

Matt Law, MPH, CSP, REHS/RS

Wyatt Bradbury, ASP, CHST

Xs and Ys: Opening Communication and Mentorship Through Generational Differences



Inter-Generational Communication





Who are these guys?

Matt Law, MPH, CSP, REHS



Field Safety Specialist

Master of Public Health in Social and Behavioral Science from WVU

Environmental Health, Threat Preparedness, Construction, Biotech, and Safety Consulting

Wyatt Bradbury, ASP, CHST



Commercial Account Manager

Pursuing MEng UAB Advanced Safety Engineering and Management

Electrical Construction, Powerline Utility, and Safety Consulting

Ground Rules



1. Every generation has faults and strengths, and none is “better” or “worse” than another.
2. With a discussion of generations comes generalizations and unique experiences. This is our story and how we view the world. It may not be the same for you!
3. The goal of this presentation is to increase communication, mindfulness, and mentoring between the generations in the workforce today.

Road Map

1

Understand the differences between the generations and how this relates to attitudes toward work, leisure, and safety.

2

Identify the strategies that can be used to successfully communicate across the generational gaps in each generational language.

3

Understand the roles of “mentor” and “mentee” and how these roles can interact successfully for the benefit of both parties.

Millennials! Ugh! Killing our world one day at a time!

- The “Me” Generation
- “Killing _____”
- Unsatisfied with work and don’t know how to work
- Lack loyalty
- Financially illiterate
- Don’t do what they are told (Norton, 2017)

February 15, 2019



millennial are|

millennial are

millennials are lazy

millennials are killing

millennial are **stupid**

millennials are idiots

millennials are what age

millennials are the worst

millennials are entitled

millennials are screwed

millennials are killing the napkin industry

Google Search

I'm Feeling Lucky

<https://medium.com/the-mission/the-14-most-destructive-millennial-myths-debunked-by-data-aa00838eecd6>

Old People – So Stuck in their Ways!

- Old workers can't handle new technology
- Cognitive functions decline with age
- “Old School”



<https://www.ebay.com/p/Old-Guys-Rule-Surfer-Dude-Longboard-Surfboards-Fin-Surf-Surfing-Beach-Sticker/1732007411>

February 15, 2019

Xs and Ys

8

Professional Opportunities and Education

- Safety pros from industry VS safety pros from academia
- Prior to the creation of OSHA in 1972, safety was an industry of pioneers.
 - Two whole generations were born after the creation of OSHA!
- ASSP Membership has increased to 38,000, 30% of the 127,000 OSH Professionals (Medina, 2018)
- EHS Positions have been ranked in the top 25 jobs and are seeing up to 9% growth (Walter, 2010)
- 874 Programs in the BCSP Academic Program Directory

So how do we grow?

- What opportunities are the most valuable and why?
- What are the pros/cons of the opportunity?
- What is missing from each individual's comprehensive educational development?
- Which credentials/certifications/degrees are valuable and why?

Technology and Automation

- Macro Evolution of technology vs. Micro Continuum of change in technology
- Failure of Email-Phone-Face Approach
- Communication within versus outside the peer group
- Technology to Advance relationships



https://www.homedepot.com/p/Litton-Lane-9-in-x-11-in-Vintage-Brass-and-Wood-Antique-Phone-53924/301922971?cm_mmc=Shopping%7CG%7CBase%7CDD%7C59-6_HOME+DECOR%7CNA%7CNA%7C71700000032287291%7C58700003837160922%7C92700036675473299%7Cpla-514547808605-36373463401&gclid=CjwKCAIA1ZDiBRAXEiwAIWYnNC8zr0d7taedWx3A9VQU_TCP14e4HrumMlf5YvLsq3k079eYF_XRoCvuEQAvD_BwE&gclid=aw.ds

So how do we grow?

- How does using technology change the connotation of a situation or goals of the organization intentionally or unintentionally?
- Why do we use technology?
- When is technology actually taking away from our message?



<https://theasianlancet.com/2015/01/29/are-you-treated-like-a-child-at-work-6-ways-to-respond/>

Thinking – How it is Taught

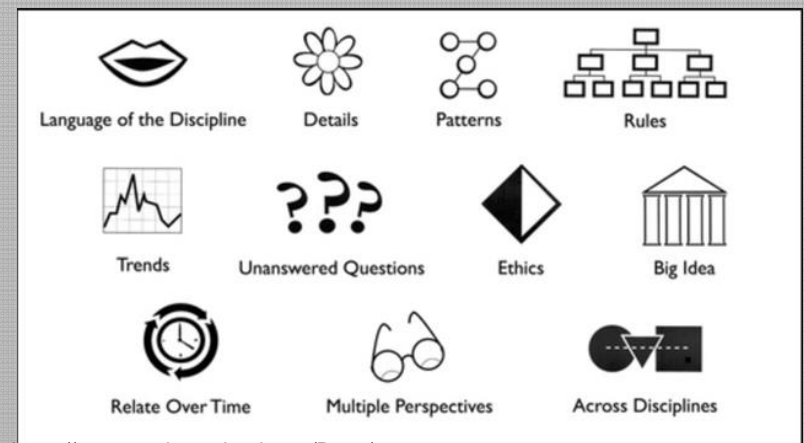
- Deference vs. Respect
- Power of Innovation

So how do we Grow?

- If something is not feasible, understanding why is more valuable than whether or not the item was feasible in the first place.
- What does innovation look like in your company and on your team?

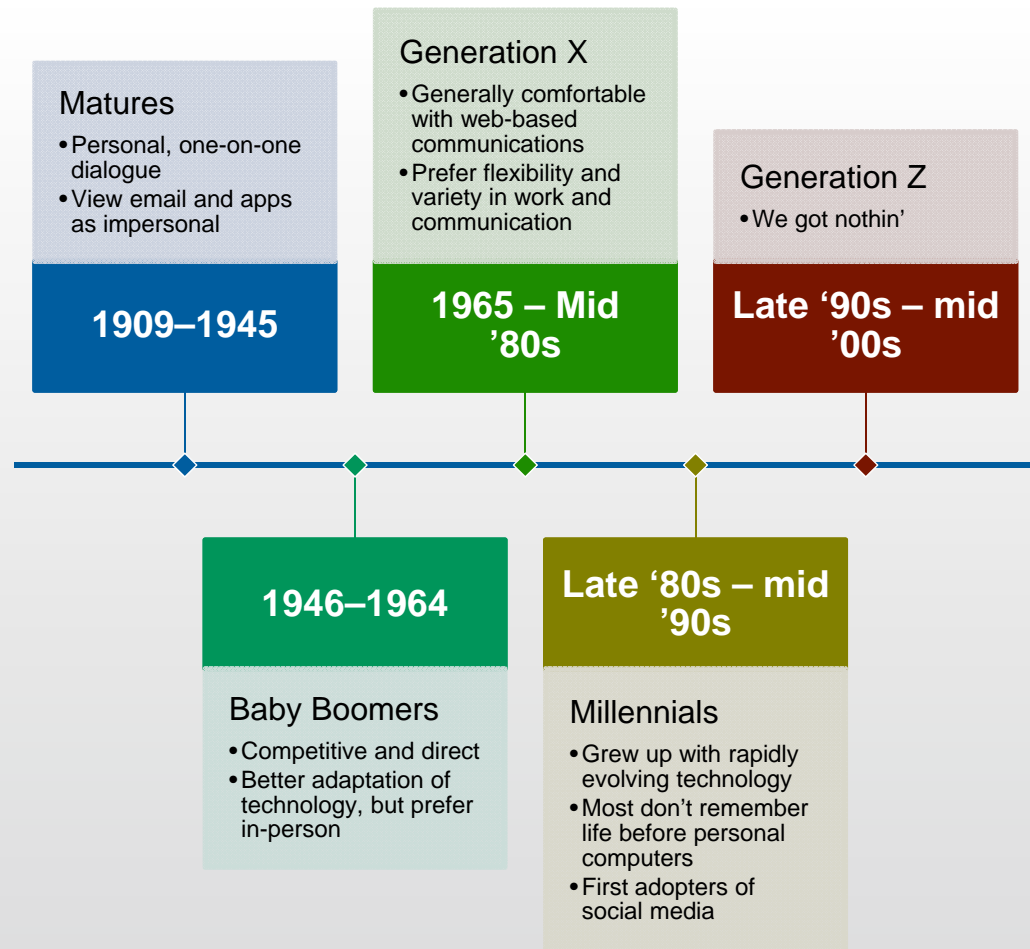


<https://www.srxpharmacy.com/specialties/pediatrics/>



<https://www.washoeschools.net/Page/9698>

Communication



Mentorship

Established Professionals and Emerging Professionals

- **Setting the Expectations**
 - What is your individual mission? What is the mission of your proposed partner?
 - *A key to collaboration is the overlap of mission between the parties (Wagner, 2018)*
 - Why are you seeking mentorship?
 - What are the unique needs each of you have? What does the other have that you need?
 - *Do not simply seek out your perfect counterpart (Wagner, 2018)*
 - What will you do to maintain strong communication during mentoring (Wagner, 2018)?
 - What is fair and reasonable in mentoring?

What does “good” look like?

Experienced Generations

- Willingness to listen and try
- Ability to give relevant and insightful guidance and support
- Providing opportunities for growth and development
- Empowering emerging professionals to grow

Emerging Professionals

- Be open to opportunities and willing to work in any capacity
- Actively listen, respectfully question, and work toward understanding
- Engage peers and challenge them to do the same
 - Perpetual leadership

Summary

- Safety has moved from an industry of pioneers to one of the best choices for work
- Use technology to enhance communication through means and methods that will build the relationship
- Use ideas for innovation as an opportunity to teach and engage even if there is no intention of implementation
- Use your individual mission, needs, and offerings to help select a mentor/mentee that can challenge you to grow and develop
- Determine what “good” looks like for you and your collaboration partner and hold each other accountable to that standard.

References

Brousell, L. (2015, August 4). How millennials challenge traditional leadership. Retrieved from <https://www.cio.com/article/2956600/leadership-management/how-millennials-challenge-traditional-leadership.html>

Elmore, L. (2018, September 27). A millennial's take on how to lead the millennial workforce. Retrieved from <https://www.forbes.com/sites/theyec/2018/09/27/a-millennials-take-on-how-to-lead-the-millennial-workforce/#6983c25b3bb5>

Fry, R. (2018, March 1). Millennials projected to overtake Baby Boomers as America's largest generation. Retrieved from <http://www.pewresearch.org/fact-tank/2018/03/01/millennials-overtake-baby-boomers/>

Happ, A. (2017, June 30). Developing millennial leaders. Retrieved from <https://trainingindustry.com/articles/leadership/developing-millennial-leaders/>

Medina, Rixio. (2018, August 1). Our profession. Our place. Retrieved from <https://www.assp.org/news-and-articles/2018/08/01/our-profession-our-place>

Norton, Richie. (2017, January 19). The 14 most destructive millennial myths debunked by data. Retrieved from <https://medium.com/the-mission/the-14-most-destructivemillennial-myths-debunked-by-data-aa00838eecd6>

Tarrell, A. (n.d.). The great divide: Communication across the generation gap. Retrieved from <https://www.hni.com/blog/bid/77671/the-great-divide-communicating-across-the-generation-gap>

The 2017 Deloitte millennial survey apprehensive millennials: Seeking stability and opportunities in an uncertain world. Retrieved from <https://www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/gx-deloitte-millennial-survey-2017-executive-summary.pdf>

Walter, Laura (2010, November 1). ASSE: The safety profession is growing. Retrieved from <https://www.ehstoday.com/safety/news/asse-safety-profession-growing-1334>

Questions?



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)

Follow Up

Matt Law, MPH, CSP, REHS/RS

M: 202.365.8862

E: Matt.Law@grainger.com

Wyatt Bradbury, ASP, CHST

M: 202.253.8106

E: Wyatt.Bradbury@grainger.com