How generational differences influence energy attitudes and communications

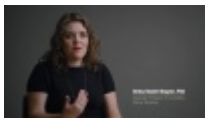
E Source Forum 2019 speaker interview
By Kym Wootton
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How generational differences influence energy attitudes and communications

Utilities talk about generation as a way to supply energy, but the other definition of generation—when we were born and the era we grew up in—greatly influences our views. How do millennials, Gen Xers, and baby boomers communicate and learn at work, and why do some people become "lifers" at utilities while others see it as a career stepping-stone? Our closing plenary highlighted the remarkable and entertaining insights from Dr. Elisabeth Nesbit Wagner's research and expertise in generational differences and corporate culture. You're certain to gain knowledge that will help you understand why certain conflicts occur in your work or even in your daily life, how to better communicate with your customers, and how to attract and retain talent at your utility.

After this session, we asked Wagner a few questions about her presentation. Check out her video responses below. And if you're an E Source member, visit the E Source Forum 2019 page to download the presentation.

- Why is showing respect important? (0:11)
- For Gen Xers, how can it be challenging to have a boss who's a boomer? For millennials, what's the difference between being entitled and expectant? (1:13)
- How can baby boomers be more open-minded toward different generations, and how can Gen Xers and millennials marry curiosity with respect for how the system was built? (2:39)
- What can we do to overcome these types of differences in the workplace? (3:38)



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