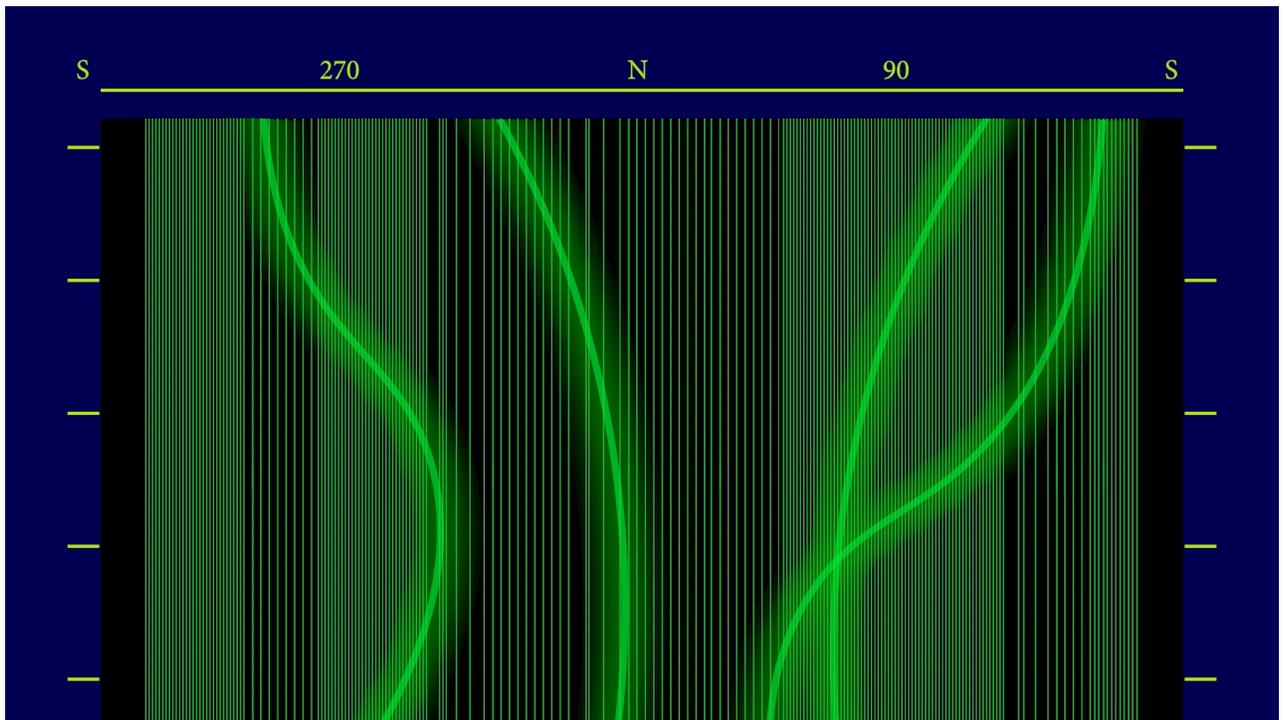
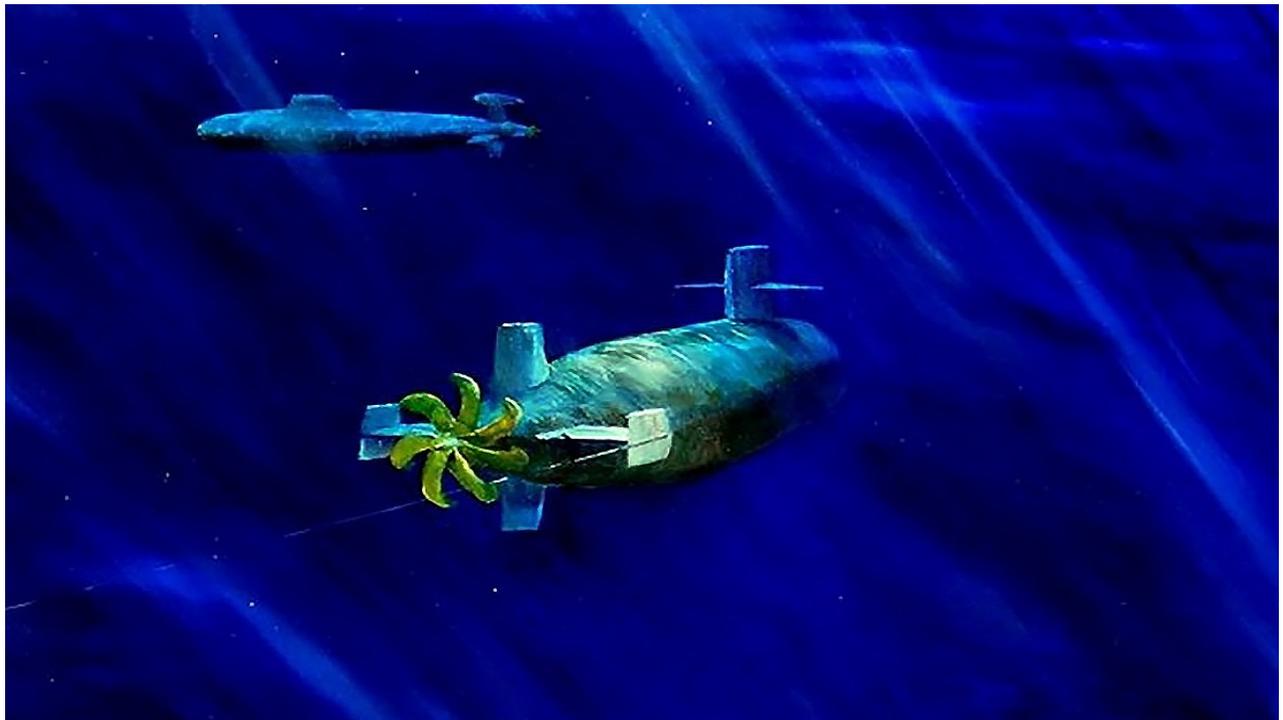




Navigating the Depths **Effective Communications Across Generations**

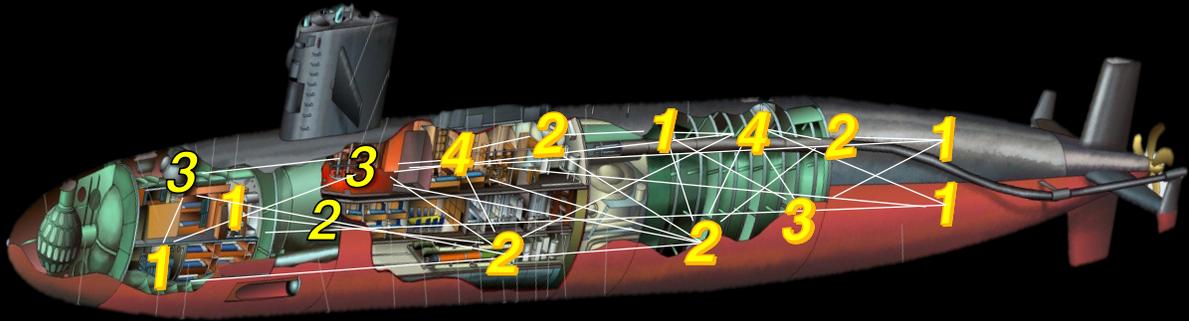








COMMUNICATE AT SPEED



FAST ATTACK LEADERSHIP



Navigating the Depths Effective Communications Across Generations



NORTHERN CALIFORNIA
ALLIED TRADES



89%

*Communicating
Well Extremely
Important*

9%

*My Leader
Communicates
Well*



**BIGGEST
COMMUNICATION
CHALLENGES?**



#1

**BRIDGING THE
GENERATIONAL DIVIDE**

Lessons from the Control Room





DIVERSE TEAM

- **DIFFERENT BACKGROUNDS**
- **43 STATES**
- **3 DAYS – 20 YEARS**

- **BOOMER** 1946-1964 **0**
- **GENX** 1965-1980 **0**
- **MILLENNIAL** 1981-1996 **30**
- **GENZ** 1997-2012 **100**

18%
Baby Boomers
1946-1964

SOCIETAL INFLUENCES
Post WW2 Econ. Boom
Move to Suburbs
Civil Rights / Vietnam War

WORK TRAITS
Work Central to Identity
Strong Work Ethic / Loyal
Hierarchical Mindset
Good Team Players

WEAKNESS
Reluctant to change
Poor Work-Life Balance
Technology Adoption



18%

Baby Boomers

1946-1964



31%

Gen X

1965-1980

SOCIETAL INFLUENCES

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Reluctant to change
Poor Work-Life Balance
Technology Adoption

SOCIETAL INFLUENCES

70's Recession / Cold War End
Personal Computers / Internet
Corporate Downsizing

WORK TRAITS

Independent/ Resourceful /Adaptable
Skepticism Towards Authority
Work-Life Balance (parents struggle)

WEAKNESS

Cynical & Distrustful
Prefer informal work culture
More Independent



18%

Baby Boomers

1946-1964



31%

Gen X

1965-1980



36%

Millennials

1981-1996

SOCIETAL INFLUENCES

Post WW2 Econ. Boom
Move to Suburbs
Civil Rights / Vietnam War

WORK TRAITS

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SOCIETAL INFLUENCES

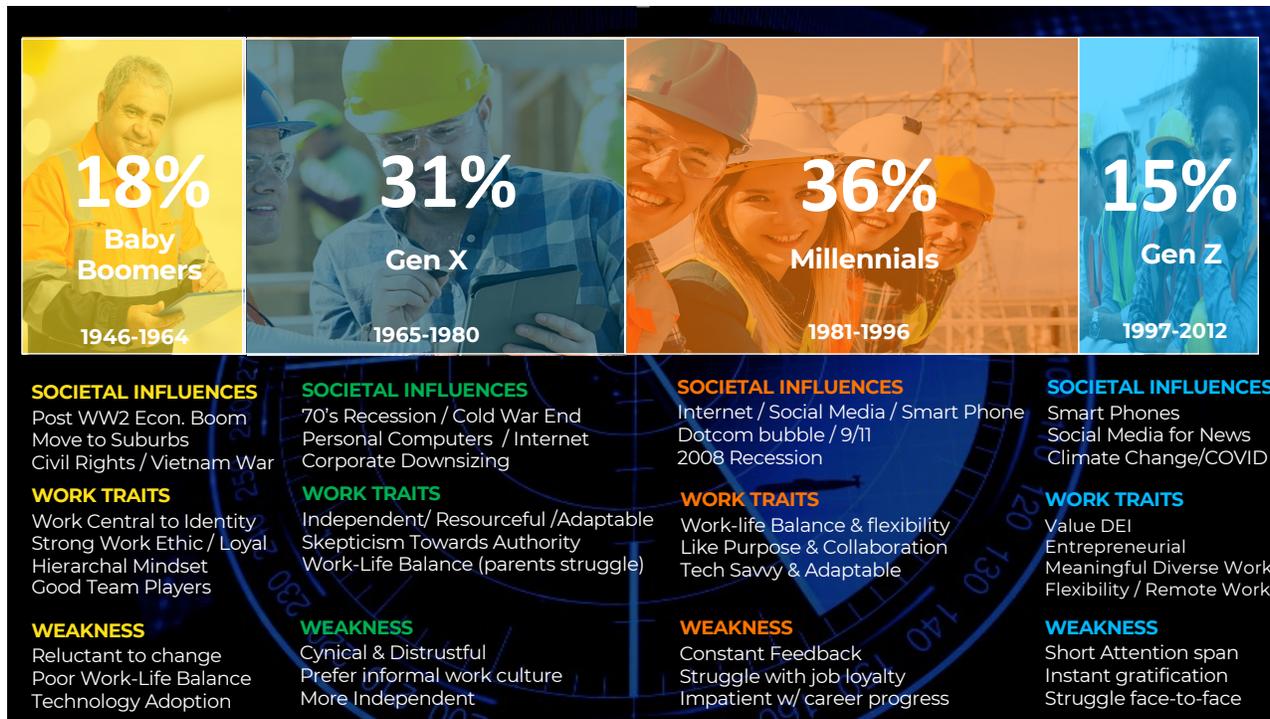
Internet / Social Media / Smart Phone
Dotcom bubble / 9/11
2008 Recession

WORK TRAITS

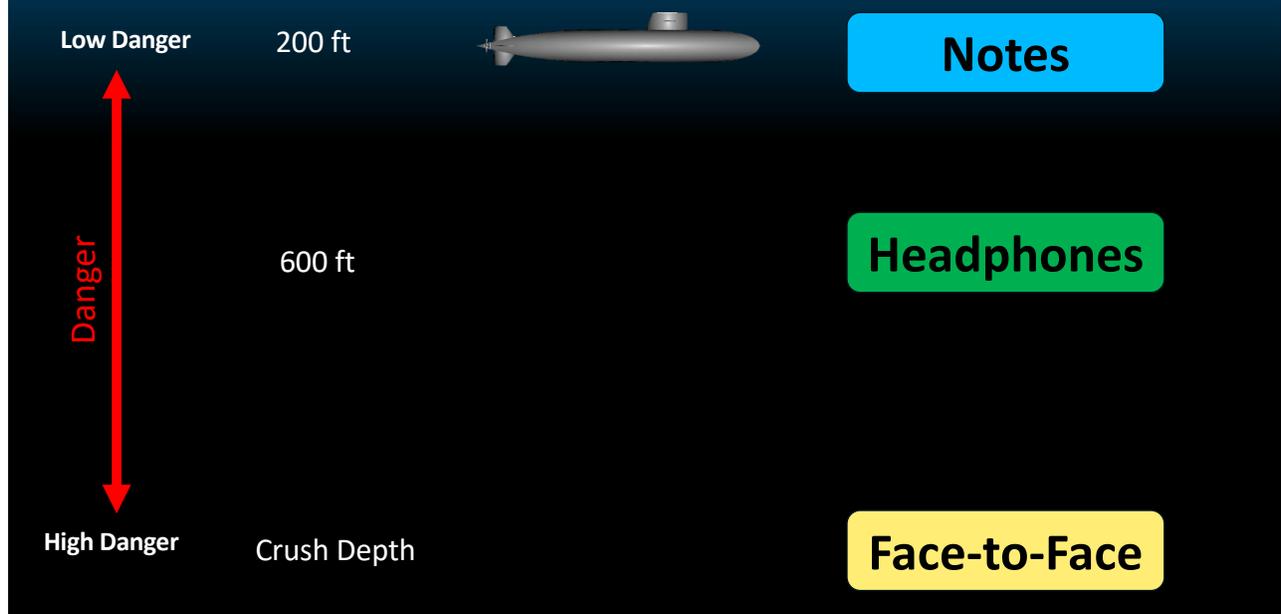
Work-life Balance & flexibility
Like Purpose & Collaboration
Tech Savvy & Adaptable

WEAKNESS

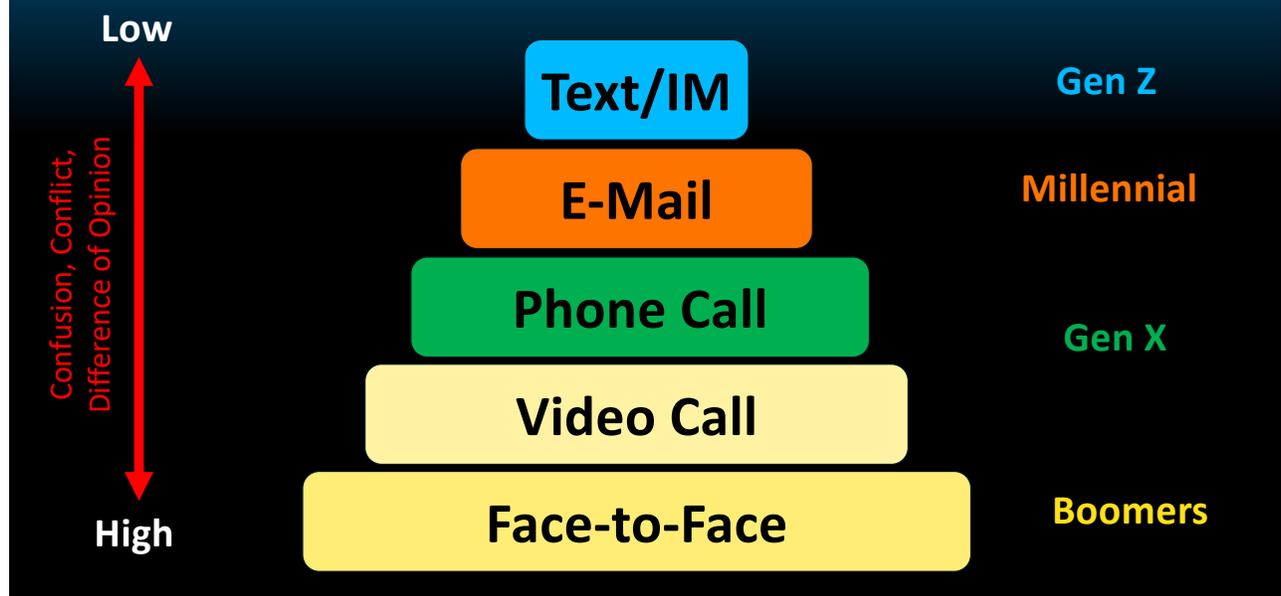
Constant Feedback
Struggle with job loyalty
Impatient w/ career progress



Communications "Depth" Hierarchy



Communications Hierarchy



FAST ATTACK COMMUNICATION



1. Bridging the Divide

- 4 Generations
- Establish Communications Framework

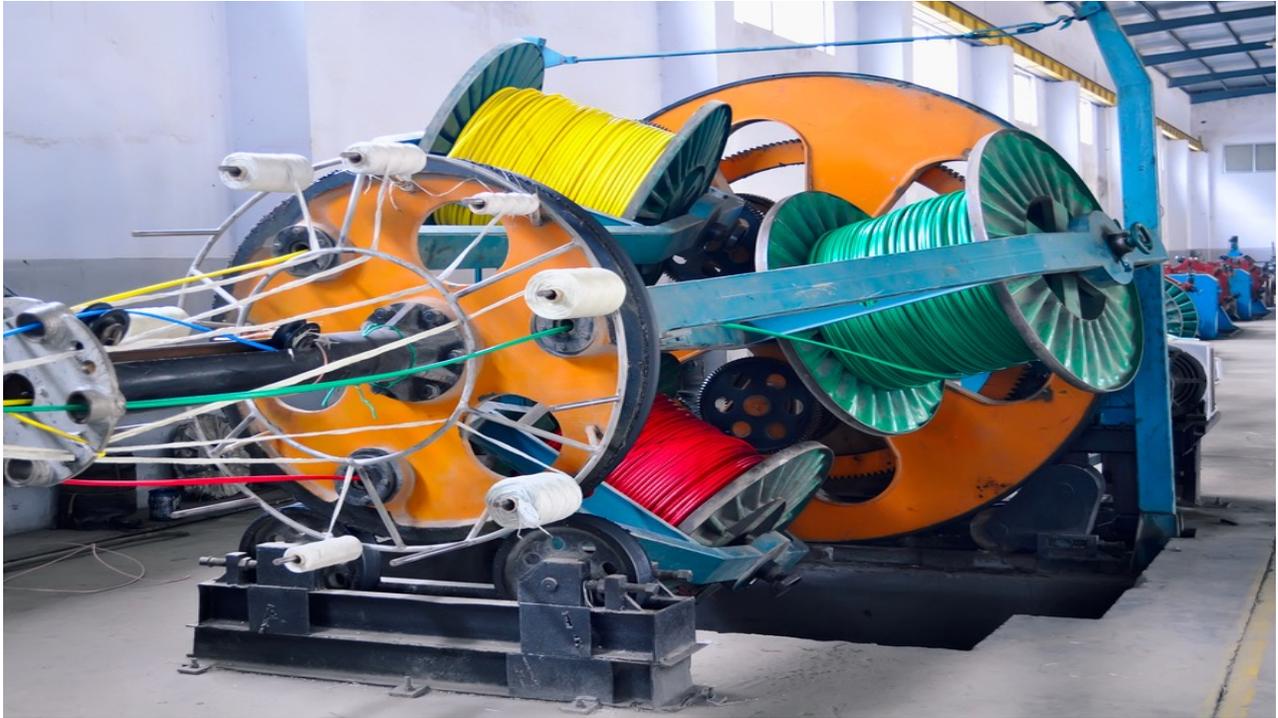
A large blue-toned image of a submarine sonar display, showing concentric circles and numerical markings (290, 300, 310, 320, 330, 340, 350, 10, 20, 30, 40, 50, 60) on a dark background.

#2

THE SUBMARINE MINDSET

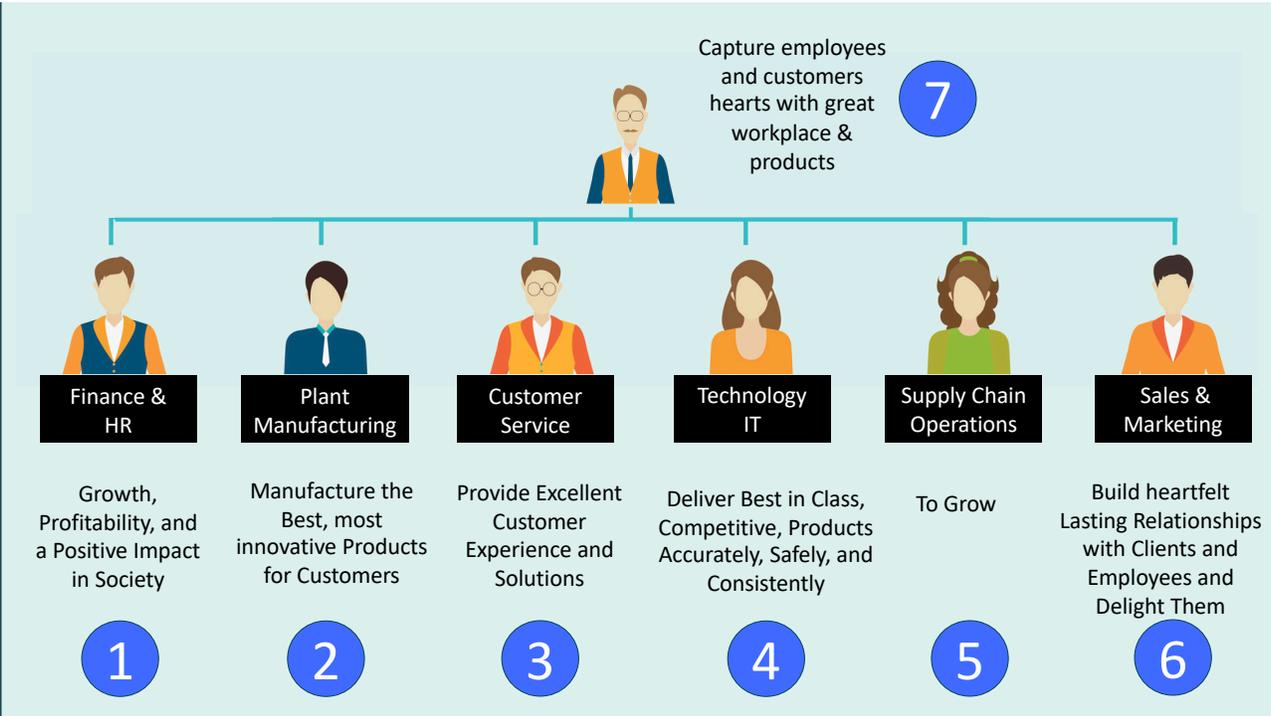
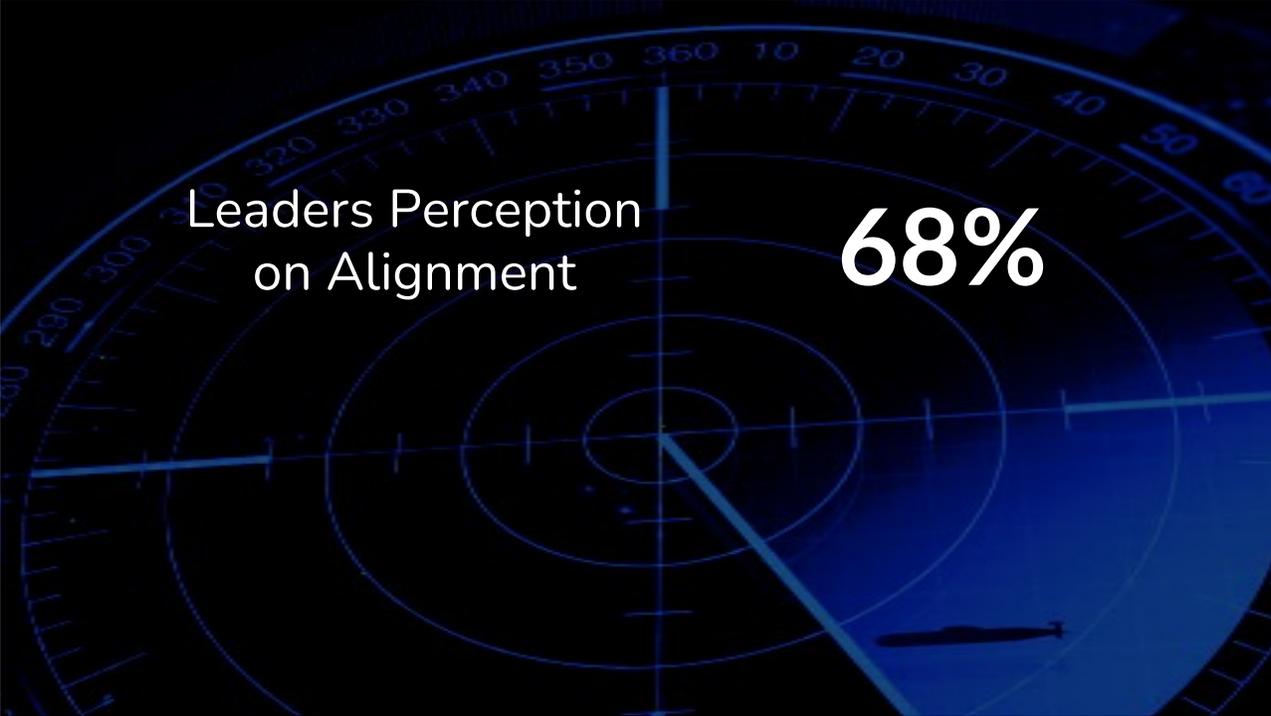
Precision in Communication

A small white version of the stylized 'S' logo with wavy lines, located in the bottom-left corner of the image.The Northern California Allied Trades logo, located in the bottom-right corner of the image.



MISSION

We are dedicated to capturing the hearts of our customers by nurturing long-term relationships, using the most innovative technology, world class processes resulting in total satisfaction, the best quality, and the highest returns

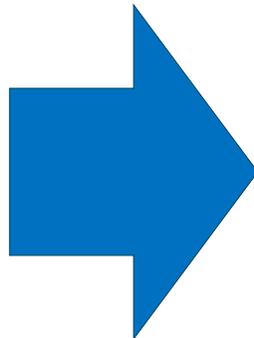






Initial

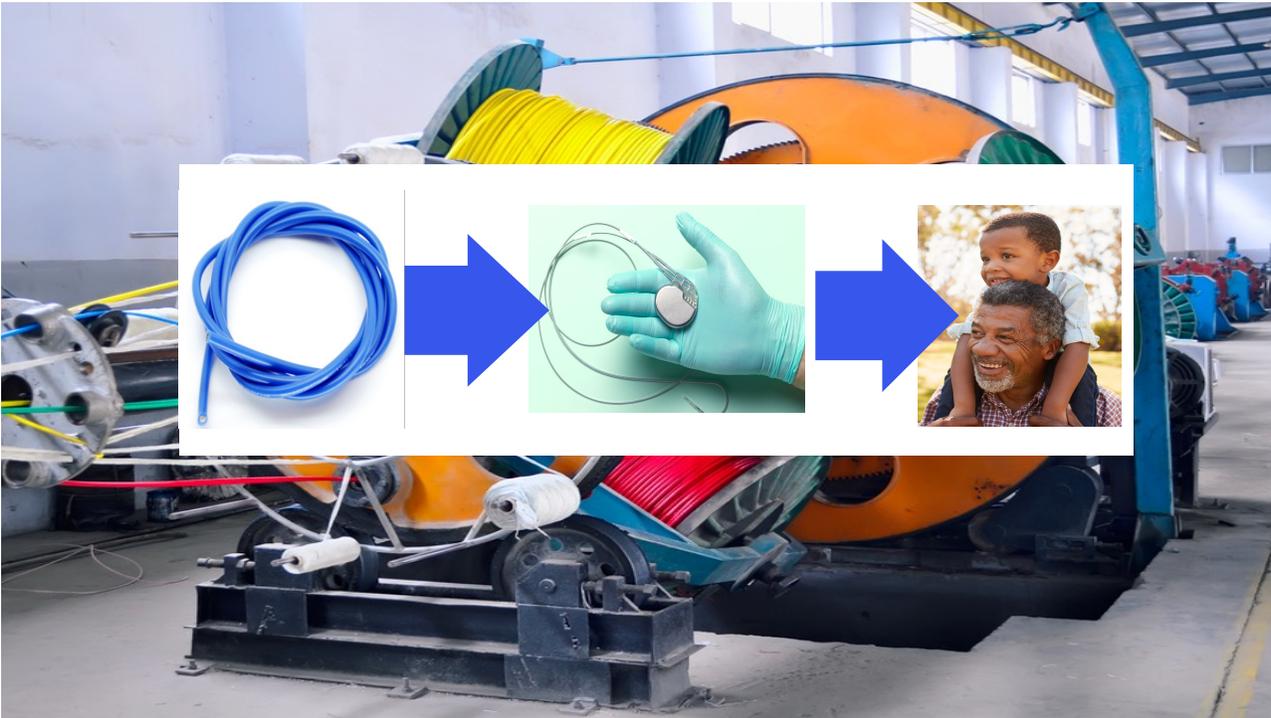
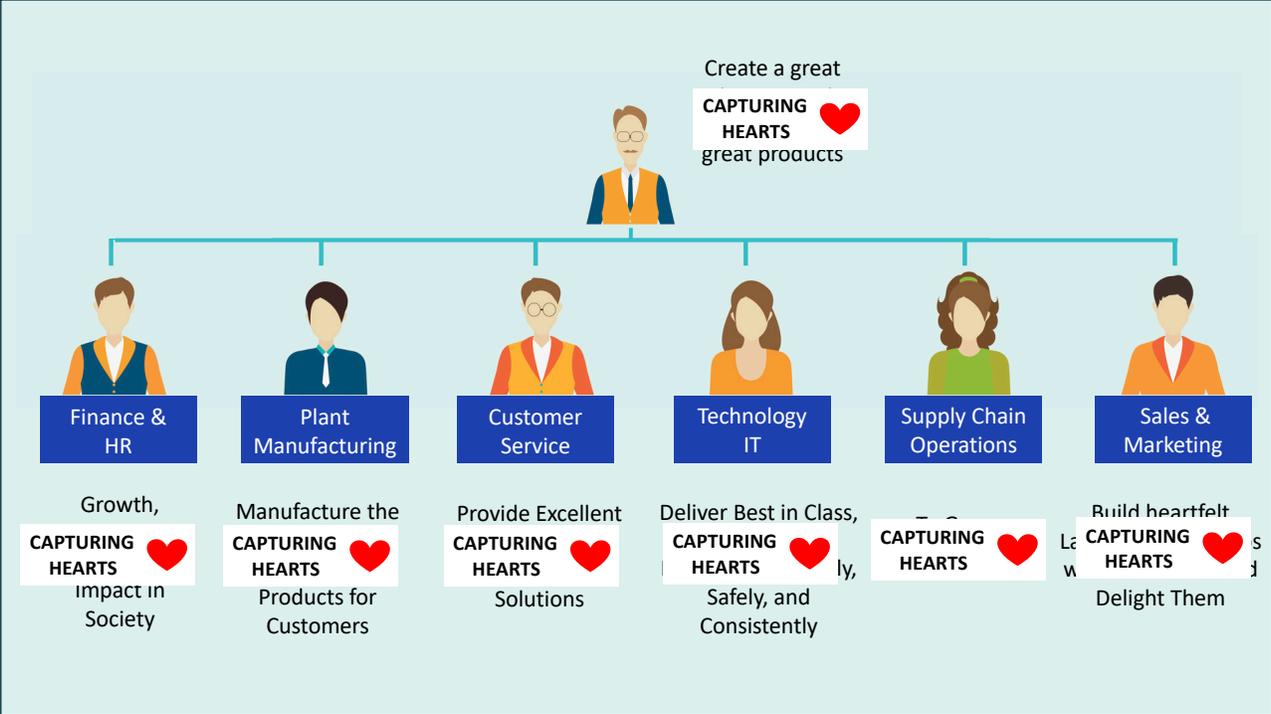
*We are dedicated to **Capturing Hearts** of our customers by nurturing long-term relationships, using the most innovative technology, world class processes, resulting in total satisfaction, the best quality, and the highest returns*



Fast Attack



**Capturing
Hearts**



Traditional Mission

We are dedicated to capturing the hearts of our customers by nurturing long-term relationships, using the most innovative technology, world class processes, resulting in total satisfaction, the best quality, and the highest returns

9%

Code Word Mission



**Capturing
Hearts**

93%

CONNECT TO MISSION

- **21% Higher Productivity**
- **83% Higher Retention**
- **2X Higher Resiliency & Agility**

FAST ATTACK COMMUNICATION



1. Bridging the Divide

- 4 Generations
- Establish Communications Framework



2. The Submarine Mindset

- Fast Attack Mission
- Connect the Wire



#3

MISSION SUCCESS

*Fostering Strong Relationships
Across Generations*



*#1 Leadership Activity to
Develop Strong Relationships?*

Meaningful Conversations

- Goals & Priorities
- Collaboration
- Recognition

Gallup

#1

**Communication
Habits**



DAILY 15 MIN HABIT

- Leadership Development
- Goal Priorities for Day
- Recognition



MONTHLY 1on1 HABIT

1. How are you doing?
2. Anything you need from me?
3. What frustrates you now?
4. How can I improve?

#1

Communication Habits

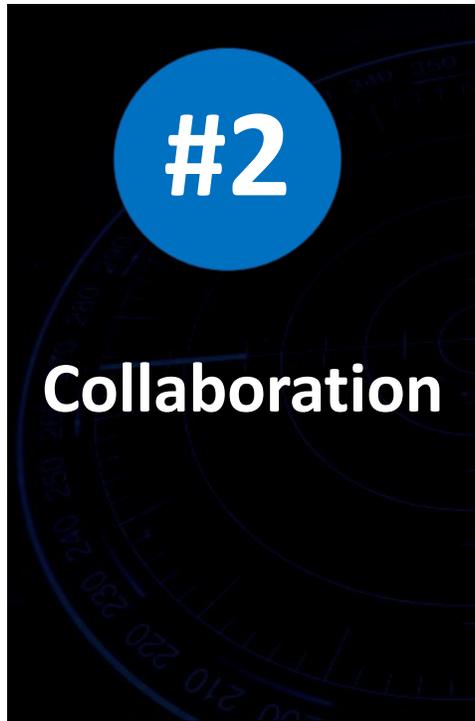


#2

Collaboration

“Without involvement, there is no commitment”

Dr. Stephan Covey



Guided Decision Making



#2

Collaboration

- What Do You Think?
- TED

Tell *me more about that...*

Explain *the details...*

Describe *the details...*

Why Collaborate?

- **34% Happier**
- **2.8X Higher Engagement**
- **50% Lower Turnover**
- **21% Higher Profitability**

#3

**Bravo
Zulu**



82%

SAY NOT RECOGNIZED ENOUGH

85%

SIMPLE, VERBAL RECOGNITION

RECOGNITION COMMUNICATION

HERO

I want to recognize *Employee Name(s)*.

CHALLENGE

Describe the challenge, problem, disruption they were presented with. Could also be that they accomplished a goal.

ACTIONS

Describe what actions they took. Use one of the Values, Brand Purpose or Blue-Sky Vision in description.

OUTCOME

Describe the result/impact to the company, a client, another employee, or the community now and in the future

RECOGNITION

(1X / MONTH)

68%
Engaged

40%
**More
Effort**

40%
**Less
Turnover**

**“It’s amazing how
a young persons
hearing improves
when they hear
praise”**

John Wooden
10X NCAA Champion Coach



FAST ATTACK COMMUNICATION



1. Bridging the Divide

- 4 Generations
- Establish Communications Framework

2. The Submarine Mindset

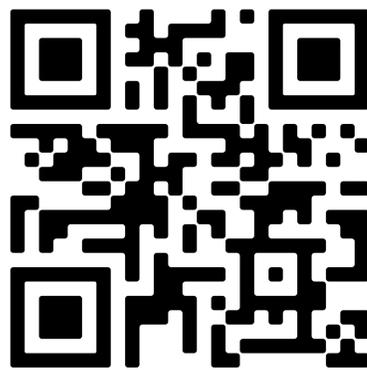
- Fast Attack Mission
- Connect the Wire

3. Mission Success

- Daily Stand-Up & Monthly 1on1
- Ask a Question Back
- Use TED
- 4 Part Recognition Framework



DOWNLOAD
RESOURCES
& MORE



Scan Me

**“Either We All Come
to the Surface or No
One Does”**

