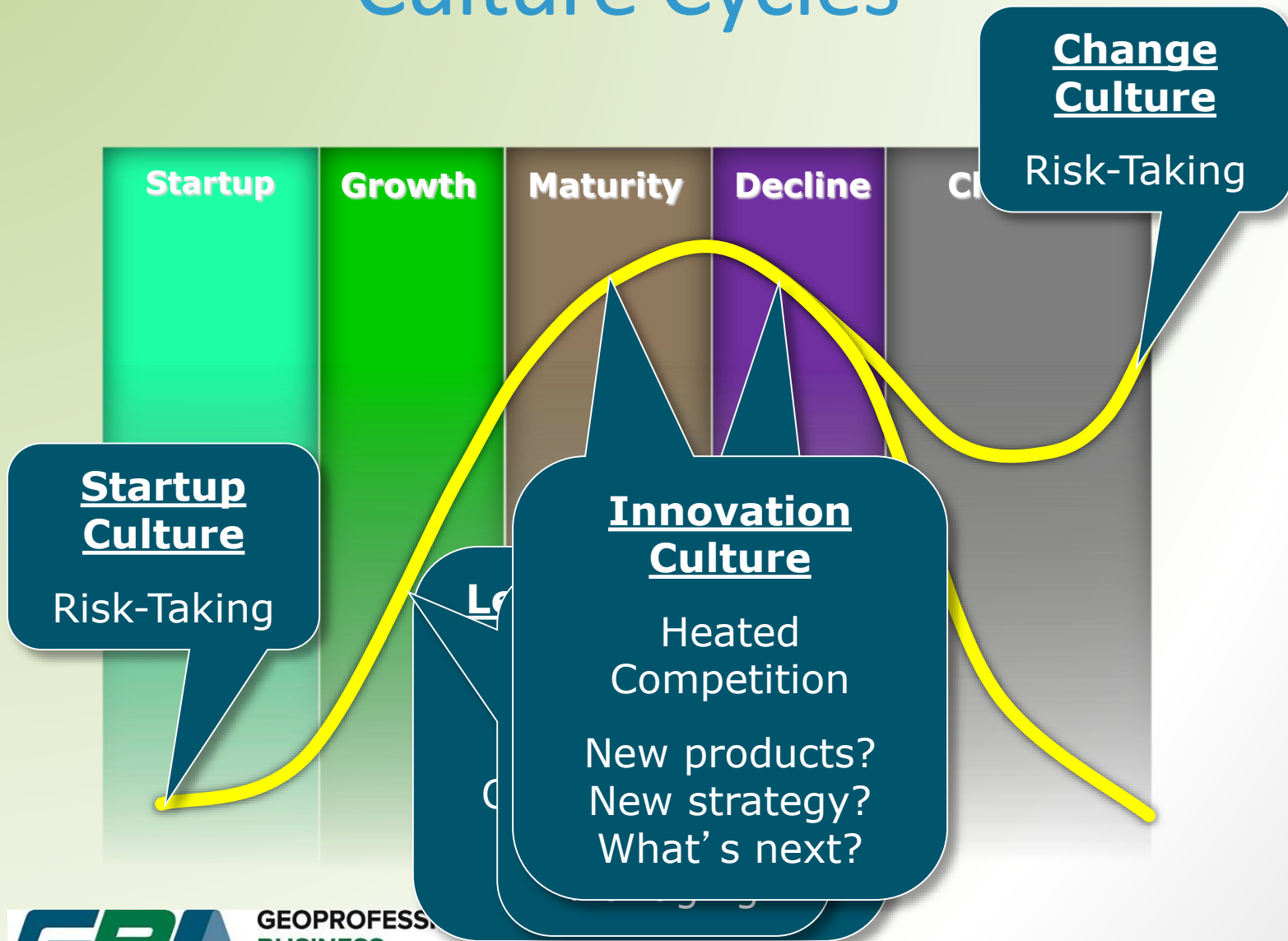
Appreciating Differences



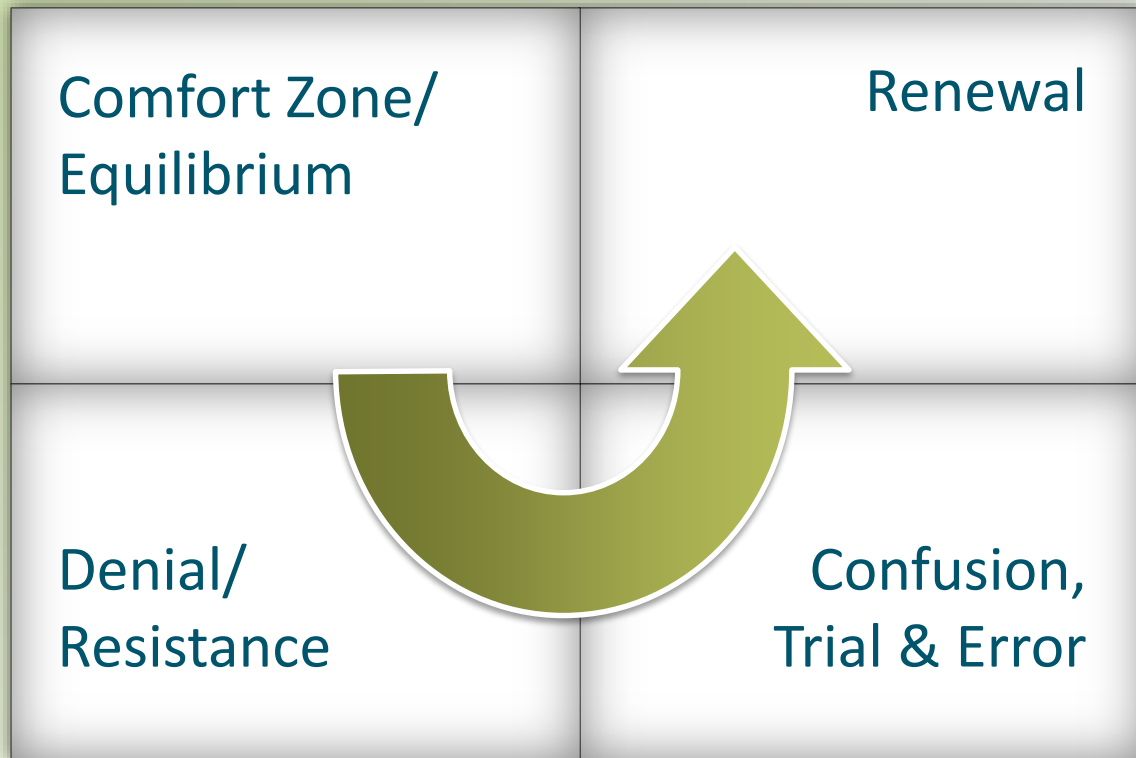
What Drives Performance?



Culture Cycles

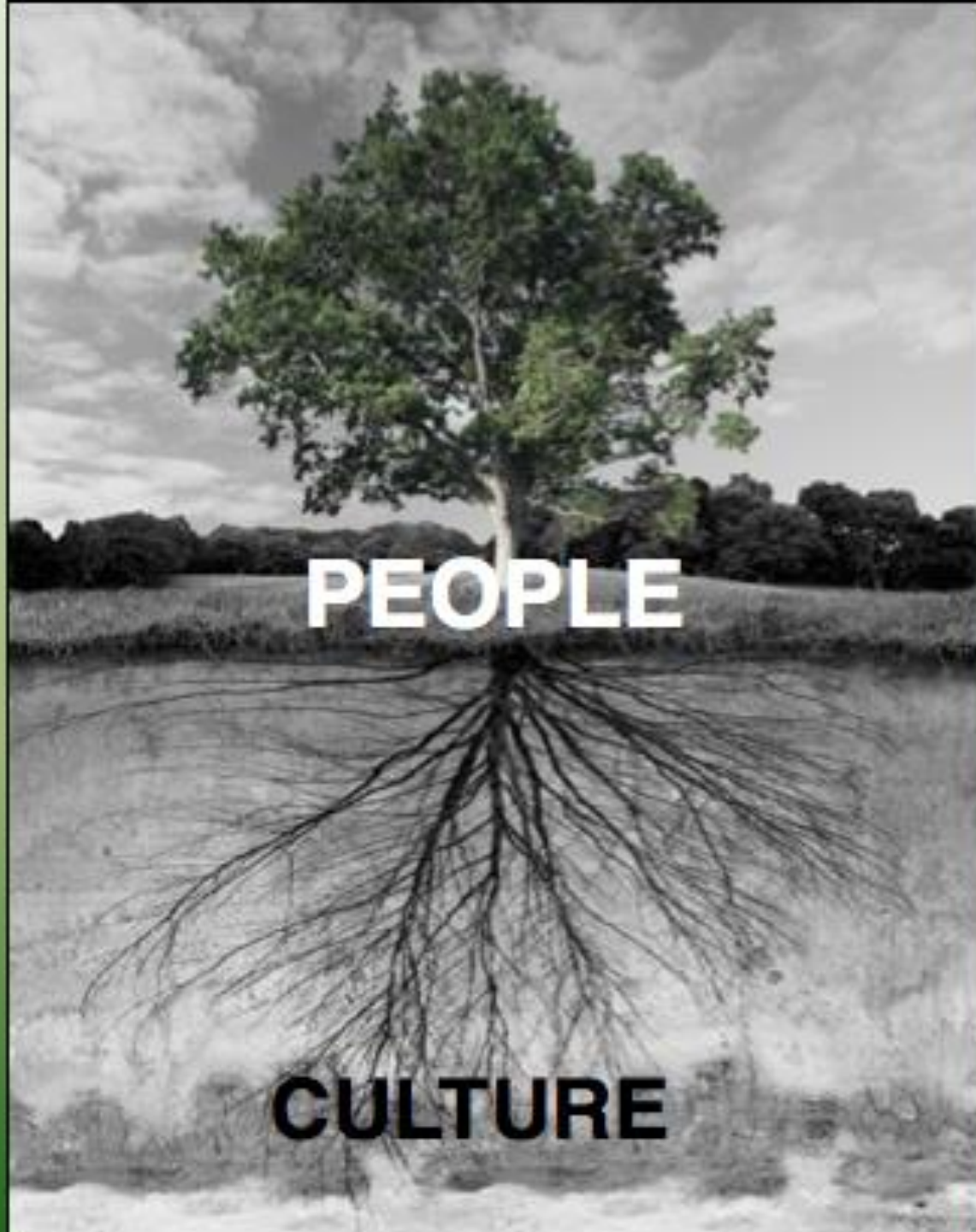


Culture Change

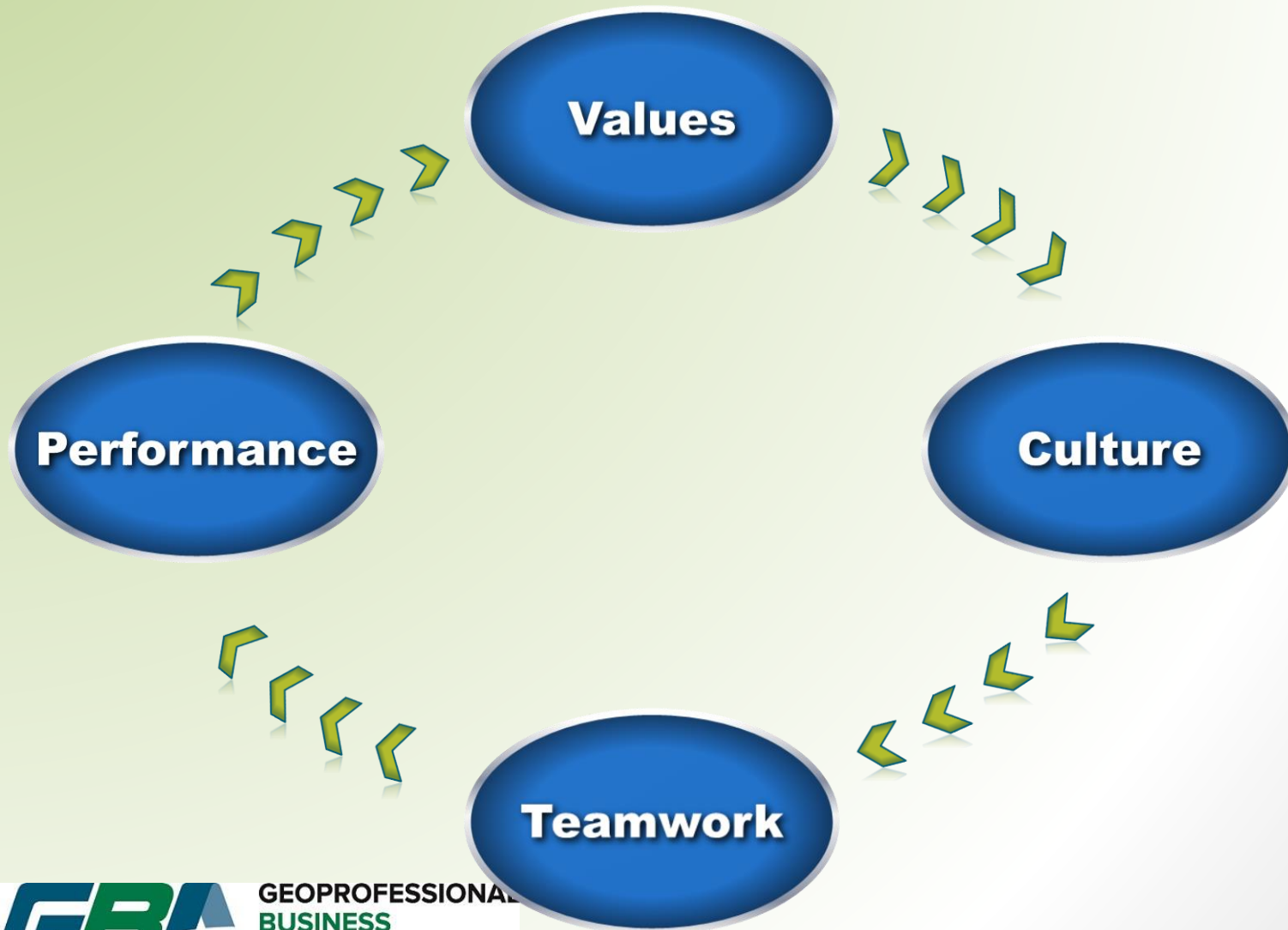


“Change is inconvenient even when it’s for the better.”





What Drives Performance?



Southwest Airlines Vision

The vision of Southwest Airlines

...is dedication to the highest quality of Customer Service delivered with a sense of warmth, friendliness, individual pride, and Company Spirit.

To Our Employees

We are committed to provide our Employees a stable work environment with equal opportunity for learning and personal growth. Creativity and innovation are encouraged for improving the effectiveness of Southwest Airlines.

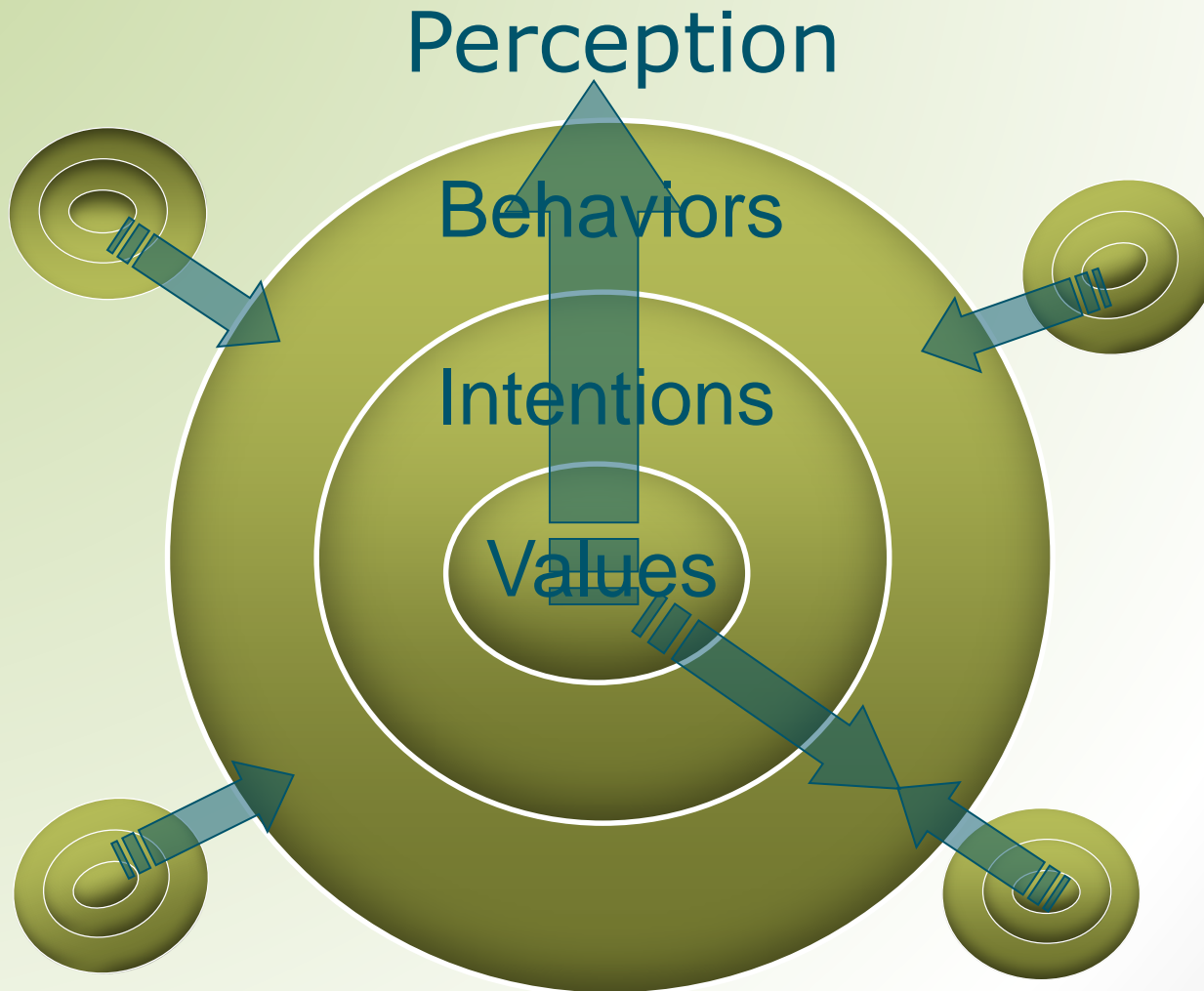
Above all,

Employees will be provided the same concern, respect, and caring attitude within the organization that they are expected to share externally with every Southwest Customer.

THE
MOMENT
OF TRUTH



Moments of Truth



An added reality...

Relational Coordination

+

Generational Coordination

Generational differences:

The New Diversity

Four generations in the workplace

Traditionalists



Baby Boomers



Generation X



Millennials



GENERATIONS

The Traditionalists



- Born between 1922-1945
- 44 million
- Respect for authority, disciplined, loyal, hierarchical, self-sacrifice, patriotic
- Influences: Great Depression, World War II, Cold War
- Nearing retirement but don't necessarily want to stop working

Baby Boomers



- Born between 1946-1964
- 80 million
- Idealistic, competitive, personal gratification, driven, buy now-pay later
- Influences: Vietnam, Rock n Roll, 1960s, suburbia, Kennedys and MLK assassinations
- In upper management, decision makers, many are wealthy and nearing retirement

Generation X



- Born between 1965-1980
- 46 million
- Skeptical, fun, informal, cynical, defy authority, reality driven
- Influences: Watergate, Berlin wall collapse, energy crisis, corporate layoffs, stock market decline, personal computer
- Middle management

The Millennials

Generation Y

The Digital
Generation

The Net Generation

Generation Next

The Gamer
Generation



The new kids on the block

The Millennials



- Born between 1981-2000,
- 92 million
- Realistic, confident, social, extreme fun
- Influences: “helicopter” parents, 9/11, social media, Google, diversity, school shootings, environmental awareness
- Entry level, entering the workplace in an unsure economy

Clash Points!

Try merging this...



Traditional Work Environment

Bureaucracy
Straight lines
One size fits all
Tenured leaders
Yearly reviews
Security, privacy

New Work Expectations

Ease and speed
Web-like
Can be customized
Competent, trustworthy leaders
Weekly, even daily feedback
Open flow of information

Generational Coordination

and the High Performing Workplace

Traditionalists

Experience
Loyalty
Work Ethic

Boomers

Competition
Drive
Collaboration

High Performance

Generation X

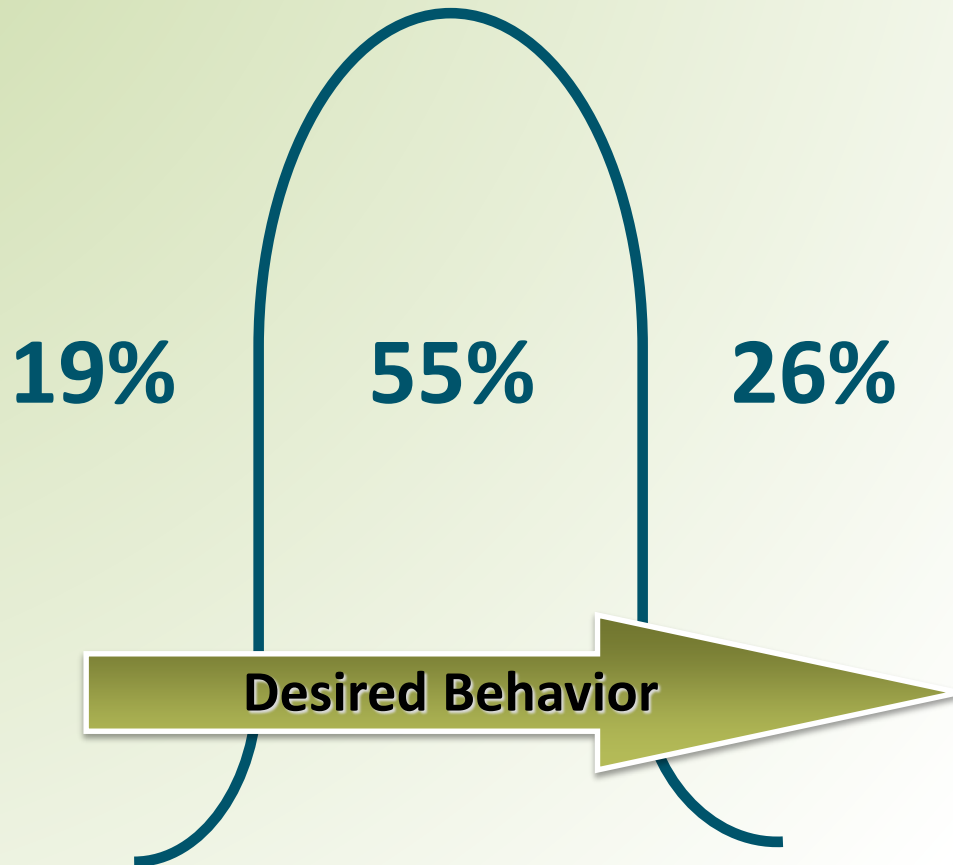
Balance
Fun
Pragmatic

Millennials

Innovation
Social
Tech Savvy

Employee Engagement

Research by Marcus Buckingham



Leadership “Best Practices”

- Clearly define expectations.
- Provide the tools and training to ensure success.
- Get people using their talents and strengths.

“Soar with your Strengths”

by Don Clifton



90 wpm

300 wpm



6 week speed
reading course

130 wpm

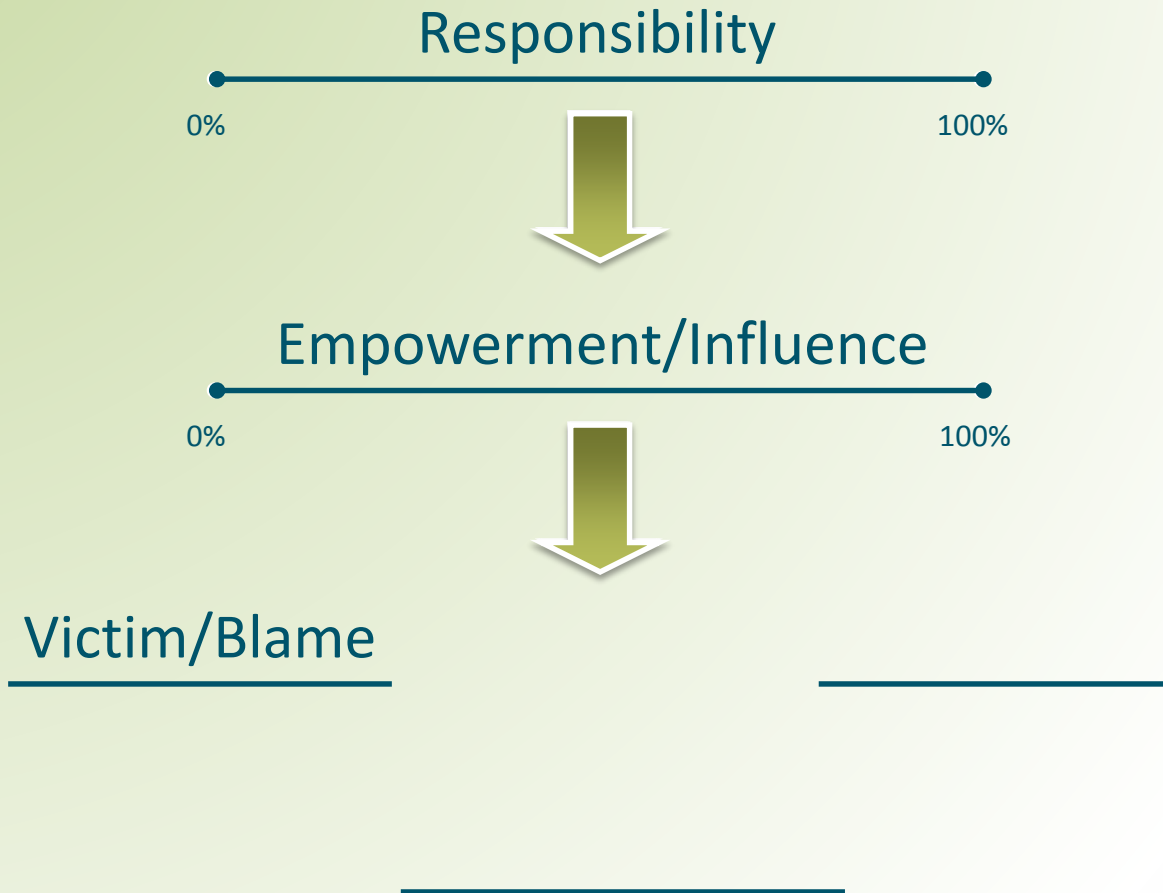
1500 wpm

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Leadership “Best Practices”

- Clearly define expectations.
- Provide the tools and training to ensure success.
- Get people using their talents and strengths.
- Give frequent recognition and praise.
- Show care and concern for employees.
- Continuously encourage employee development.

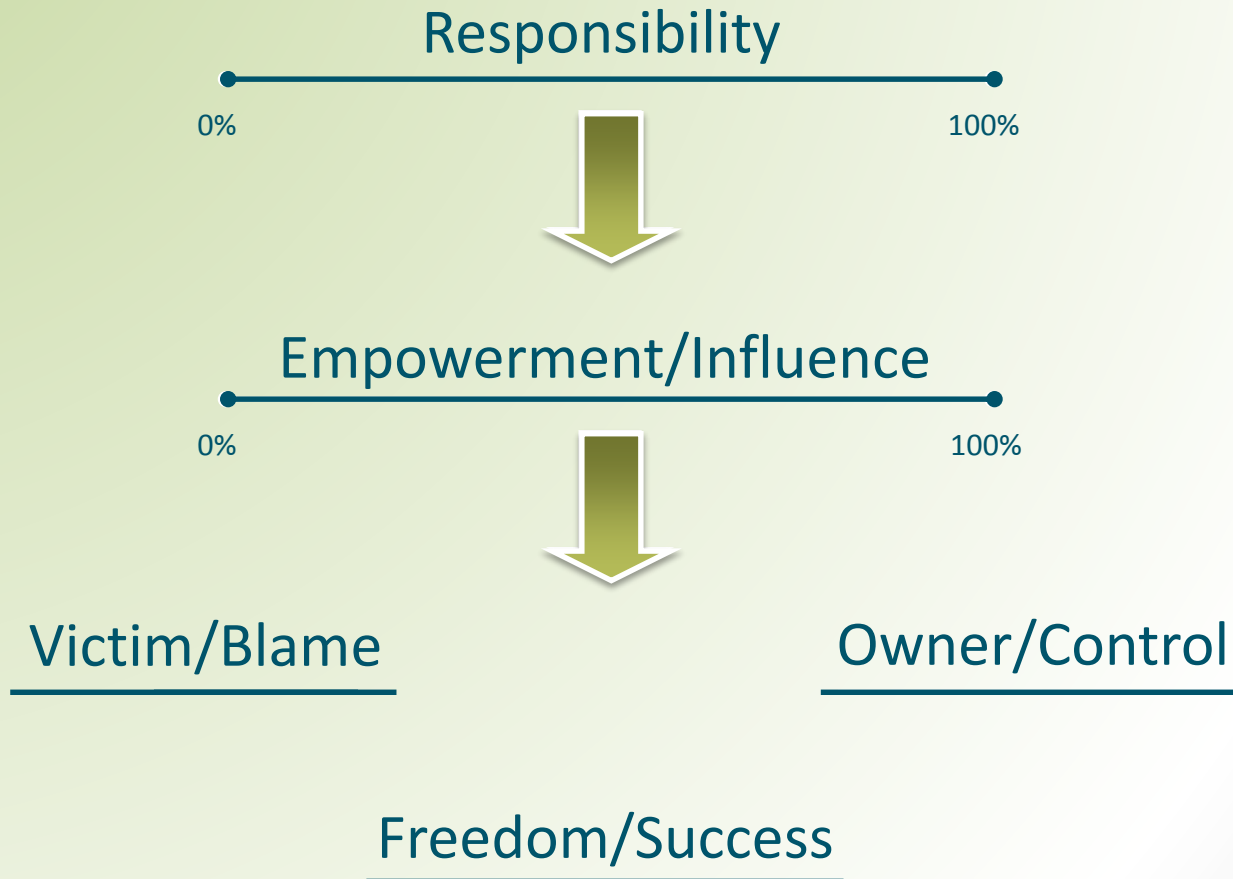
Accountability



Victim Mentality at Work



Accountability



“TEAM” Model

Trust

(Rely on)

Expertise

(Strengths & Abilities)

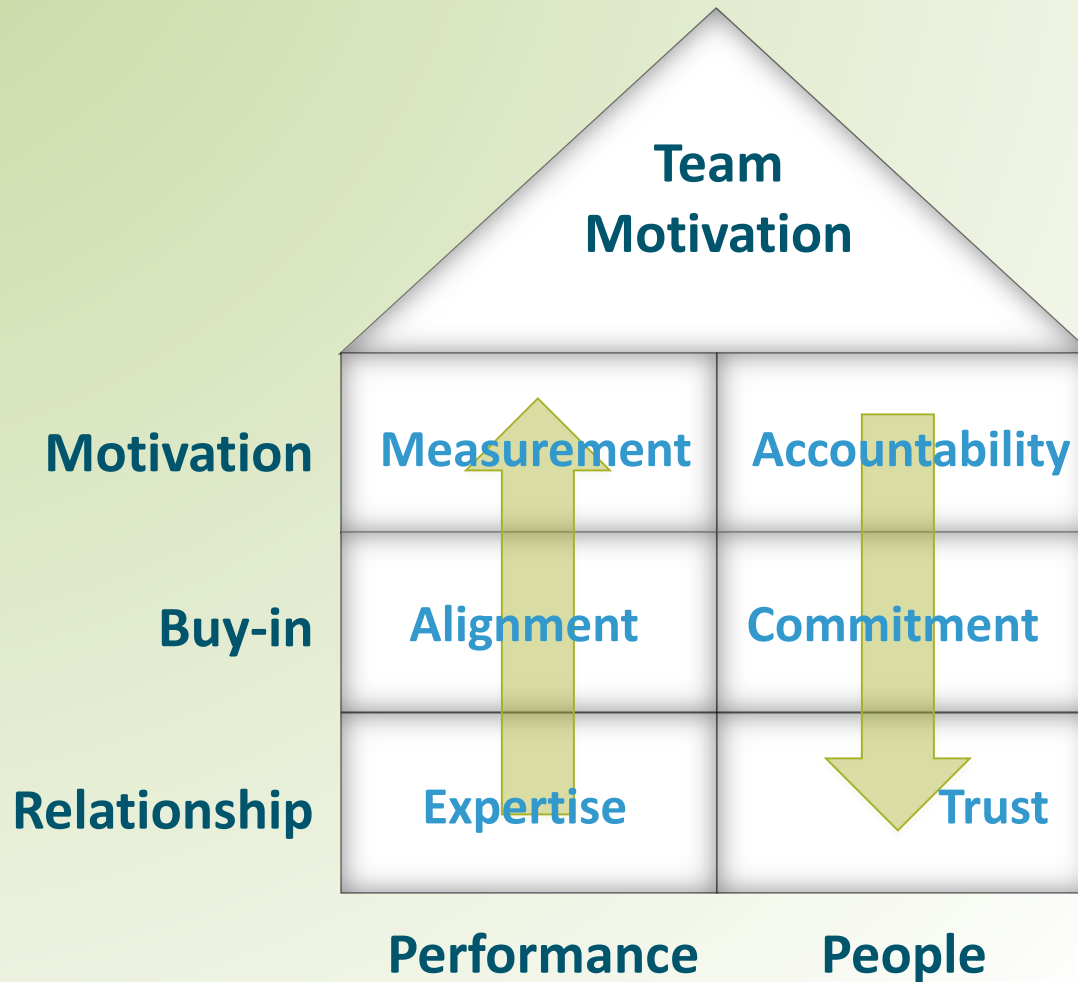
Alignment

(Commitment)

Measurement

(Accountability)

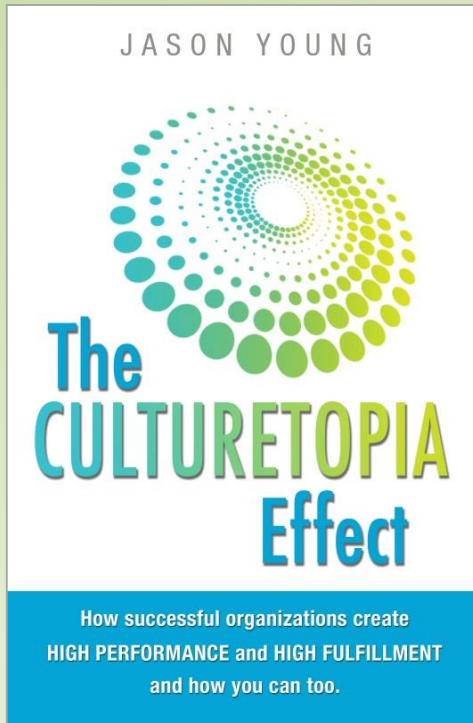
Team Motivation



Team Alignment



Thank You!



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