



JEFF BUTLER

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

A background image showing the upper and lower portions of four people standing in a row. From left to right: a man in a light blue dress shirt, a woman in a white top, a man in a pink dress shirt, and a woman in a teal top. The image is slightly blurred and has a soft, ethereal quality.

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

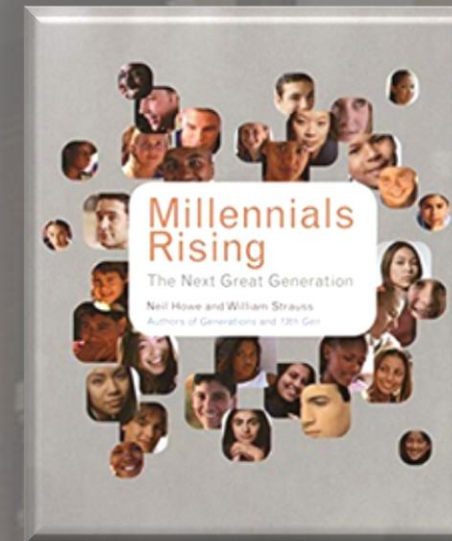


Generation Y vs Millennials

Harvard



Strauss & Howe



THE MAKING OF A GENERATION

A bronze statue of a person, possibly a woman, with their hand resting on their head in a contemplative or distressed pose. The statue is set against a background of a wall with a repeating geometric pattern and a wooden structure, possibly a staircase or railing.

- 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 person in a dark suit is holding a glowing lightbulb with both hands. The lightbulb is illuminated from within, showing a complex, branching filament structure. The background is dark and out of focus.

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?



A close-up photograph of a hand holding a black pen, writing on a checklist. The checklist is on a piece of paper with a grid pattern, and it contains several items with checkboxes. The background is blurred, showing a blue and white patterned surface. The text 'Quality Control Checklist protocol' is overlaid on the left side of the image in a white serif font.

Quality Control Checklist protocol

A person wearing a brown, textured sweater is sitting at a desk, typing on a laptop. The person's hands are visible on the keyboard, and they are wearing a dark watch on their left wrist. The laptop is open, and the screen is visible. The background is slightly blurred, showing a window with a dark frame. The overall lighting is warm and soft.

WORK/LIFE FLEXIBILITY

Quiz

Checklist protocols are used to improve company morale?

False!



Quiz

Entitlement is associated with psychopathology?

False!



Quiz

It is illegal to take pictures in airport bathrooms?

False, only if people are involved



21ST CENTURY LEADERSHIP

A person in a dark suit is holding a glowing lightbulb with both hands. The lightbulb has a visible filament and is emitting a warm, yellow light. The background is dark and out of focus.

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

A person's hands are shown holding a glowing lightbulb. From the base of the lightbulb, a network of roots or veins grows downwards, symbolizing growth, development, and leadership. The background is dark, making the glowing lightbulb and the roots stand out.

PERSONAL DEVELOPMENT

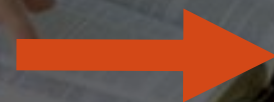
ALIGNMENT

CULTURE





Be



Do



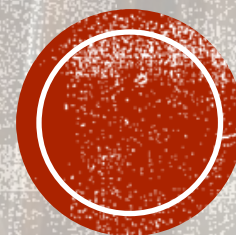
Have

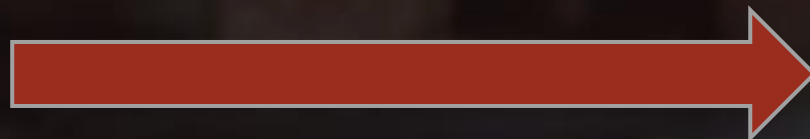
THE WALL





LANNY BASSHAM
OLYMPIC WORLD RECORD HOLDER

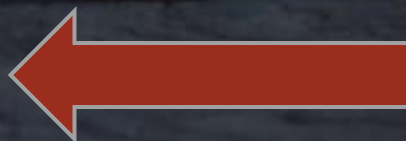




Preliminary



Action Phase



Reinforcement

“The ability to act in adverse
circumstances”



CONFIDENCE

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

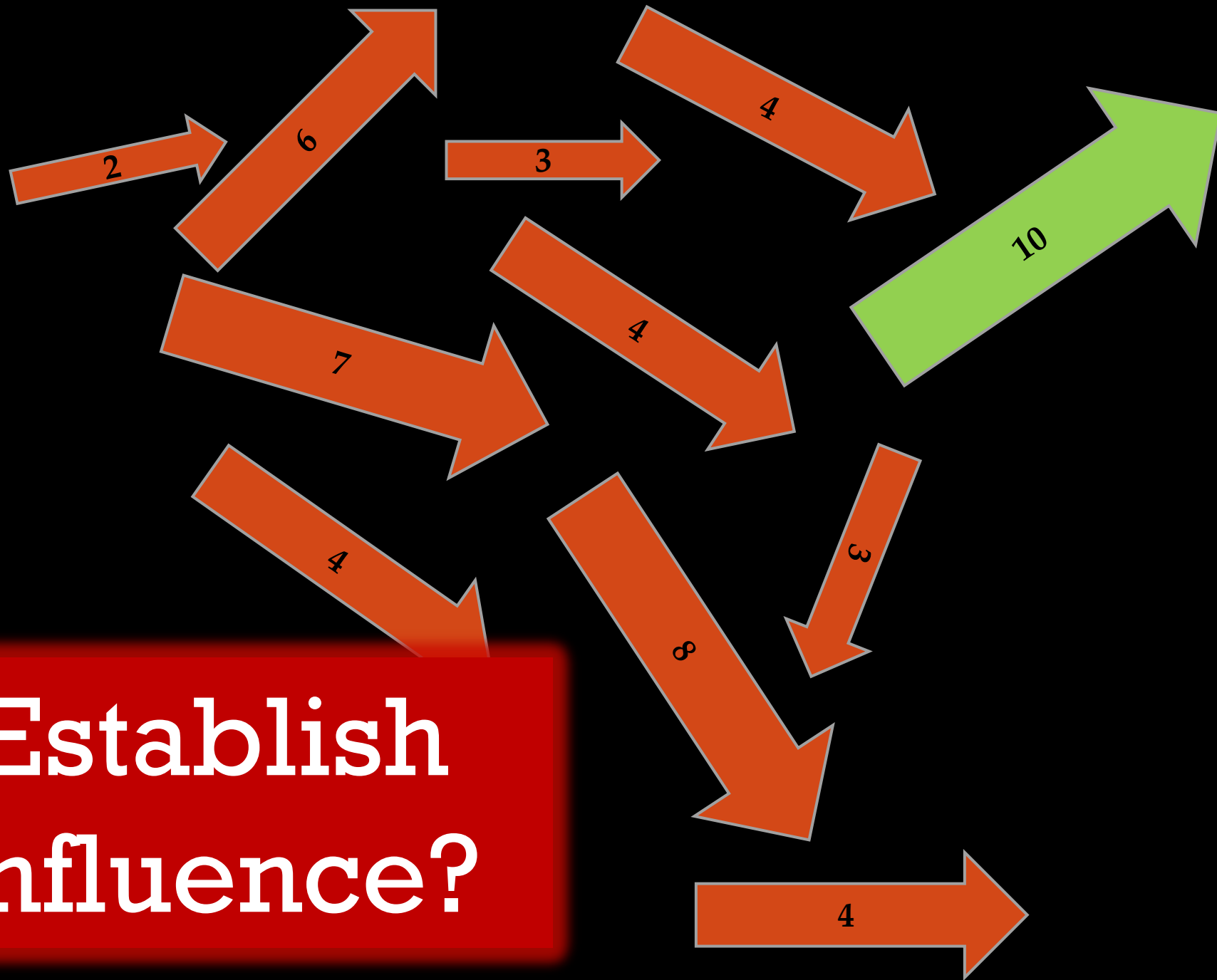


WHERE DO YOU FIND ASSOCIATIONS?

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



**Establish
Influence?**





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

PURPOSE



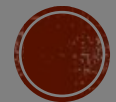
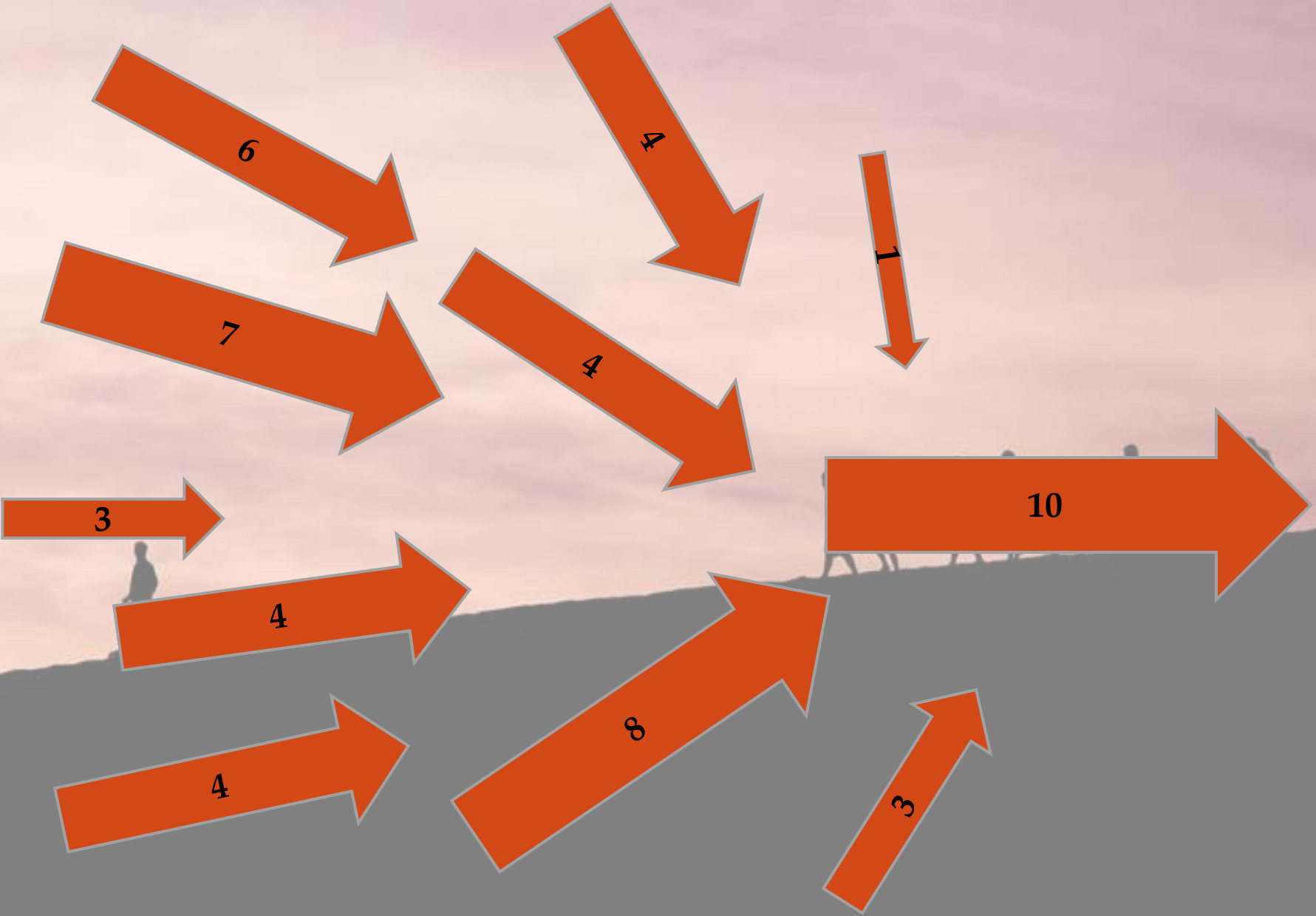
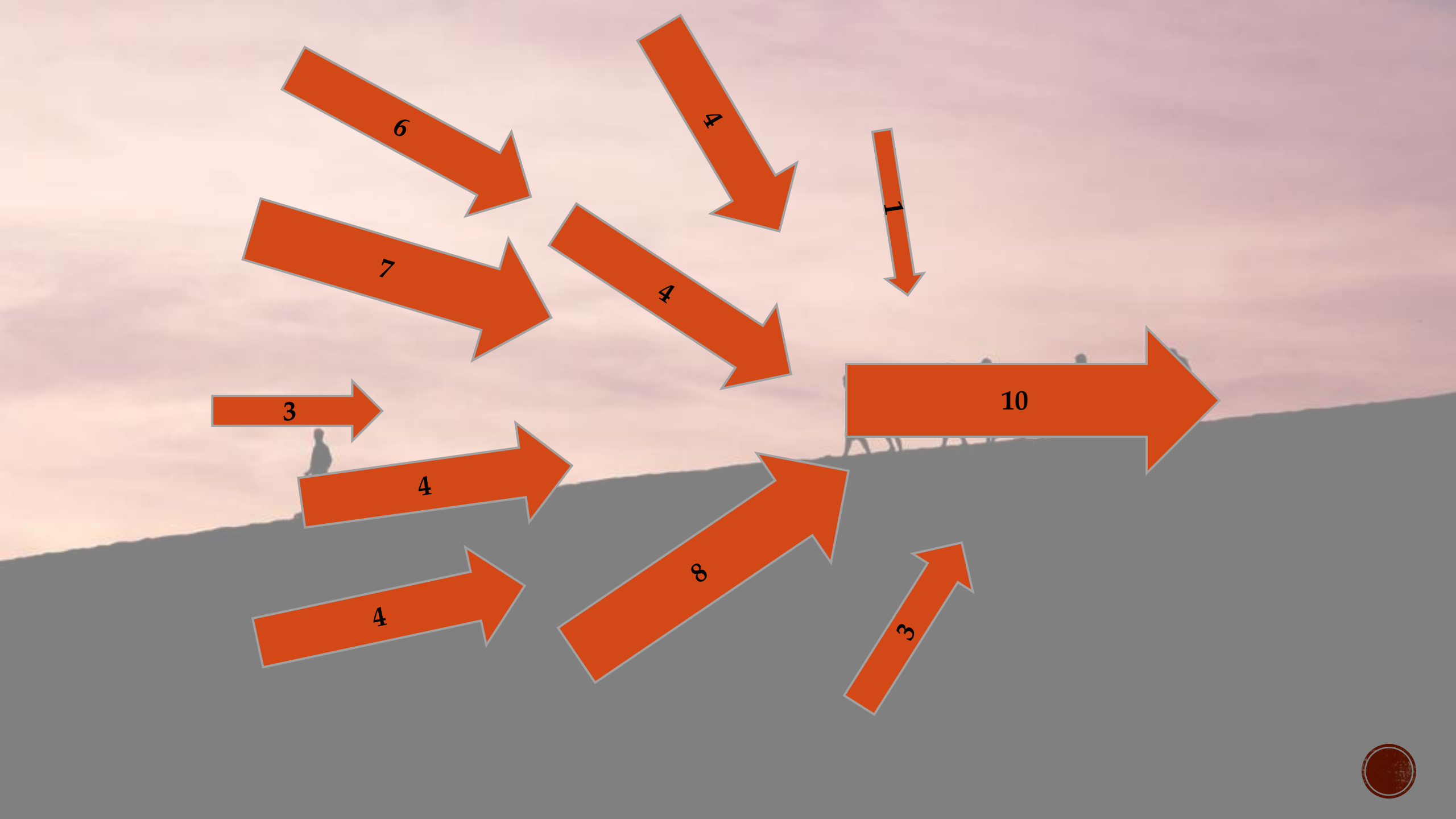
YOUR WHY

-

-

-

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





Feedback?

<https://jeffjbutler.com/survey>



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