


**ENV H 473: EH Policy & Practice**



**Lesson 28.**  
**EH Policy & Practice**

**30 May 2012**

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University of Washington  
Dept. of Environmental & Occupational Health Sciences

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**Announcements**

❖ **DEOHS Seminar:**

- **Seminar Title:** *The Ecology-Health Nexus: A case study in land-use, air particle pollution and health disparities.*
- **Speaker:** Wayne Cascio  
Director, Environmental Public Health Division (EPHD)  
National Health and Environmental Effects Research Laboratory (NHEERL), US EPA
- **Date:** Thursday, 31 May 2012
- **Time:** 12:30-1:30 pm
- **Location:** T-435 HSB

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**The Real World**

❖ **Facts of life -- The real world:**

- Is made up of organizations and people
- Some people are easier to work with than others.
- Usually you don't have a choice of who you will be working for (or with).
- Organizations, like people, have personalities or cultures.

❖ **Therefore, you need to understand something about where people are coming from.**

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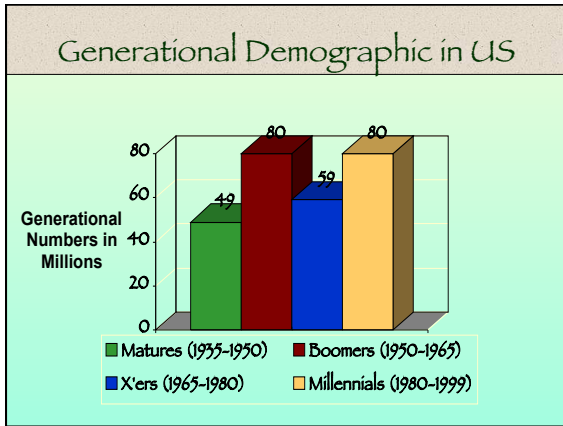
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### From Here to There

❖ **Understanding Generational Trends and Traits:**

- Four generations are active in the American workforce (Matures, Boomers, X'ers, Millennials)
- Each generation has unique perspectives on work and work behaviors
- Each generation is a product of the time, experiences and values that we grow up with

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### The Generations

Generation	Elders/Matures	Baby Boomers	Gen X'ers	Millennials
Also Known As	Traditionalists Builders WW II Generation Heroes Seniors	Boomer Prophets	Xers Busters Twenty-Somethings Post-Boomers Nomads	Millennials Bridgers Generation Y Gen 2001 Generation Net Internet Gen.
Birth Years	Prior to 1946	1946-1964	1965-1980	1981-1999
Age in 2010	66 - 86	48 - 66	32 - 47	32 and under
Symbols	Conservative, Somewhat Dressy Clothing, Neatly Trimmed Hair, American Cars, Country Clubs	Designer Glasses, Cell Phones, Whatever's Trendy, BMW's, Designer Suits, Designer Bodies, Vintage Wines	Nose Rings, Naval Rings, Functional Clothing, Tattoos, Japanese Cars	Polyester, Pagets, Retro, Anything goes
Spending Style	Save and pay cash	Buy now, pay later – with plastic	Cautious, conservative	Spend your parents' money as fast as you can

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The Generations				
Generation	Elders/Matures	Baby Boomers	X'ers	Millennials
Defining Events and Trends	Patriotism Families Great Depression WW II New Deal Korean War Radio Silver Screen Rise of Unions	Prosperity Children in Spotlight Television Suburbs Assassinations Vietnam Civil Rights Cold War Women's Lib Space Race	Watergate, Nixon Latchkey Kids Single-Parent Homes MTV AIDS Computers Challenger Disaster Fall of Berlin Wall Persian Gulf	Computers Schoolyard Violence Oklahoma City Multiculturalism Y2K Crisis Reality TV
Core Values	Dedication/Sacrifice Hard Work Conformity Law and Order Respect for Authority Patience Delayed Reward Duty Before Pleasure Adherence to Rules Honor	Optimism Team Orientation Personal Gratification Health and Wellness Personal Growth Youth Work Involvement	Diversity Thinking Globally Balance Techno Literacy Fun Informality Self-Reliance Pragmatism	Optimism Civic Duty Confidence Achievement Sociability Morality Street Smarts Diversity

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The Generations				
Generation	Elders/Matures	Boomers	X'ers	Millennials
Generational Personality	-Consistency and uniformity -Things on a grand scale -Conformers, believe in logic not magic, -Disciplined, -Past oriented and history absorbed, -Have always believed in law and order, -Conservative	-Believe in growth and expansion, -See themselves as stars of the show, -Optimistic, -Learned about teamwork in school and at home, -Pursued their own personal gratification, -Uncompromising, and often at a high price to themselves and others, -Searched their souls-repeatedly, obsessively and recreationally, -Have always been cool.	-Self-reliant, -Seek a sense of family and yearn for attention, -Want balance, -Have a nontraditional orientation about time and space, -Like informality, -Have a casual approach to authority, -Are skeptical, -Tend to be honest, sometimes brutally so, -Are technologically savvy.	-Lack social interaction skills, -Willingly share knowledge and information, -Are tolerant of social and political practices and rhetoric, -Optimistic about the future and realistic about the present, -Committed to doing well, have a strong sense of basic values, -Tend toward volunteerism and involvement in community groups, church groups, etc. -Questions everything.

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The Generations				
Generation	Elders/Matures	Baby Boomers	X'ers	Millennials
Outlook	Practical	Optimistic	Skeptical	Hopeful
Work Ethic	Dedicated	Driven	Balanced	Determined
View of Authority	Respectful	Love/Hate	Unimpressed	Polite
Leadership By	Hierarchy	Consensus	Competence	Pulling Together
Relationships	Personal Sacrifice	Personal Gratification	Reluctant to Commit	Inclusive

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The Generations				
Generation	Elders/Matures	Baby Boomers	X'ers	Millennials
<b>On-the-Job-Assets</b>	Stable, detail oriented, thorough, loyal, hard working.	Service oriented, Driven, willing to "go the extra mile", good at relationships, want to please, good team players.	Adaptable, techno literate, independent and self reliant, not intimidated by authority, creative, capable of handling multiple tasks and multiple sources of information.	Collective action - ability to work in teams, optimism, tenacity, resilience, heroic spirit, multi-tasking capabilities, technological savvy, energetic.
<b>On-the-Job-Liabilities</b>	Uncomfortable with ambiguity and change, reluctant to buck the system, uncomfortable with conflict and reticent when they disagree, have a "one right answer" tendency.	Not naturally budget minded, uncomfortable with conflict- respond with fight or flight, reluctant to go against peers, may put process ahead of result, overly sensitive to feedback, judgmental of those who see things differently.	Impatient, poor people skills - work better alone than on teams, inexperienced, cynical.	Need for supervision and structure, inexperienced - particularly with handling difficult people issues, not good at problem solving or decision making.

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**From Here to There**

❖ **Crossing the Great Divide:**

- Provide strong foundation of knowledge (life experiences, personal and social values, education)
- Provide strong practitioner knowledge and experience (technical components), introduce soft skills
- Empower and promote to supervisors (understanding generational differences), teach technical and soft skills
- Promote to management (training, succession planning, management skill sets), hone soft skills
- Promote to leadership, competent/expert soft skills

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### From Here to There

- ❖ Understand generational differences (awareness)
- ❖ Cross the great divide (understanding and proficiency)
- ❖ Incorporate “soft skill” training throughout career (leadership evolution)
  - Hard skills always viewed as “must haves”
  - Soft skills always viewed as “nice to have”
  - For leadership, the paradigm is expanding to include hard (technical skills) AND soft (people skills)

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### From Here to There

Soft Skills:

❖ Active listening	❖ Quantitative analysis
❖ Dependability	❖ Qualitative analysis
❖ Communication	❖ Grooming/manners/etiquette
❖ Conflict resolution	❖ Diversity
❖ Customer service	❖ Honesty/integrity
❖ Decision making	❖ Judgment
❖ Adaptability/flexibility	❖ Information gathering
❖ Initiative	❖ Motivation
❖ Problem solving	❖ Resourcefulness/responsibility
❖ Work ethic	❖ Sense of humor
❖ Vocabulary	❖ Common sense
❖ Cultural awareness	❖ Bilingualism

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### Questions

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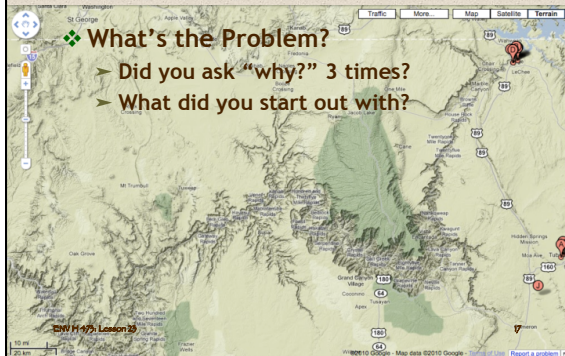
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### Colorado River Rafters

❖ What's the Problem?

- Did you ask "why?" 3 times?
- What did you start out with?



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### Colorado River Rafters

❖ What's Your Goal for resolving this problem?

- How will you know when you have accomplished it?



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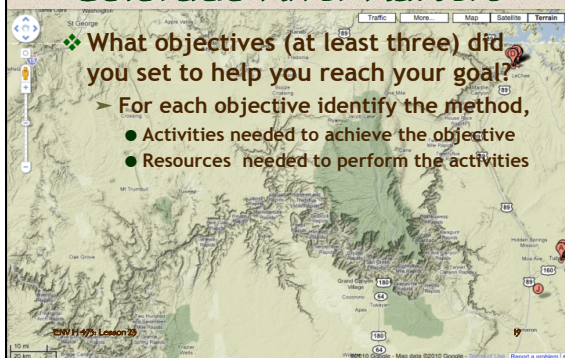
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### Colorado River Rafters

❖ What objectives (at least three) did you set to help you reach your goal?

- For each objective identify the method,
  - Activities needed to achieve the objective
  - Resources needed to perform the activities



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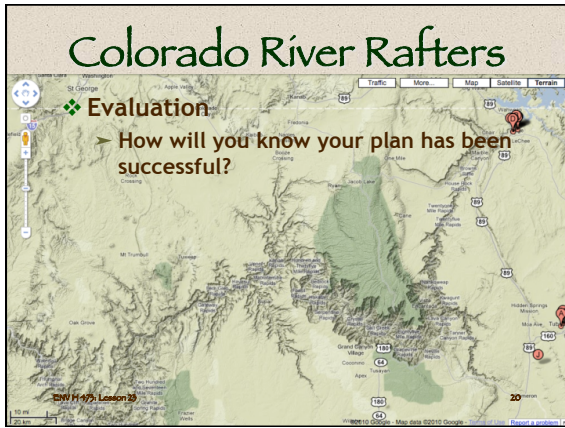
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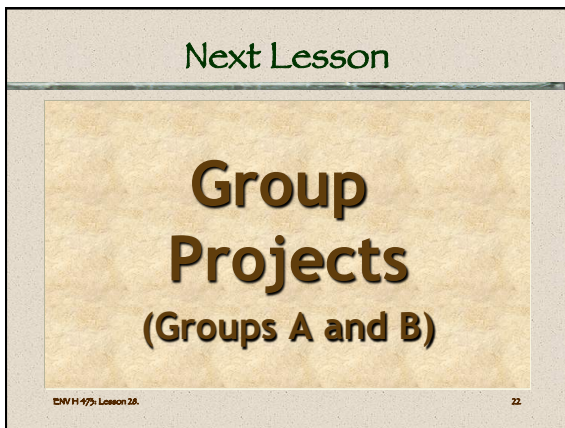
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