

# Next Gen Elected Officials: How Do They Change the Council Dynamics

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# Generational Characteristics

## Assets

*Silent Generation (1922-1945): Stable, Detail Oriented, Thorough, Loyal, Hard Working*

*Baby Boomers (1946-1964): Service Oriented, Driven, Relationships, Eager to Please, Team Players*

*Generation X (1965-1980): Adaptable, Independent, Unintimidated by Authority, Creative*

*Generation Y - Millennial (1981-1995): Optimistic, Tenacious, Goal-Oriented, Technologically Savvy*

*Generation Z – Digital Natives (1996- ): Service Oriented, Self-Sufficient, Efficient*

# Generational Characteristics Liabilities

*Silent Generation (1922-1945):* Inept with Ambiguity and Change, Reluctant to Buck System, Avoid Conflict

*Baby Boomers (1946-1964):* Not Budget Minded, Avoid Conflict, Peers, Process, Sensitive to Feedback

*Generation X (1965-1980):* Poor People Skills, Cynical, Impatient

*Generation Y - Millennial (1981-1995):* Need Feedback/Structure, Difficult People/Issues, Narcissistic

*Generation Z – Digital Natives (1996- ): ?*

# Demographics

- **80** million Baby Boomers were born between 1946 and 1964
- **46** million Generation X-ers were born between 1965 and 1980
- **76** million Millennials/Generation Y were born between 1981 and 2000

# Workplace Motivators

- Baby Boomers
  - Recognition, Clear Goals, Monetary Incentives, Strong Work Ethic, Sense of Accomplishment/Pride in Work/Job Well Done
  - Acknowledgement. Applause. Praise.
- Generation X
  - Autonomy, Fair-More Pay, Time Off, Pride in Work, Recognition, Being Trusted/Not Micromanaged
  - Autonomy. Compensation. Balance.
- Generation Y - Millennial
  - Acknowledgment, Compensation, Good Feedback from Boss, Opinion is Heard and Considered, Thank You, Concern for Reputation, Desire to Prove Myself
  - Sincere Acknowledgement. Praise and Acclamation. Compensation.

# Workplace De-Motivators

- Boomers
  - Slackers, Unclear Expectations, Lack of Appreciation/Support, Work not Meaningful, Micromanagement, Apathy
- Generation X
  - Micromanagement, Negativity, Fatigue/Stress, Lack of Appreciation, Unfair Treatment
- Generation Y/Millennial
  - Micromanagement, Being Second-Guessed, Constant Change, No Feedback, Lack of Acknowledgement and Credit for Work Done

# Sources

- Geeks & Geezers - Warren G. Bennis & Robert J. Thomas
- Generations at Work - Ron Zemke, Claire Raines, Bob Filipczak
- Generation Me - Jean M. Twenge, Ph.D.
- “A Mass Exodus of Millennials?”, McGraw, HROnline, 8/12/13
- “The New Greatest Generation”, Stein, Time, 5/20/13
- “How Generation X is Shaping Government”, Gurwitt, Governing, 5/13
- “Mixing it Up”, Fox, HR Magazine, 5/11
- “Generation Y: They’ve Arrived at Work with a New Attitude”, Armour, USA Today, 11/06/05

# Questions/Comments?

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# Lambeth Members in Perspective

**Mark Hynes**

**Director of Corporate Affairs  
London Borough of Lambeth**

ICMA Conference Presenter

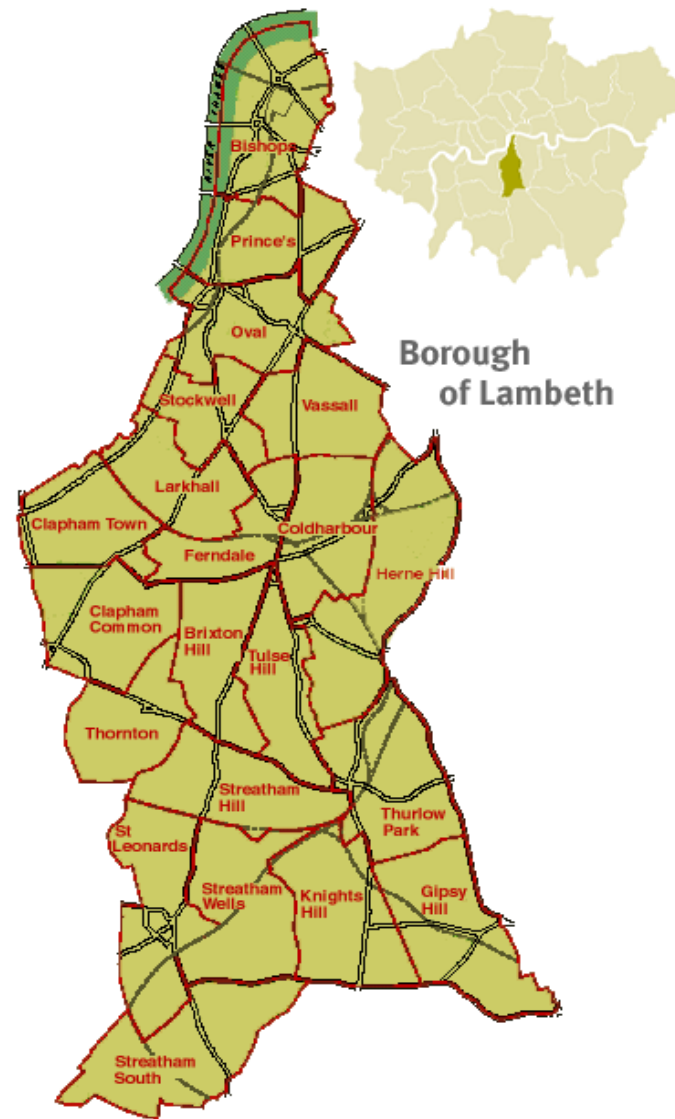


Lambeth is one of 14 local authorities which make up Inner London.

It is one of the most densely populated inner London boroughs, with a population of around 320,000.

Lambeth is home to dynamic and diverse communities from all over the world with approximately 150 languages being spoken.

Lambeth is made up of 21 wards





















[www.londonphotoproject.co.uk](http://www.londonphotoproject.co.uk)



## Comprises 63 elected councillors

Labour 94% (59 members)

Conservative 5% (3 members)

1 green member

Leader and cabinet model

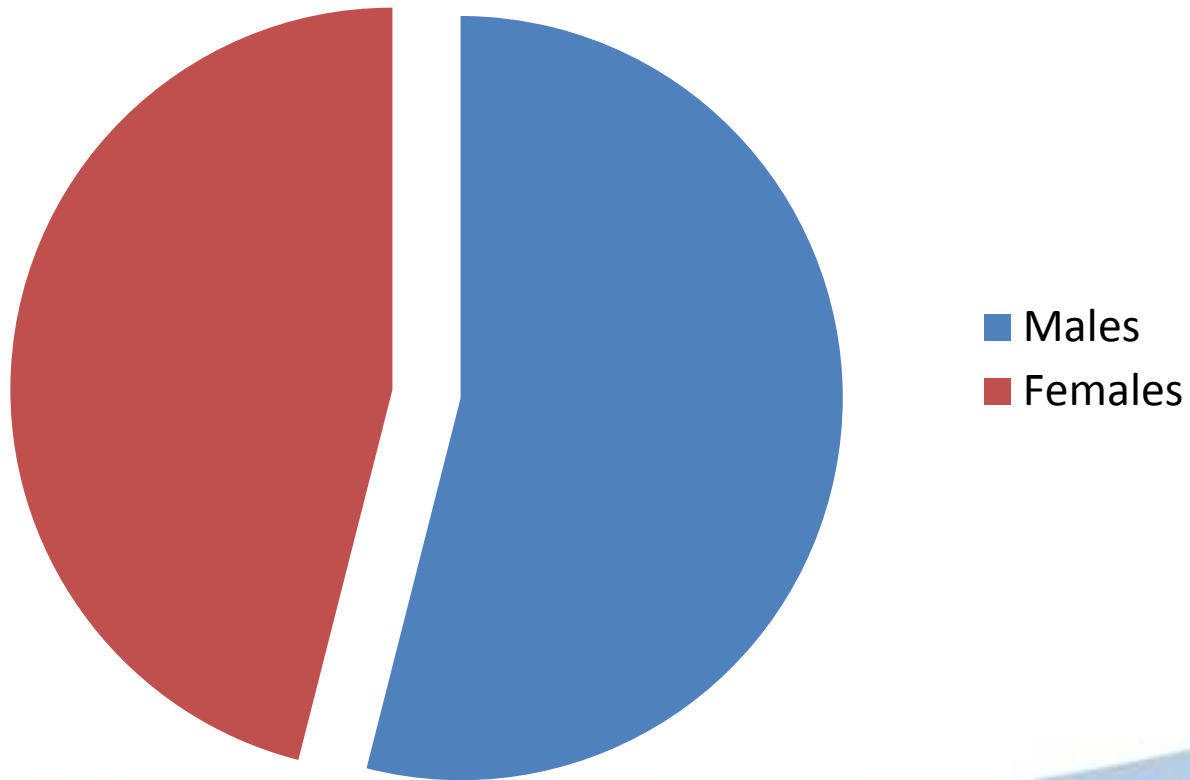
Civic Mayor



# Member Demographics

Males 34 (54%)

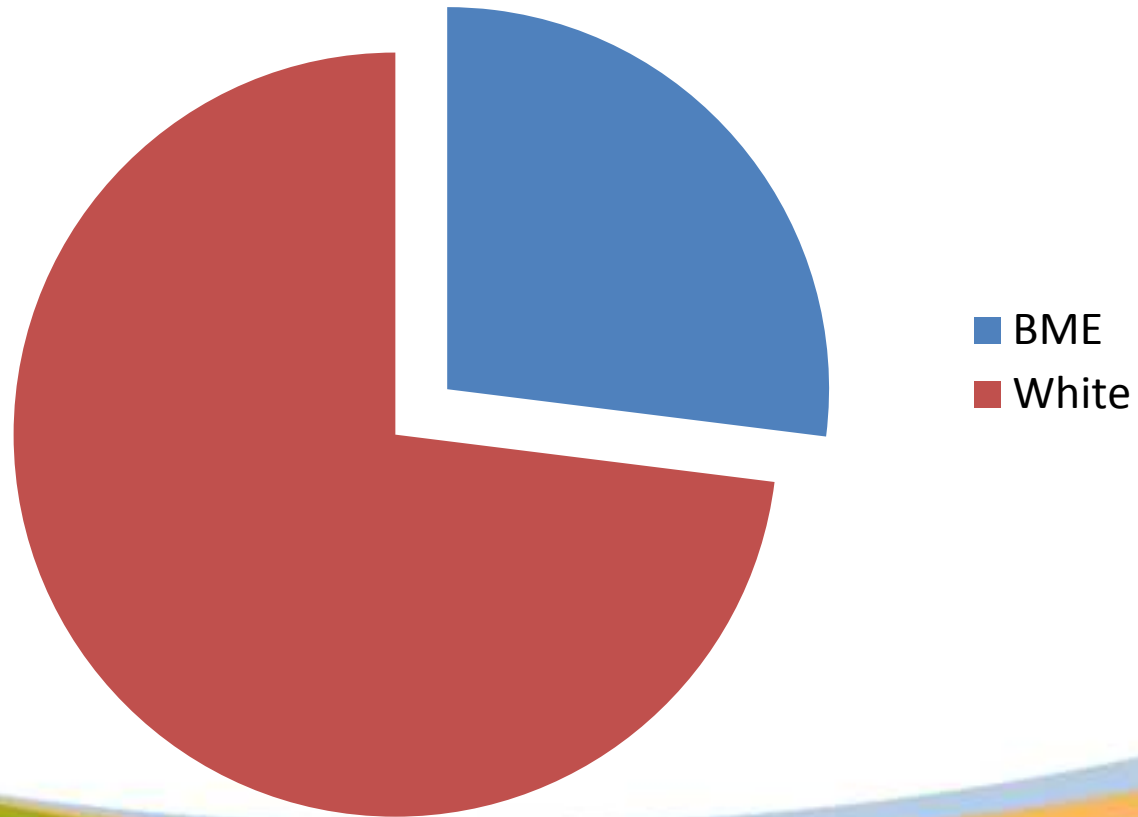
Females 29 (46%)



# Member Demographics

White 46 (54%)

BME 17 (46%)



# Generations Surveyed and Characteristics Liabilities

***Silent Generation (1922-1945):*** Stable,  
Detail Oriented, Thorough, Loyal, Hard  
Working

***Baby Boomers (1946-1964):*** Service  
Oriented, Driven, Relationships, Eager to  
Please, Team Players

***Generation X (1965-1980):*** Adaptable,  
Independent, Unintimidated by Authority,  
Creative

***Generation Y - Millennial (1981-1995):***  
Optimistic, Tenacious, Goal-Oriented,  
Technologically Savvy

***Generation Z – Digital Natives (1996- ):***  
Service Oriented, Self-Sufficient, Efficient



# Member Demographics

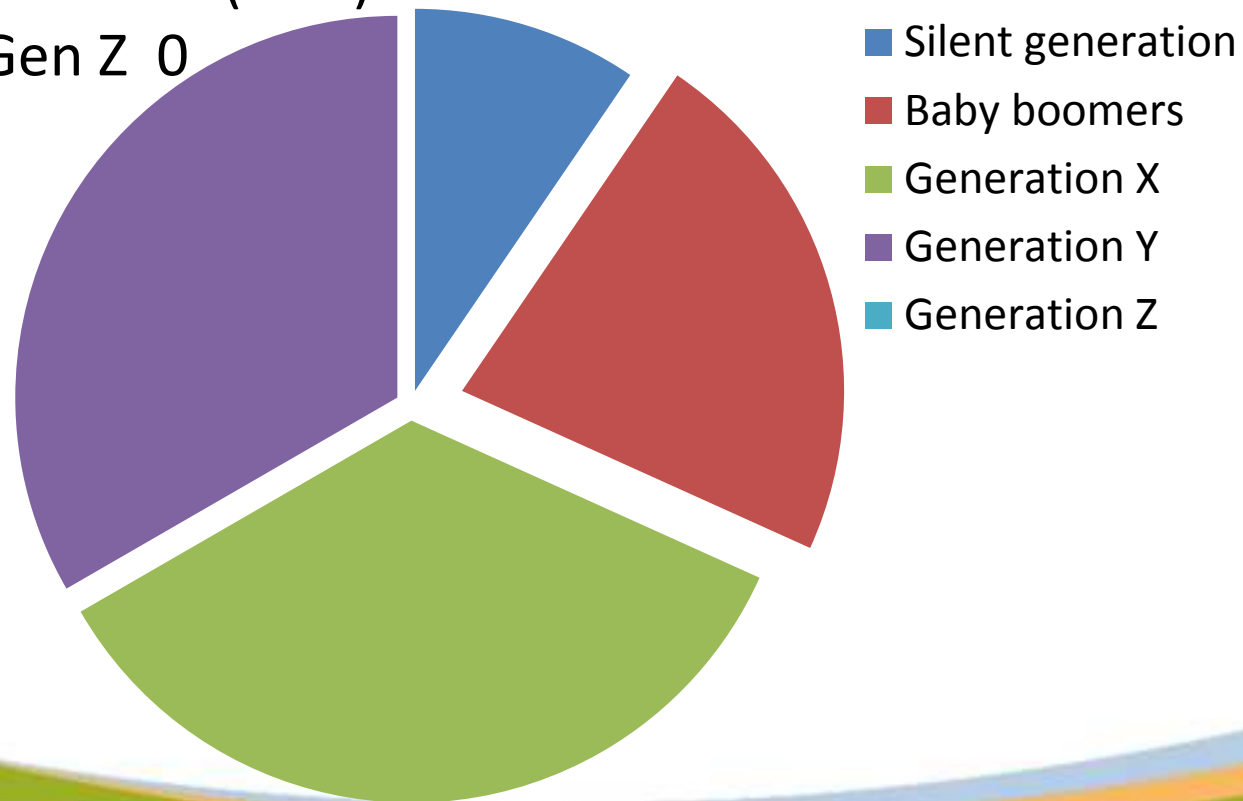
Silent Generation 6 (9%)

Baby Boomers 14 (22%)

Gen X 22 (35%)

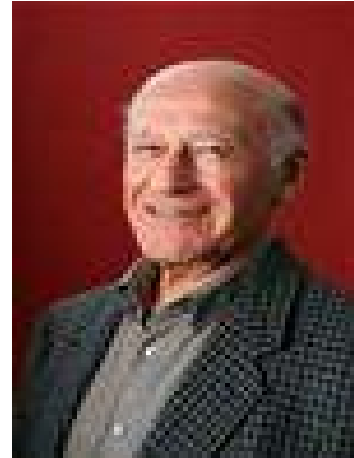
Gen Y 21 (32%)

Gen Z 0





Cllr Amelie  
Tresspass– Sept  
1987 – 26 years  
old



Cllr Arian Garden  
– March 1937 – 77  
years old

67 % of members are between 26 and 49

**Generation X (1965-1980):**

*Adaptable*

*Independent*

*Unintimidated by Authority (only negative attribute??)*

*Creative*

**Generation Y - Millennial (1981-1995):**

*Optimistic*

*Tenacious*

*Goal-Oriented*

*Technologically Savvy*

- Technological Tools – councilors provided with technological tools needed to undertake role such as smart phones, tablets, laptops.



## Smarter working – New ways of working



Smarter community engagement  
– social media driven.



## Smarter engagement with Council



Web cam – council meetings  
E-decision making  
Electronic papers – apps  
Member Enquiries – smart on line data base ‘I casework’  
Electronic access to council information – anytime any where  
Digitisation of services – ‘google’ world

# Equality and values of fairness





■ Unintimidated by Authority



**The intelligent enterprise**  
Creating a culture of speedy and efficient decision-making

A report from the Economist Intelligence Unit  
Sponsored by CSC and Oracle



Goal oriented – ‘Outcomes focused’



Empowerment  
Through Education  
*Living A Dream,  
Building A Future*

Cllr Ben Kind – age 34



***‘The use of tablets and cloud based storage has greatly enhanced my ability to deal with my work...however ...the better use of real time information reporting - especially with regards to housing and planning... for example having the ability to use my iPad to see where a works order for a repair on a estate is, access stats on the number of vacant Lambeth Living properties or see the details of proposed or accepted development agreements without needing to go via officers.’***

# Questions/Comments?

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# Next Gen Elected Officials: How Do They Change the Council Dynamics

**Sheryl Sculley**  
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# Questions/Comments?

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