IS IT THE JETSONS OR GEN Z?
CREATING AN OUT OF THIS WORLD WORKPLACE FOR THE FUTURE

TCMA SPRING CONFERENCE
APRIL 17, 2024
ABOUT TVPPA
Regional organization – serving the 153 local power companies in parts of 7 states that have firm power contracts with TVA

- Founded in 1946 by the district manager associations
- Coordinated member advocacy with TVA, Congress, and the public on TVA issues
- 104 Municipals, 49 Cooperatives
- TVPPA Board – 19 Directors – CEOs of member utilities
- Provides other business services to meet member needs
2022 Year In Review

1. Protect the Public Power Model
2. Obtain & Prioritize Member Input
3. Develop a Revenue Strategy for Growth & Sustainability
4. Create an Organizational Culture of Shared Values & Satisfaction

117 Members Visited

Salary Survey Participants:
- Electric: 106
- Broadband: 33

15 New Manager Training Participants

10 Conferences & Events Hosted

Overall Conference Satisfaction Rating: 97%

2,390 Conference Attendees
COMMUNICATIONS TOOLKITS LAUNCHED

ELCP – HOT WEATHER
POWER RESTORATION
SUPPLY CHAIN
LOCAL POWER ADVANTAGE
CRISIS COMMUNICATIONS
WINTER STORM ELLIOTT

Special Projects
- Strategic Planning Workshops: 2
- Utility Accounting Trainings: 7
- Human Resources Services: 15

Social Media Growth
- 44% Increase in followers

450 CLASSES HELD IN
13 STATES

6,000+
Attendees Engaging in Professional Development
LIFE IMITATES ART
2062 or 2024?
FICTION BECOMES FACT
- Video Calls
- Robotic Vacuums
- Flat Screen TVs
- Smart Watches
- Digital Newspapers
- Tablet Computers
- Jetpacks
- Robotic House Help
- Flying Cars
- Drones
- Holograms
- 3D Printed Food
- Pill Cam
- Space Tourism
TIMES, THEY ARE A-CHANGIN’
Population distribution in the United States in 2022, by generation

- The Greatest Generation (born before 1928): 0.2%
- The Silent Generation (born 1928-1945): 5.49%
- The Baby Boomer Generation (born 1946-1964): 20.58%
- Generation X (born 1965-1980): 19.61%
- Generation Z (born 1997-2012): 20.88%

Source
US Census Bureau
© Statista 2023

Additional Information:
United States; US Census Bureau; As of July 1, 2022
ROLL CALL

There are 5 Generations in the Workplace Today:

• Traditional (1928-1945) – ≤1% of workforce
• Baby Boomers (1946-1964) – 19% of workforce
• Generation X (1965-1980) – 36% of workforce
  Including Xennials (1977-1983)
• Millennials (1981-1995) – 39% of workforce
  Including Geriatric Millennials (1980-85)
• Generation Z (1996-2012) - 6% of workforce

(2020 data)
VALUE SYSTEM INFLUENCES

What shapes a generation?

A common set of social and historic events that impact attitudes, ambitions and world views

- People
- Places
- Things
- Events
Traditional Generation (1928-1945): Historical Influences
Baby Boomers (1946-1964): Historical Influences
Generation X (1965-1980): Historical Influences
Millennials (1981-1996): Historical Influences
WHAT DOES LEADERSHIP “LOOK” LIKE?
Gen Z (1997-2012): Historical Influences
An overwhelming majority (86.23%) of Gen Z adults have a favorable impression of YouTube, making it the most popular brand with the cohort. YouTube's parent brand, Google, comes in at No. 2, followed by Netflix and Amazon.
GEN Z WORKPLACE TERMINOLOGY

- **Rage applying** - workers apply for as many jobs as possible over a short period in response to feeling frustrated in their current role.

- **Quiet quitting** - workers who do what is required but no more and without any enthusiasm. Also leads to **acting your wage** – setting boundaries based on the balance between financial compensation and quality of life.

- **Quiet hiring** – tapping internal talent instead of increasing headcount. This often requires providing **upskilling opportunities** – internal development.

- **Career cushioning/recession proofing** - seeking to add security to your professional life and preparing for the unexpected — whether starting to prepare for a job search or actively looking for a new job that feels more stable.

- **Loud quitting/resenteeism/grumpy stayers** - workers who are actively disengaged in their job and are not afraid to show it.

- **Bare minimum Mondays** - doing the 'bare minimum' on Mondays to ease work-related anxiety, such as completing small tasks instead of larger, 'stressful' tasks. This is a remedy to "Sunday scaries", which describes the feeling of work dread setting in on a Sunday, the day before a new work week.

- **Shift shock/new-hires’ remorse** – when a new job doesn’t live up to expectations.

- **Chaotic working** - a work environment where employees are expected to be constantly "on," putting in long hours, and responding to emails and messages outside of regular business hours.

- **Boomerang employees** – going back to their old employers.

- **Lazy girl jobs** – low-stress jobs that pay well.

- **Holacracy** - a non-hierarchical approach to organizational structure. Instead of traditional top-down management, holacracy empowers individuals and teams to make decisions and take ownership of their work.
// AND THEN THERE WAS #2020...
2020+ INFLUENCERS???
What role will the events of the last few years play in shaping Gen Z and Generation Alpha (2013-2025) values and expectations?
GEN Z AND GENERATION ALPHA WILL EXPECT:

- Work-life balance and a sense of well-being, especially as it relates to mental health awareness
- Diversity, equity and inclusion as the cultural norm – not an “initiative”
- Transparency, information, options and innovative problem solving
- Purpose and responsible corporate citizenship
- Flexibility, agility, resilience
- Technology integrated into every aspect of work
- Mentoring and professional growth opportunities
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<td>Balanced Life</td>
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<td>Purposeful Life</td>
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<td>Confident</td>
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<td>Traditional Above the Line</td>
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<td>Transition to Viral Media</td>
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<td>9/11</td>
<td>Gay Marriage</td>
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Source: www.primeroedge.com
WE’RE GOOD TODAY...ARE WE READY FOR TOMORROW?
Organizational culture is the collection of values, expectations, and practices that guide and inform the actions of all team members. Think of it as the collection of traits that make your company what it is. A great culture exemplifies positive traits that lead to improved performance, while a dysfunctional company culture brings out qualities that can hinder even the most successful organizations.
COMPONENTS OF A GREAT ORGANIZATIONAL CULTURE

1. Vision - guides a company’s values and provide it with purpose. That purpose, in turn, orients every decision employees make.

2. Values - offer a set of guidelines on the behaviors and mindsets needed to achieve that vision.

3. Practices - values are of little importance unless they are enshrined in a company’s practices.

4. People - People stick with cultures they like, and bringing on the right “culture carriers” reinforces the culture an organization already has.

5. Narrative - Any organization has a unique history — a unique story. And the ability to unearth that history and craft it into a narrative is a core element of culture creation.

6. Place - whether geography, architecture, or aesthetic design — impacts the values and behaviors of people in a workplace.

John Coleman, Harvard Business Review
WHAT DO WE DO NOW?
SKILLS SELF-ASSESSMENT

**Baby Boomers**

1. Logical thinking
2. Leadership skills
3. Public speaking
4. Problem-solving skills
5. Communication

**Millennials**

1. Communication
2. Problem-solving skills
3. General computer literacy | Social media skills [dead heat]
4. Analytical thinking
5. Leadership skills

**Gen X**

1. Problem-solving skills
2. Communication
3. General computer literacy
4. Logical thinking
5. Leadership skills

**Gen Z**

1. General computer literacy
2. Public speaking
3. Communication
4. Leadership skills
5. Coding | Problem-solving skills [dead heat]
THE FUTURE OF WORK

Total Rewards Strategy

- Compensation
- Leadership
- Benefits
- Culture
- Wellbeing
- Work-life
- Recognition
- Learning & development
To recruit and retain the next generation of employees and meet the expectations of the next generation of customers, utility policies, practices and services must evolve to include the values, interests and expectations of the future, not just what has worked in the past.

Understanding Gen Z and Generation Alpha and creating an **adaptable**, **innovative** and **resilient** organization will contribute to employee satisfaction and productivity as well as help build meaningful customer relationships.
PIECES OF THE ORGANIZATIONAL PUZZLE

- Employee
- Age
- Education
- Skills & Experience
- Culture & Religion
- Behavioral Preferences & Values
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