

# Leading for Today & Tomorrow

Facilitated by  
Dr. Melissa Furman, MS, DBA









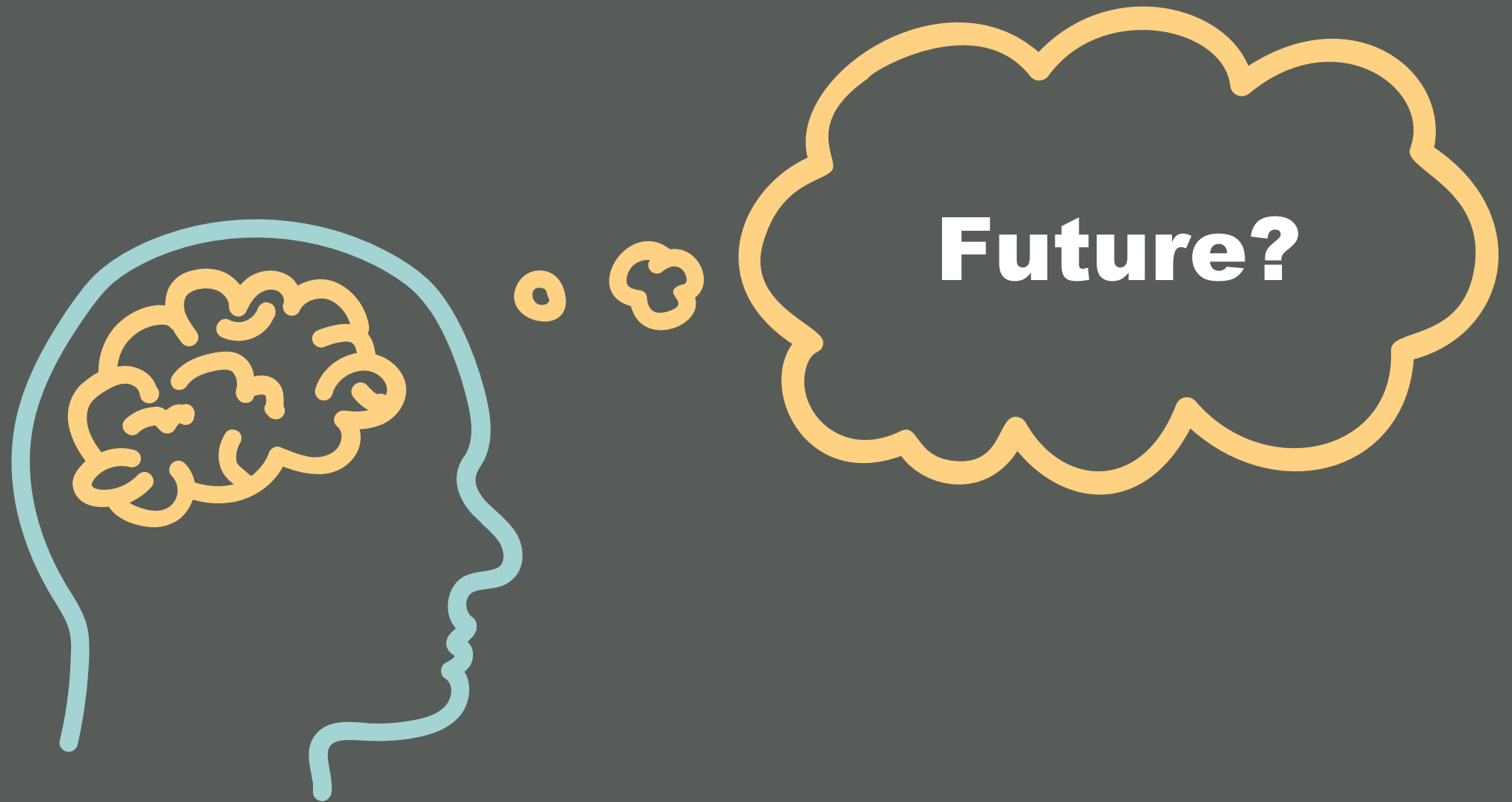
















**Work**

**Thinking about  
the future**

# Thinking about the **future**



**Work**



**Workforce**

# Thinking about the future



**Work**



**Workforce**



**Workplace**





Let's talk about **YOU** as a leader...in the future.



**Let's take a  
pulse...**

























**Tweaking an old system based on old rules**  
**uniformity**  
**bureaucracy,**  
**and control**  
**will no longer be effective.**



































**Are you  
relevant?**

**Are your leadership approaches  
and organizational systems,  
protocols, and infrastructures  
built upon old rules?**



**Younger  
generations  
want to  
know  
“Why?”**



# Leaders must build their organizations around four principles



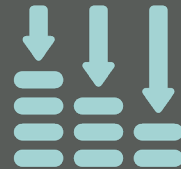
**Connection**

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**Automation**

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**Lower Transaction Costs**

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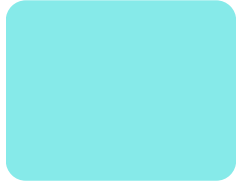


**Demographic Shifts**





# The Generations



**Veterans**  
Ages 78+

**Baby Boomers**  
Ages 59-76

**Generation X**  
Ages 43-58

**Generation Y**  
Ages 27-42



**Generation Z**  
Ages 12-26



# The Generations



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**Generation Z**  
Ages 12-26

**Aspiration**  
Home  
Ownership

**Aspiration**  
Job Security

**Aspiration**  
Career  
Success

**Aspiration**  
Freedom &  
Flexibility

**Aspiration**  
Security;  
Stability; Equity

**Communication**  
Face-to-Face;  
Hierarchy &  
Authority

**Communication**  
Face-to-Face;  
Phone, Email

**Communication**  
Anything  
Efficient

**Communication**  
Text, Social  
Media

**Communication**  
Virtual; Face-  
to-Face

**Decision Making**  
Face-to-Face;  
Hierarchy &  
Authority

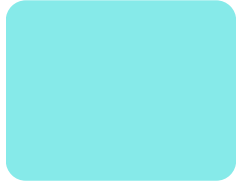
**Decision Making**  
Meetings;  
Hierarchy &  
Authority

**Decision Making**  
Independent

**Decision Making**  
Strong Input

**Decision Making**  
???

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**Knowledge  
Gap**

**Aspiration**  
Job Security

**Aspiration**  
Career Success

**Aspiration**  
Freedom & Flexibility

**Aspiration**  
Security; Stability;  
Equality/Equity

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Face-to-Face;  
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**Communication**  
Anything Efficient

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**Communication**  
Virtual; Face-to-Face

**Decision Making**  
Meetings; Consensus;  
Hierarchy/Authority

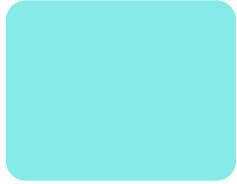
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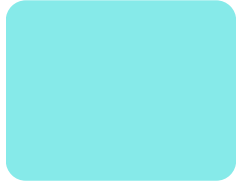
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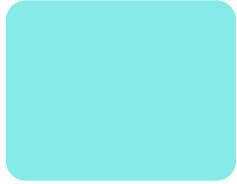
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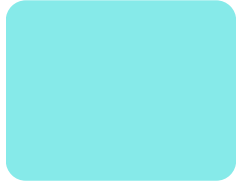
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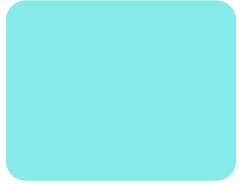
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**Generation Y**  
Ages 27-42

**'Disrupters'**



**Generation Z**  
Ages 12-26

**Aspiration**

Security; Stability;  
Equality/Equity

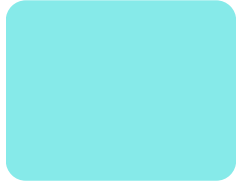
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Gap**

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Ages 43-58

**Burnout**

**Leadership  
Gap**

**Generation Y**  
Ages 27-42

**'Disrupters'**

**'Peace  
Out'**



**Generation Z**  
Ages 12-26

**Aspiration**

Security; Stability;  
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**Communication**

Virtual; Face-to-Face

**Decision Making**

???



# The Generations



**Veterans**  
Ages 78+

**Knowledge  
Gap**



**Generation Z**  
Ages 12-26

**Clashing  
with Gen Y**

**Baby Boomers**  
Ages 59-76

**Greying  
Tsunami**

**Leadership  
Gap**

**Generation X**  
Ages 43-58

**Burnout**

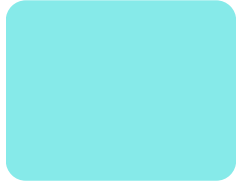
**Leadership  
Gap**

**Generation Y**  
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# The Generations



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Ages 27-42

**'Disrupters'**

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Out'**

**Clashing  
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**'Adulting'**







# Top Recommendations



# 1. Mindset is everything.



# Positive Self





**Let's Reframe:**

**The challenges are  
overwhelming, and I don't  
know what I'm going to do.**

## **2.** **Self-Awareness**





# Learn about yourself.

**Motivators**

**Preferences**

**Mindsets**

**Biases**

**Emotional  
Intelligence**



**Do you have access to a behavioral assessment?**

# Emotional Intelligence (noun):

Ability to **identify** emotional information in oneself and others.

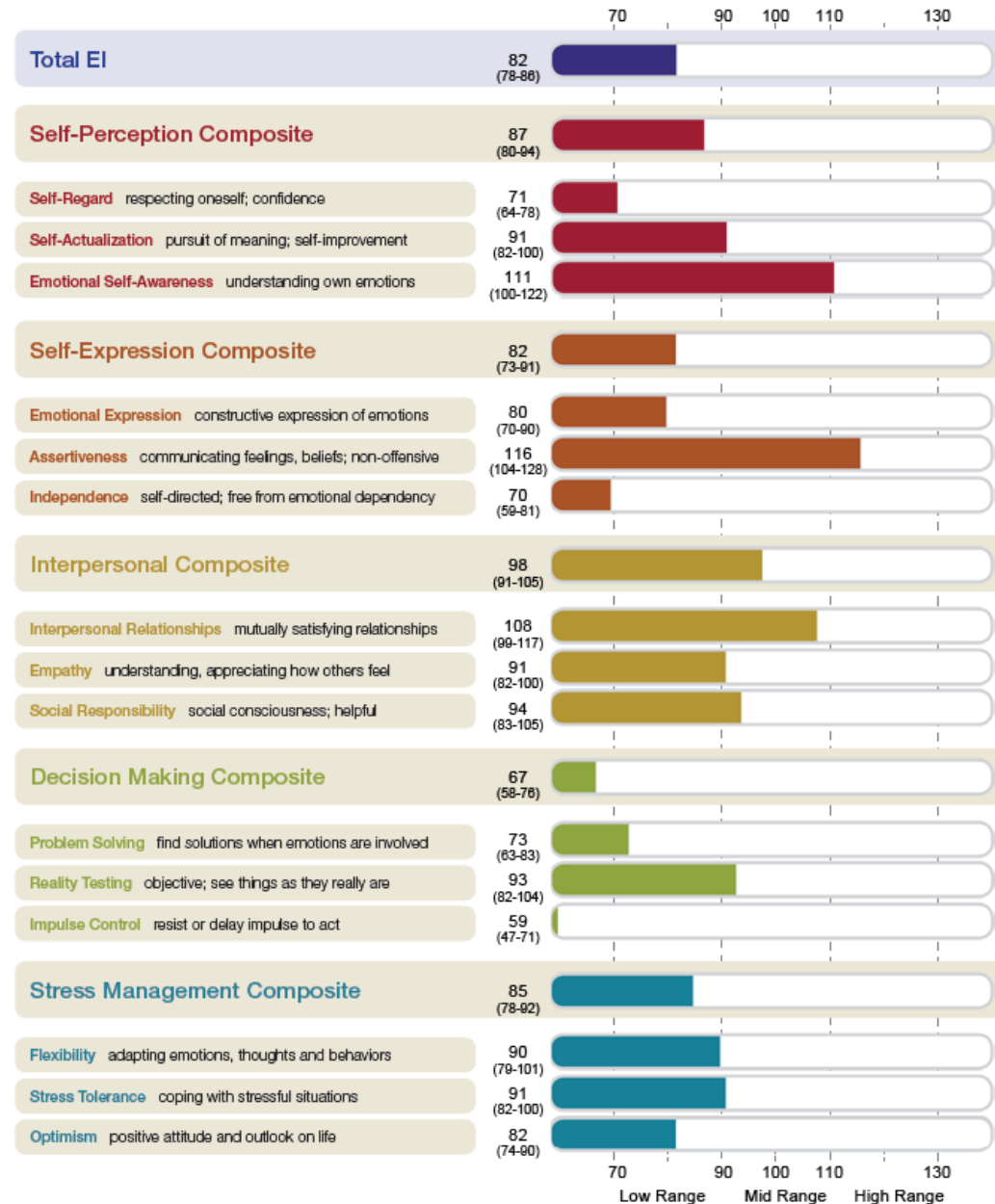
Ability to **manage** emotional information in oneself and others.

Ability to **focus** emotional energy on required behaviors to **get things done.**

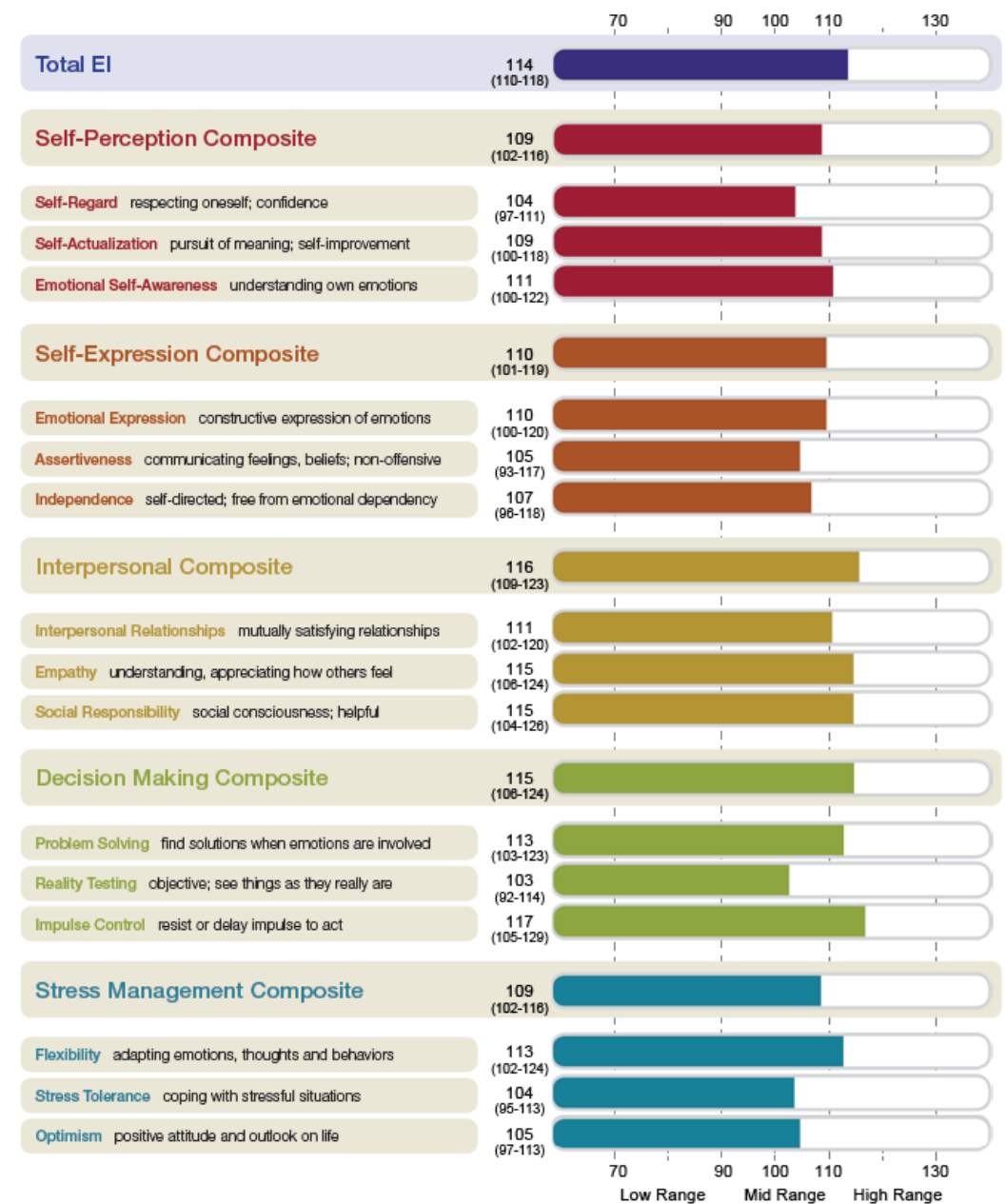
EQ is not fixed and rises steadily with age, peaking in the late 40's.



## Overview of Results



## Overview of Results





**Think of  
your  
BEST  
coworker,  
teacher,  
coach,  
supervisor,  
or boss.**



Think of your **WORST** coworker,  
teacher, coach, supervisor, or boss.





**What is your  
leadership brand?**

List **three** words  
to describe you  
as a **professional**.

**Three words.**



**Three words.**



**Ask others three words.**

**Three words.**



**Ask others three words.**



**Compare your words.**

**Three words.**



**Ask others three words.**



**Compare your words.**



**Write your brand  
statement.**



**Write your brand statement.**

**Passionate,  
internally motivated  
professional driven  
by impact.**

# Write your **brand statement**.

**Passionate,  
internally  
motivated  
professional  
driven by  
impact.**

**Obnoxious,  
annoying  
→ “yankee” (or  
woman) who is  
overly confident.**

**Three words.**



**Ask others three words.**



**Compare your words.**



**Write your brand statement.**



**Current**

**or**

**Aspirational?**



**Three words to  
describe you as a  
leader?**

**What is your  
leadership brand?**

# ACTIVITY:

A father and son were in a bad car accident and as a result, they were both rushed to the same hospital for medical care.

The son's injuries required immediate surgery, so the son was rushed to the operating room.

The nurses were preparing the operating room and the son for the operation and the surgeon entered the room and said,

*"I can not operate on this patient because he is my son."*

**How is this possible?**











# 3. Learn about others.





**Don't assume  
you know what  
employees want.**

# 10. RESPECTED

Employees stay  
**When they are**



1. PAID WELL



2. MENTORED



3. CHALLENGED



4. PROMOTED



5. INVOLVED



6. APPRECIATED



7. TRUSTED

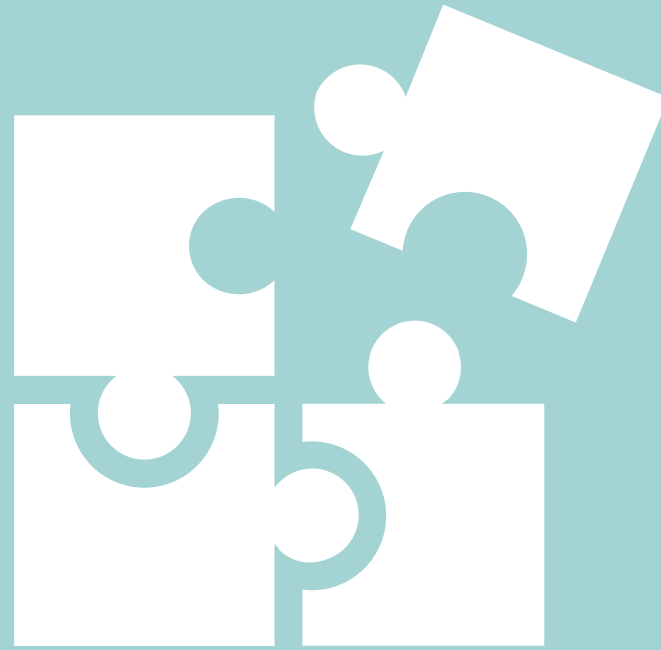


8. EMPOWERED



9. VALUED

**NOT ONE TIME DID WE  
MENTION PIZZA.**



**One size does not fit all.**



# 4. Communication



**Approachable**

**Accessible**

**Style**

**Medium**

**Transparency**

**Compassion**



**What is your  
preferred mode of  
communication?**



**What is your  
preferred mode  
of communication?**

**Have you communicated  
that to your team?**

# 5. Manage Burnout



**Unreasonable  
time pressure**



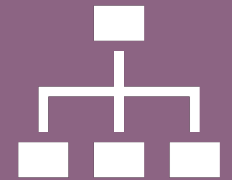
**Lack of  
communication  
and support**



**Unmanageable  
workload**



**Unfair  
treatment**



**Lack of  
role clarity**

# Employee Strategies



**Be Empathetic**



**Communicate**



**Reinforce**



**Reassign**



**Train**



**Appreciate**



**How are you showing  
appreciation?**

# Appreciation “Language”



# Appreciation “Language”



# Appreciation “Language”







**Send a text to  
somebody you appreciate.**



A woman with dark hair in a ponytail, wearing a yellow ribbed sweater, is shown in profile from the waist up. She is holding a tablet in her left hand and reaching out with her right hand to interact with a large, glowing digital globe. The background is a complex, futuristic digital interface with various data visualizations, including bar charts, line graphs, and circular gauges, all in shades of blue and green. The overall scene conveys a sense of advanced technology and human interaction.

# 6. Be a “tech-savvy humanist\*”.

\* Term utilized by Harvard Business Review

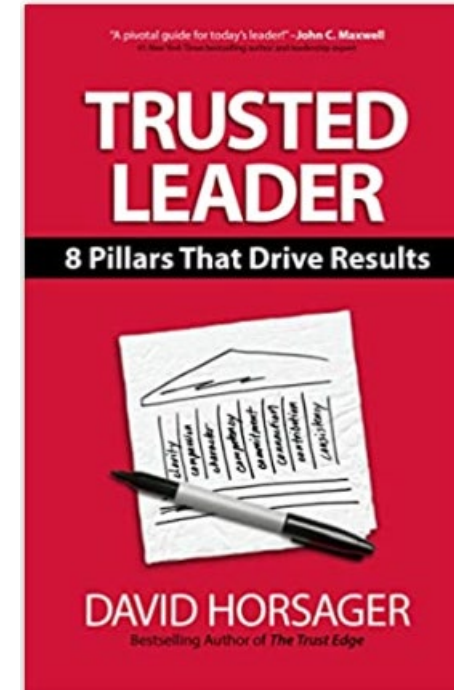




**7. Be socially responsible.**

# Let's talk about trust.

**CLARITY**  
**COMPASSION**  
**CHARACTER**  
**COMPETENCY**  
**COMMITMENT**  
**CONNECTION**  
**CONTRIBUTION**  
**CONSISTENCY**





**Do your team  
members trust you?**

**Do you trust your  
team members?**

# 8. Be innovative.

# INNOVATION



**Be ready to apply  
change management  
principles.**



# 10. Be data-savvy.







**Leadership is a team sport.**



**Leadership is a team sport.**







**Leadership is a team sport.**





# Dr. Melissa Furman, MS, DBA

## President & Founder



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