



Managing and Leading Today's Workforce

Presented by

Joey Brown

Liberty County Administrator

Key Components

- “Mission”
- Common goal
- Know your team
- Planning
- Communication
- Motivation

Mission

- Examine all aspects
- Studies, reports etc.???
- “Visionary” focus
- Political attributes????

Common Goal

- Thoroughly explain “mission”
- Training ???
- Gain input from team
- Attainable

Team

- Do you know them??
- Many differences
- Understand strengths and weaknesses
- Do we need to recruit???

Plan

- Take time to “organize”
- Be realistic
- Think and work outside of the box
- What works and what doesn't???
- Kiss
- USE YOUR PEER NETWORK

Communication

- Conventional & Non-conventional
- Two-way street
- Stress brevity and preciseness
- Training????

Motivation

- What motivates them???
- Challenge the whole
- “See” success
- Accentuate the positives!!!
- Offer rewards

Generations in the workplace

- Traditionalist/ Silent (1922-1945)
- Baby Boomers (1946-1964)
- Gen X (1965-1980)
- Gen Y /Millennials (1981-2000)
- Gen Z /“Linksters” (2000-2020)

Events

Traditionalist	Baby Boomer	Gen X	Gen Y	Gen Z
World War II	Civil Rights	Vietnam	AIDS	Afghanistan War
Great Depression	Women's Liberation	Watergate	Technology	Market Crash
TV / Telephones	Cold War	Advent of MTV		

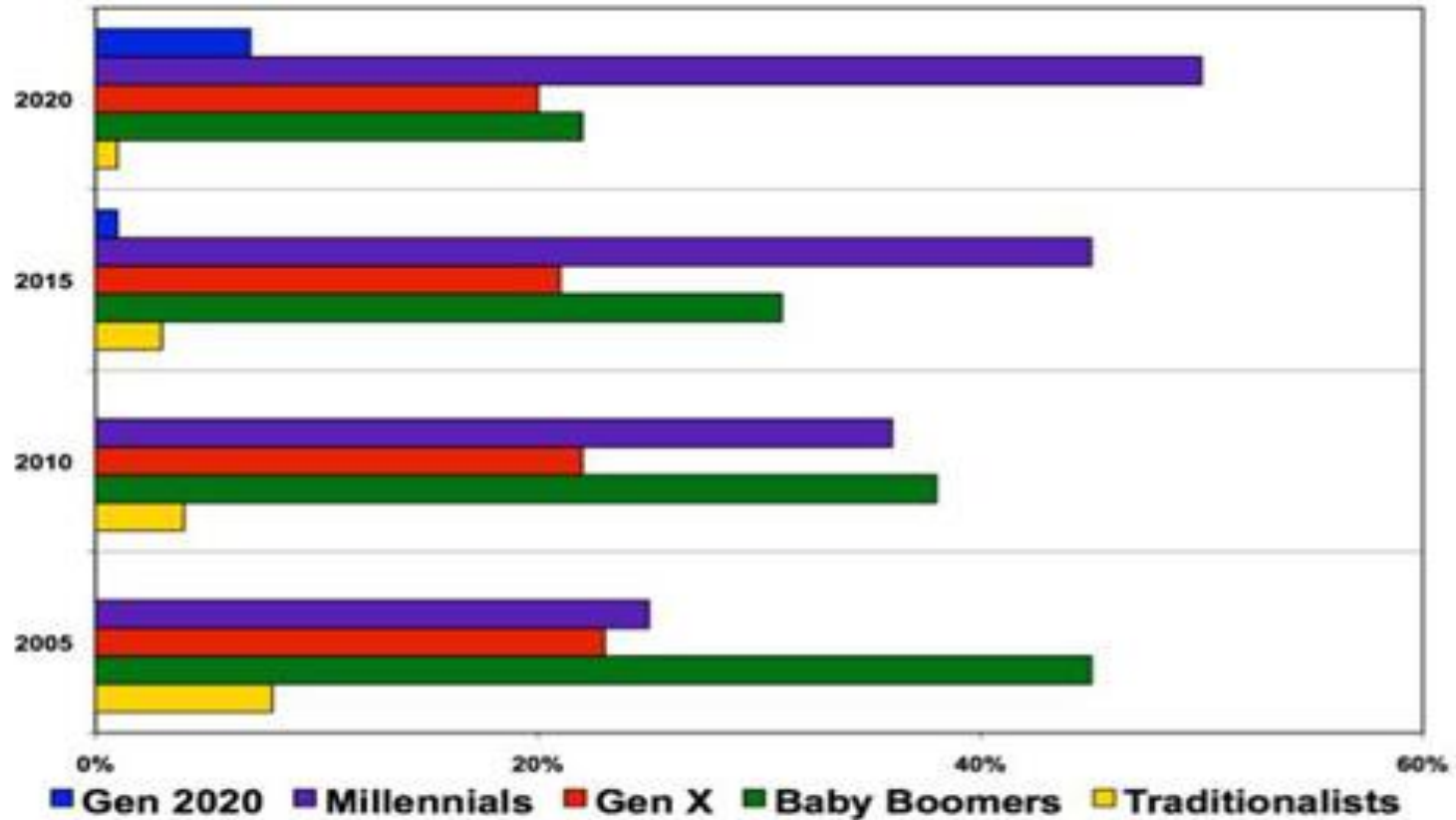
Traits

Traditionalist	Baby Boomers	Gen X	Gen Y	Gen Z
Respect For Authority	Optimistic	Individualistic	Tech-Comfortable	Mistrust In Political System
Loyal	Work-Centric	Flexible	Family-Centric	Always "Connected"
Hard Work	Explore	Skeptical Of Authority	Optimistic	Multi-task

Characteristics

	Traditionalist	Baby Boomer	Gen X	Gen Y
Work Is:	An obligation	An adventure	A contract A challenge	A means to an end
Leadership Style:	Directive Command and control	Consensual	Challenge others Ask why	Welcomes responsibility
Communications:	Formal memo	In person	Direct Immediate	E-mail Voice mail
Feedback and Rewards:	No news is good news	Money Title	How am I doing? Freedom	Push of a button
Messages that motivate:	Experience is respected	You are needed valued	Do it your way Forget the rules	Work with bright creative people
Interactive style:	Individual	Team player	Entrepreneur	Participative

Five Generations in the Workplace



Bureau of Labor Statistics Employment Projections

Keys To Success

- “Aggressive” Communication & Respect
- Varied Forms of Training and Learning
- Flexible Retention Methodology
- Understand Work Values

Final Thoughts and Questions



Joey.brown@libertycountyga.com