

**PRINCE WILLIAM CHAMBER OF COMMERCE**  
**Business Growth Committee**

**Tuesday, May 17, 2011**

**Attendees:** Jim Elliott, *First Virginia Community Bank*; Andrea Grant Wright, *Lee Hecht Harrison*; Jeff Brown, *Pangea Global*; Gerry Peters, *Action Coach*; Taylor Briscoe and Bennett Whitlock, *Whitlock & Associates*; Robert Ridgell, *ECS Limited Mid-Atlantic*; Royal Scott and Ron Rose, *AFLAC*; Dona Blackman, *The Growth Coach*; Amy Van Meter, *George Mason University*; Gerry Peters, *Action COACH*; Gary Saber, *PBGH, LLP, Certified Public Accountants*; Scott Small, *RevBuilders*; Mary Ann Cannon, *Congressman Frank Wolf*; Mario Sacco, *Sacco Financial*; Patrick Ennis, *American Solutions for Business*; Jessica Melander, *Virginia House of Delegates, Jackson Miller*; and Suzanne Lewis, *Chamber Staff*.

**Welcome and Introductions:** Chair, Jim Elliott, *First Virginia Community Bank*

**Panelists: (Generation Y)** Robert Ridgell, *ECS Limited Mid-Atlantic*; **(Generation X)** Taylor Briscoe, *Whitlock & Associates*; **(Boomer)** Dona Blackman, *The Growth Coach*; **(Traditionalist)** Roy Beckner, *S.W.Rodgers*.

**Facilitator:** Andrea Grant Wright, *Lee Hecht Harrison*

**Topic: Multi-Generational Workforce** - *Understanding the differences in work styles, perspectives and expectations between the Traditionalists, Baby Boomers, Generations X and Y.*

**Highlights:**

- Andrea provided a brief history of each generation, introduced panel and took an audience poll to determine generations represented.
- Handouts were provided that outlined how each generation differs in work ethic, management style favored, organizational structures, and what is resented.
- Four scenarios were described, each representing one of the generations.
  1. **Scenario 1 for Generation Y: Decision Making Process** - They are given a task to build a new program at their university, how would they go about it.
    - First step is to have a meeting: They generate ideas through a collaborative effort. Don't like to ruffle feathers, so make sure everyone present has the buy-in. Will stay as long as it takes to get the job done. Uncomfortable with uncertainty, so need feedback to validate ideas.
    - Looking for the balance in their lifestyle. Often willing to accept less money if position provides the balance.
    - Great respect for the Traditionalist and seeks acknowledgement for ideas.
  2. **Scenario 2: Keep It Simple Stupid – Generation X**
    - More independent, don't need validation – A generation trained on technology so they do a lot of research on the front end. They bring ideas immediately to the table and identify the holes and already looking to fill in the blanks. They are often the ones to come to the meeting with the spreadsheets. Do not attempt to solicit them since they have already exhausted resources when doing their research...they know what they want so answer the questions and they will decide.
    - They are married to their talent not their company and anxious to move ahead and gain influence. Belief systems is if arrive more prepared, you can influence outcomes.
    - Strive to be the boss.
  3. **Scenario 3: Clock Watching – Boomer**

- May be late for the meeting! They don't watch the clock since they are workaholics. Willing to spend the time talking through issues at length, scheduling many meetings, and engaging in face-to-face encounters to get the work done.
- Want to solve problems and turn things around and work hard to come to a consensus. If there is not agreement, boomers will be quick to blame decision maker if it doesn't work out.
- Live to work and willing to put in the hours to earn more flexible schedule later to meet the multiple demands in their lives. So don't micro-manage or you will lose them.

**4. Scenario 4: Masculine vs. Feminine (Gal/Girl example) – Traditionalist**

- Will unknowingly refer to female co-workers as "gal or girl" and often uses "he" when speaking generally about the workforce. Raised when most women stayed in the home taking care of the family.
- Depends on the Gen Xs and Gen Ys to do the research on the front end and then will take command and control to make the final decisions.
- "I am my job." Strong work ethic and loyalty to the company. Offer a wealth of life and work experience that all the generations respect and the Gen Ys and Boomers look to for guidance.

**What's Next? Topic Ideas for Next Month**

- Accessing Capital: The overall credit environment among lending institutions. What variables are considered (and not considered) in this equation.
- Leadership Development: How to *LEAD* employees not just manage them. Working on the business, while your employees work in the business.
- Succession Planning
- The Woman-Owned Business: New rules and regulations

**Special Announcements** shared by all those in attendance on what is new with their business.

**Committee Meetings: 3<sup>rd</sup> Tuesday, monthly. Next is June 21st at 8:30am – 9:30am.**