

The Vermeer Podcast

Episode 5 – Looking Ahead | Scaling for Change Across Generations

Dave Wisniewski:

Hey everyone. Welcome back to our last episode in this podcast series, Scaling for Change Across Generations. Over the last few episodes, we've explored what a generation is, who the current generations are and how you can effectively communicate with, manage and lead multiple generations. Our generational expert, Jason Dorsey joins us again today to look forward. We'll share what you should be doing now and in the future with your new found knowledge of generational behaviors. And with that, Jason, we turn it over to you.

Jason Dorsey:

Thank you for that kind introduction. Hello everyone and welcome back to the fifth and final podcast in our series. This is Jason Dorsey. I am so thrilled to be with you today and thanks again to Vermeer for making this possible. This last podcast is really important to me because it's the one that looks forward. It looks ahead and I believe more than ever that the future is positive and it's really ours for the making. It's all how we choose to approach it, our mindset, what we believe to be true and the skills and the tactics that we take forward with us. And I think as we look ahead, one of the things that's been so inspiring to me in the midst of all this tremendously difficult time is how different generations have really been stepping up. And what do I mean by that?

We're seeing young people try to help people who are older. We see older people try and help younger people. We see people stepping up in communities, delivering food and masks and shopping for other people and doing all these things. Different generations have really come together during this difficult time. And it's never been more important. We've been all asked, every single generation, to be better people, to be more patient, more considerate, communicate in new and very different ways and to show our resilience.

And as we look to the other side of this pandemic, I think the future is going to be ultimately, it may take a little while, but I believe the future is ultimately going to be very, very positive. And I believe right now at this exact moment, this presents your opportunity as a leader in your organization, in your community, truly show what you stand for, what you believe in and how you can serve others.

This is core DNA to being a leader and it's going to show right now. When you take these actions, when you really step up going into this future, positions you for long term success. And I don't mean just success with your customers, with your employees and your stakeholders, I mean with everybody that you're interacting with. That could be family, that can be community, neighbors, you name it. And so what I wanted to do in this final podcast is I wanted to share with you three ways that you could take action right now to make sure that you make your future as positive as your potential. And I really believe that to be true. We all have unlimited huge potential. It's just whether or not we take action to bring it into reality. And so I want to share with you three actions that you can take, three approaches that I believe will help to make the future as positive as it can be for you, for your organization. For all of those who are counting on you.

Number one, focus on all the positive lessons and learnings that you've had from this really challenging experience. And there's lots of ways to do this. You could take out a pen and paper and write them down. You could record yourself, you could shoot a video for your family members. What we do at our house is we actually talk about the positives that came out of each day and some days it's tougher than others, there's no question about it, but there are so many positives and really leaning on those, being able to share those and learn from them and keep them with you.

A few examples, I'll just share one with our team. We have four generations that are on our team at The Center for Generational Kinetics. And all four of us, just like many of you almost overnight had to learn how to work as a virtual team in an organization that's highly collaborative. We're doing research, we're doing all kinds of presentations. We're consulting for clients all around the world. And we had to figure out how are we all going to work together without physically being in the same space? And it was tricky, just like all of you, we had to figure out how to use the right technology and how are we going to share information and how do we deal with security and all these other issues that we just have to solve for as part of our type of work.

And in doing so, it was incredibly inspiring to see how our team stepped up and figured out how to solve these challenges and really shine for our clients. And at the same time, I got to learn all about our team members, even though I've worked with many of them for years and years and years, things I didn't know, I got to see their kids or their favorite pet jumping in on Zoom while we're having a meeting. It was really, and has been a great opportunity to get to see our team really shine. And I'm so proud of them.

And in fact, one of the things we're going to be switching to is having more of a hybrid model. So some days our team won't come in, which is really exciting for them and for us. And now we know how to do that. So I'm really proud. And that's a key positive lesson. At the same time, I'm really proud of my daughter. It has been tough for her to learn how to have third grade through her laptop or her iPad, but she's making great progress. And so these are the types of things when I look around and go, "Wow, there's not a situation where she might've had to learn to do that and now she has."

And so it's just there's positive lessons and learnings that we all have taking place around us. And it's just whether or not we stopped to see them and certainly document, recognize them and then bring them forward into the future. So look for those positive things, we all have them. I know they may be hard to find, but I promise you they're there.

The second is to continue with the new technologies that you can use, really post pandemic to drive engagement, trust, collaboration, innovation, all those things you need. That could be video conferencing or just video itself, shooting more videos, a new way to use social media. Maybe you're using it more or how you're organizing and sharing information without being in the same physical space. This new use of technology is going to enable you, allow you to better market, sell and connect with customers and prospects. I would argue better than ever before. And at a scale you physically couldn't do so before.

It's also going to help you with your teams. So many more ways to learning to drive engagement, assessment, help people work together and grow together. Even give feedback, all of those are coming out of this. And so what I do is I choose to look around and say, "Okay, we've got all of these new ways to engage our clients, our fans, and our friends. We've also got great new ways to drive learning and develop talent within our organization. And those are things that I want to bring forward." So number one, focus on all the positive lessons. Don't let them just slip by and number two, continue with the new technologies that are going to help you to make that future so positive. And then number three, the last one, is to remember that people and I would argue maybe more than ever value the intangibles that you bring.

And this is so important as a business leader. This is things like you giving your word and being able to stand behind it. You being there in spite of this really challenging situation, to help with products and services, answer questions, solve problems, and treating people with dignity and respect. I mean, this has been a very tough situation. That intangibles that you bring to everything you do, that is what ultimately drives loyalty, drives referrals, drives employee retention and performance. And it also creates those opportunities all around you because people can see what you stand for because you've stood forward in the worst and most challenging times, you stood up for it, you showed people what you're made of, what you're about. And that's what makes people want to do business with you in the most challenging times and in the best of times. They know they can count on you and what to expect from you.

This is Jason Dorsey. I'm president of The Center for Generational Kinetics, and I'm thrilled and so fired up to go into this positive future with you and be able to bring this podcast series to you in partnership with Vermeer. If you missed any of the episodes, we dove into what is a generation? What is it not? What do you need to know about gen Z? How do you engage them? What do we need to know in order to best communicate, manage, and lead across the generations. Please go back and check out the other podcasts in this series. They're just packed with how to information. And it's been just so much fun to be able to record them for you. I'm thrilled to be able to spend this time with you. I want to thank Vermeer again for making this possible today. Right now, this is our moment to create that future, that positive future that is possible and carry with us aspects, mindset, approaches, insights that we can take and make the future even better. I'm Jason Dorsey, and I'm here on this journey with you. I look forward to connecting with you in the future.

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Thank you, Jason. The future truly is positive. We hope you've enjoyed this series on Scaling for Change Across Generations and found some useful strategies and tips to apply to your business. This episode concludes the series, but you can still find all episodes at www.vermeer.com/podcasts. Thank you for listening and may your present and future generations be prosperous.