DIGGING DEEPER IN THE DIRT:

FURTHER EXPLORATION INTO TRENDS IMPACTING TODAY'S WORKFORCE WITH AN EMPHASIS ON BOARDS/COMMITTEES

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SUPERIOR STRATEGIES

Superiorstrategies.org

Why Understanding Workforce & Generational Trends is Important…

The more you understand current trends, attitudes, and desires the better equipped you are to adapt to what challenges may present themselves.


CHANGE
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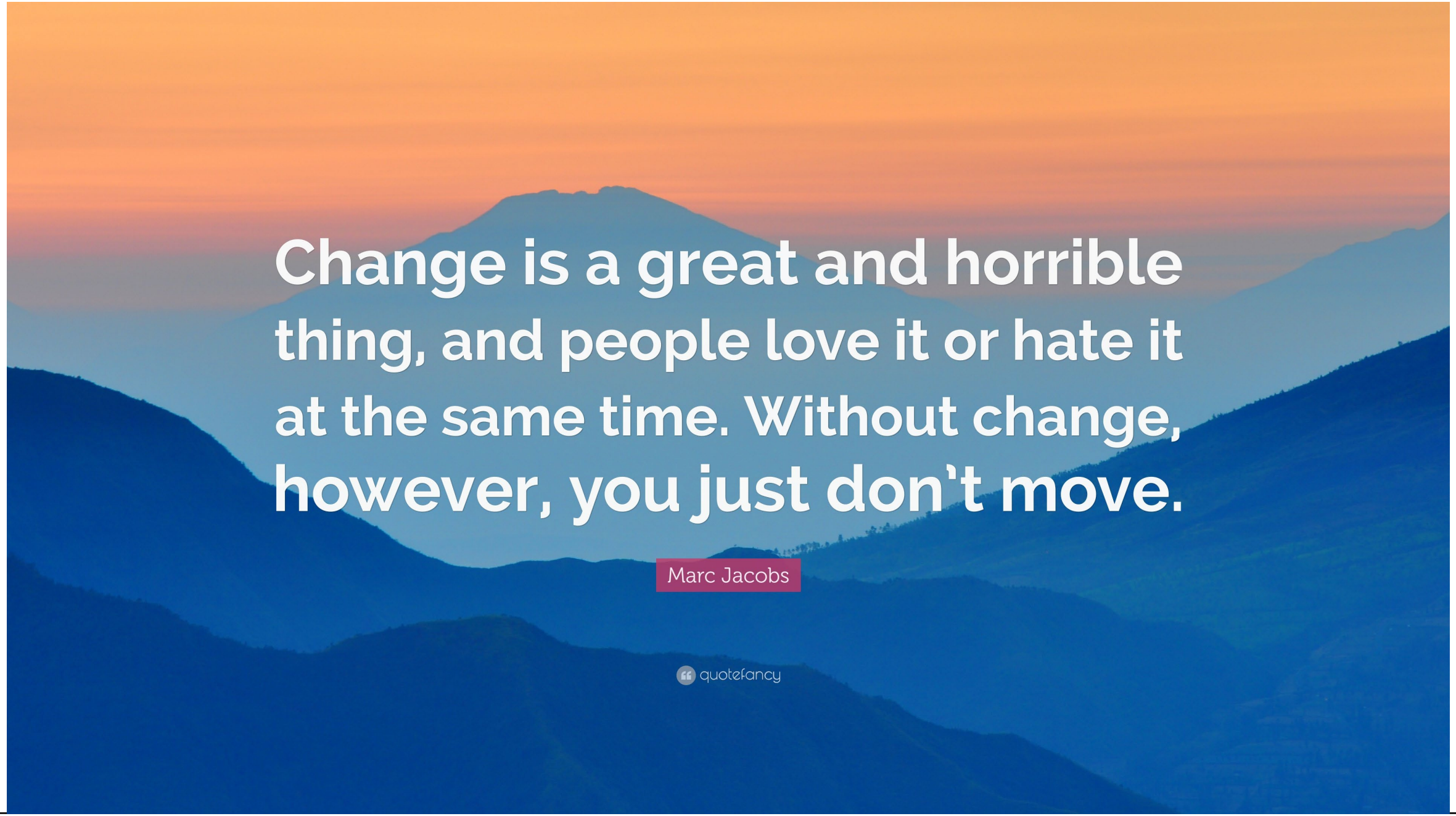
Lets Take a Look Back...



Since 2000, what are some substantial changes that have occurred in the world of work?

Over the past 24 years what substantial changes have occurred within the structure or roles of the Boards/Committees that you serve on?

Has it kept up with the workforce, generational or societal changes?


Change is a great and horrible thing, and people love it or hate it at the same time. Without change, however, you just don't move.
Marc Jacobs
quotefancy

Change is Accelerating….

….adapting to and accepting change however remains a workplace challenge especially for established workers

Most people are content with ‘their’ level of the Status Quo.



Types of Change Acceptance

- **The Embracers: Enjoy change. Let's do it!**
  - Look for new challenges.
  - Seek the newest gadgets, styles, or decorations.

- **The Resistors: NOPE!**
  - Comfortable with 'the way we've always done it'.
  - Status quo is consistent and will be 'as long as I can keep it that way'

- **The Bystanders: Maybe, we'll see**
  - Change may be situational. 'I'll wait to see how it goes'
  - Embrace. Resist. Somewhere in between.



If you are making change…

Even when you are making a "positive change" you will encounter resistance.

- the level of resistance is directly linked to the level of disruption created by the change

You will never be able to eliminate resistance. Instead, manage it.

- Anticipate up-front that you are going to create high levels of disruption, and consequently high levels of resistance to change. How will you deal with this?

Communicate effectively about the change, especially the WHY, WHEN, and the HOW



CHANGE YOUR SHOES!

Put yourself in the ‘shoes’ of the other person(s) to gain a different perspective on the situation.




every success story is
a tale of constant adaption,
revision and change.
richard branson
SUCCESS.com



Challenges, trends, and solutions

Why Younger Professionals are More Reluctant to Join Boards/Committees

1. Time Commitment: Many younger professionals are in the prime of their careers and personal lives, often juggling multiple responsibilities. The significant time commitment required for board duties can be a deterrent.

2.Perceived Bureaucracy: Boards can be seen as slow-moving, bureaucratic, and resistant to change, which might be unappealing to a generation that values agility and innovation.

3.Work-Life Balance: Younger professionals prioritize work-life balance and may view board service as an additional burden that disrupts this balance.

4.Lack of Representation: Boards are often composed of older individuals, leading to a perception that their viewpoints may not be valued or understood, discouraging them from participating.



Why Younger Professionals are More Reluctant to Join Boards/Committees

5. Impact and Meaning: Younger professionals tend to seek roles where they can make a significant impact and see tangible results. The strategic and oversight nature of board roles may seem less directly impactful.

6. Cultural Fit: If the organizational culture of the board does not align with their values, such as openness to new ideas and inclusivity, they may be less inclined to join.

7. Technological Disconnect: Boards that are not tech-savvy or resistant to adopting new technologies may not attract young professionals, who are generally more comfortable and reliant on digital tools and platforms.

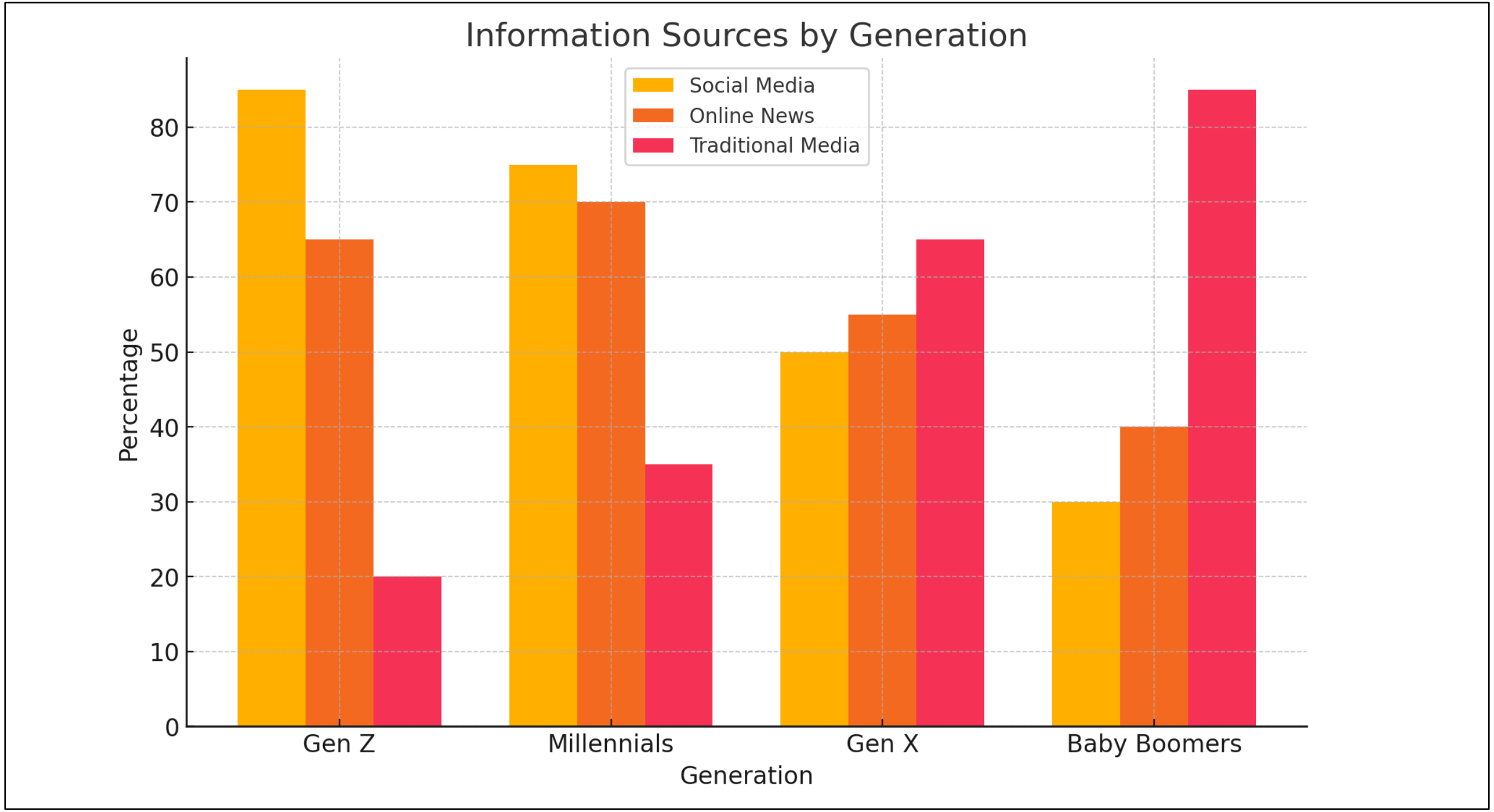



What are we going to do about it?

Board Member recruitment

- **Sell your WHY!**
  - Why do you do what you do?
  - Why should they care about you or your purpose?
- Focus on familiarity & passion
  - Find prospective members that know you, your services, and purpose
  - Passion, time, & knowledge are spread thin, yet VERY IMPORTANT
- Incorporate more diversity
  - Age
  - Culture
  - Geographic
  - Skills
  - Industry




Information Sources by Generation
Social Media
Online News
Traditional Media
Percentage
0
10
20
30
40
50
60
70
80
Gen Z
Millennials
Gen X
Baby Boomers
Generation

Steps to improve participation and retention

- Be reflective: Why do board members leave, not join OR are not engaged
  - **LISTEN** to the reasons people have left or not been interested in joining
  - Adapt appropriately to address your challenges

- Don't skimp on board orientation & group dynamics
  - **Your ideal board member is ENGAGED, SUPPORTIVE, and KNOWLEDGEABLE**
  - Create camaraderie amongst board members
  - Identify what your EXPECTATIONS of board members are. Communicate them effectively.
    - Commitments
    - Attendance
    - Event involvement
    - Meeting structure

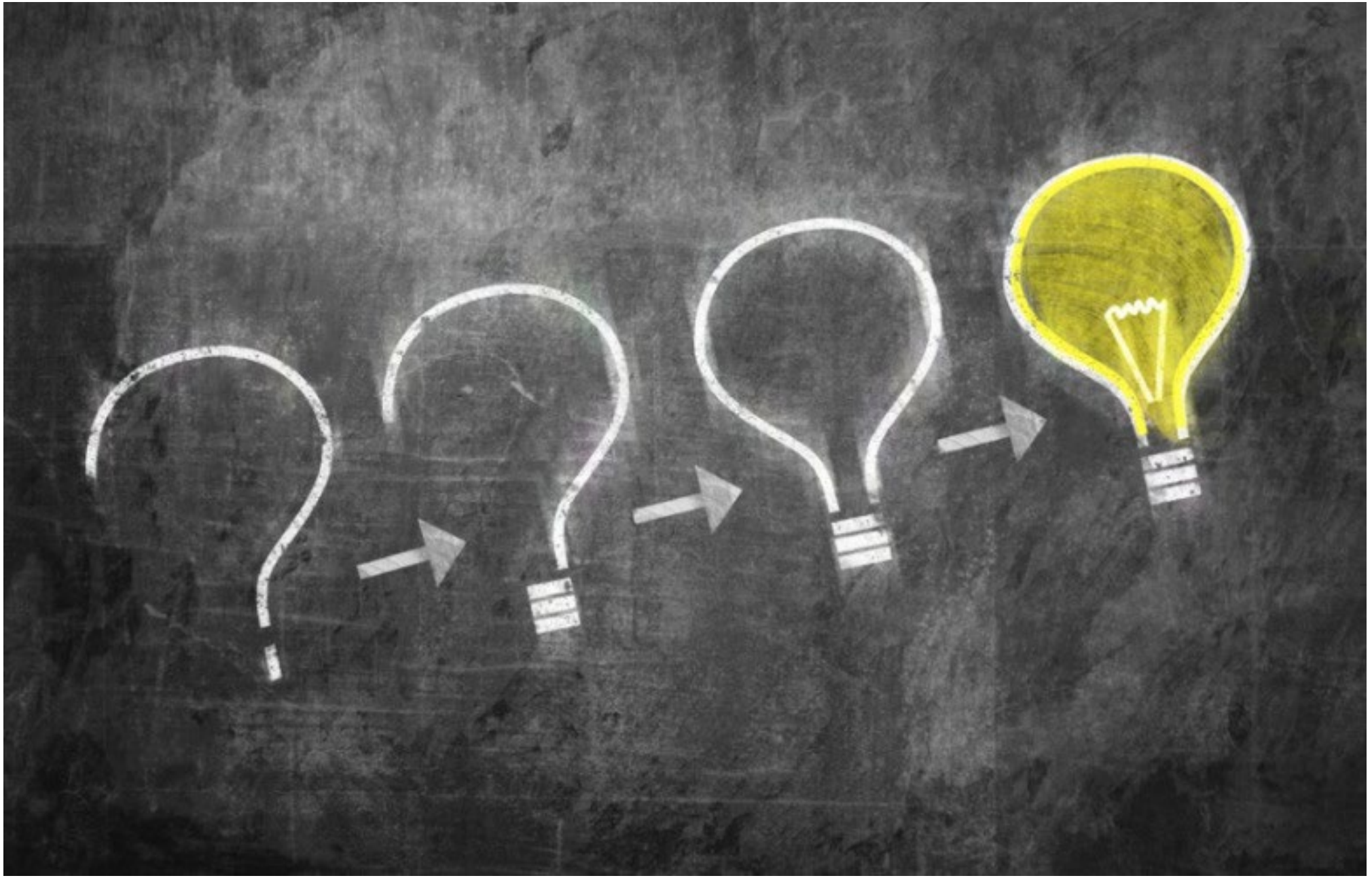


Steps to improve participation and retention

- Don't be afraid to challenge the 'way we've always done it' to better suit what the preferences of members, or who you serve, are.
  - Meeting structure: time, delivery, agenda, composition, etc.
  - Board communications

- **Ask for help or suggestions from younger or knowledgeable board members that can assist with moving change forward**.
    - Empower them to help make positive change and be willing to adapt.


We cannot continue doing the same thing and expect different results.
Otto Perez Molina
quotefancy



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