

IS IT THE JETSONS OR GEN Z?

CREATING AN OUT OF THIS WORLD WORKPLACE FOR THE FUTURE

TCMA SPRING CONFERENCE
APRIL 17, 2024



SMART COMMUNITY.
POWERFUL FUTURE.

tvppa

// ABOUT TVPPA



CENTRAL DISTRICT MANAGERS ASSOCIATION

- Municipal Systems:**
 CDE Lightband
 Columbia Power & Water Syst.
 Cookeville Electric Department
 Dickson Electric System
 Fayetteville Public Utilities
 Gallatin Department of Electricity
 Lawrenceburg Utility Systems
 Lewisburg Electric System
 McMinnville Electric System
 Mount Pleasant Power Service
 Nashville Electric Service
 PES Energize
 Shelbyville Power System
 Smithville Electric System
 Sparta Electric System
 Springfield Department of Energy
 Tullahoma Utilities Authority
 Winchester Utility Systems

- Electric Cooperatives:**
 Caney Fork Electric Cooperative
 Cumberland Electric Membership Corp.
 Duck River Electric Membership Corp.
 Meriwether Lewis Electric Cooperative
 Middle Tennessee Electric Cooperative
 Tri-County Electric Membership Corp.
 Upper Cumberland Electric Membership Corp.

**Municipals 18
Cooperatives 7
Total Distributors 26**

WDMA

WESTERN DISTRICT MANAGERS ASSOCIATION

- Municipal Systems:**
 Benton County Electric System
 Bolivar Energy Authority
 Brownsville Energy Authority
 Carroll County Electric Department
 Covington Electric System
 Dyersburg Electric System
 Humboldt Utilities
 Jackson Energy Authority
 Lexington Electric System
 Memphis LG&W
 Milan Department of Public Utilities
 Newbern Electric Water & Gas
 Paris Utility Authority
 Ripley Power & Light
 Trenton Light & Water Department
 Union City Energy Authority
 Weakley County Municipal Electric System

- Electric Cooperatives:**
 Chickasaw Electric Cooperative
 Forked Deer Electric Cooperative
 Gibson Electric Membership Corp.
 Pickwick Electric Cooperative
 Southwest TN Electric Membership Corp.
 Tennessee Valley Electric Cooperative

**Municipals 17
Cooperatives 6
Total Distributors 23**

NMPPA

NORTHEAST MISSISSIPPI PUBLIC POWER ASSOCIATION

- Municipal Systems:**
 Aberdeen Electric Department
 Amory Water & Electric
 Columbus Light & Water
 Holly Springs Utilities Dept.
 Louisville Utilities
 Macon Electric Department
 New Albany Light, Gas & Water
 Okolona Electric Department
 Oxford Electric Department
 Philadelphia Utilities
 Starkville Electric System
 Tupelo Light & Water
 Water Valley Electric Department
 West Point Electric System

- Electric Cooperatives:**
 Alcorn County Electric Power Assoc.
 Central Electric Power Association
 East Mississippi Electric Power Assoc.
 4-County Electric Power Assoc.
 Monroe County Electric Power Assoc.
 Natchez Trace Electric Power Assoc.
 North East Mississippi Electric Power Assoc.
 Northcentral Electric Cooperative
 Pontotoc Electric Power Assoc.
 Prentiss County Electric Power Assoc.
 Tallahatchie Valley Electric Power Assoc.
 Tippah Electric Power Assoc.
 Tishomingo County Electric Power Assoc.
 Tombigbee Electric Power Assoc.

**Municipals 14
Cooperatives 14
Total Distributors 28**

NAPPA

NORTH ALABAMA PUBLIC POWER ASSOCIATION

- Municipal Systems:**
 Albertville Municipal Utilities Board
 Athens Electric Department
 Bessemer Electric Service
 Courtland Electric Department
 Cullman Power Board
 Decatur Utilities
 Florence Improvements Auth.
 Guntersville Electric Board
 Hartselle Utilities
 Huntsville Utilities
 Muscle Shoals Electric Board
 Russellville Electric Board
 Scottsboro EPB
 Sheffield Utilities
 Tarrant Electric Department
 Tusculumia Electricity Department

- Electric Cooperatives:**
 Arab Electric Cooperative
 Cherokee Electric Cooperative
 Cullman Electric Cooperative
 Franklin Electric Cooperative
 Joe Wheeler Electric Membership Corporation
 Marshall-DeKalb Electric Cooperative
 North Alabama Electric Cooperative
 Sand Mountain Electric Cooperative

**Municipals 17
Cooperatives 8
Total Distributors 25**

KPPA

KENTUCKY PUBLIC POWER ASSOCIATION

- Municipal Systems:**
 Benton Electric System
 Bowling Green Municipal Utilities
 Franklin Electric Plant Board
 Fulton Electric System
 Glasgow Electric Plant Board
 Hickman Electric Plant Board
 Hopkinsville Electric System
 Mayfield Electric & Water System
 Murray Electric System
 Russellville Electric Plant Board

- Electric Cooperatives:**
 Gibson Electric Membership Corp.
 Pennyrite Rural Electric Cooperative Corp.
 Tri-County Electric Membership Corp.
 Warren Rural Electric Cooperative Corp.
 West Kentucky Rural Electric Cooperative Corp.

**Municipals 10
Cooperatives 5
Total Distributors 15**

ADPDA

APPALACHIAN DISTRICT POWER DISTRIBUTORS ASSOC.

- Municipal Systems:**
 Alcoa Electric Department
 BrightRidge
 Bristol Tennessee Essential Services
 BVU Authority
 City of Maryville Electric Department
 Clinton Utilities Board
 Elizabethton Electric Department
 Erwin Utilities Authority
 Greenville Energy Authority
 Harriman Utility Board
 Jellico Utilities Authority
 Knoxville Utilities Board
 LaFollette Utilities Board
 Lenoir City Utilities Board
 Morristown Utilities Commission
 Newport Utilities Board
 Oak Ridge Electric Department
 Sevier County Electric System

- Electric Cooperatives:**
 Appalachian Electric Cooperative
 Holston Electric Cooperative
 Mountain Electric Cooperative
 Plateau Electric Cooperative
 Powell Valley Electric Cooperative

**Municipals 18
Cooperatives 5
Total Distributors 23**

SDPDA

SOUTHEASTERN DISTRICT POWER DISTRIBUTORS ASSOC.

- Municipal Systems:**
 Athens Utilities Board
 Electric Power Board of Chattanooga
 Chickamauga Electric System
 Cleveland Utilities
 Dayton Electric Department
 Etowah Utilities Department
 Loudon Utilities
 Murphy Power Board
 Rookwood Electric Utility
 Sweetwater Utilities Board

- Electric Cooperatives:**
 Blue Ridge Mountain Electric Membership Corp.
 Fort Loudoun Electric Cooperative
 North Georgia Electric Membership Corp.
 Sequachee Valley Electric Cooperative
 Tri-State Electric Membership Corp.
 Volunteer Energy Cooperative

**Municipals 10
Cooperatives 6
Total Distributors 16**

Districts and Member Service Areas



Regional organization – serving the 153 local power companies in parts of 7 states that have firm power contracts with TVA

- Founded in 1946 by the district manager associations
- Coordinated member advocacy with TVA, Congress, and the public on TVA issues
- 104 Municipals, 49 Cooperatives
- TVPPA Board – 19 Directors – CEOs of member utilities
- Provides other business services to meet member needs

SMART COMMUNITY.
POWERFUL FUTURE.



tvppa

2022

Year In Review



STRATEGIC
AREAS OF
FOCUS

- 1 Protect the Public Power Model
- 2 Obtain & Prioritize Member Input
- 3 Develop a Revenue Strategy for Growth & Sustainability
- 4 Create an Organizational Culture of Shared Values & Satisfaction

117
Members
Visited

SALARY SURVEY PARTICIPANTS

Electric: **106**
Broadband: **33**



15 New
Manager
Training
Participants



10 Conferences &
Events Hosted

97% Overall Conference
Satisfaction Rating

2,390
Conference
Attendees

6 COMMUNICATIONS TOOLKITS LAUNCHED

ELCP – HOT WEATHER

LOCAL POWER ADVANTAGE

POWER RESTORATION

CRISIS COMMUNICATIONS

SUPPLY CHAIN

WINTER STORM ELLIOTT

Special Projects

Strategic Planning Workshops: **2**

Utility Accounting Trainings: **7**

Human Resources Services: **15**

Social Media Growth

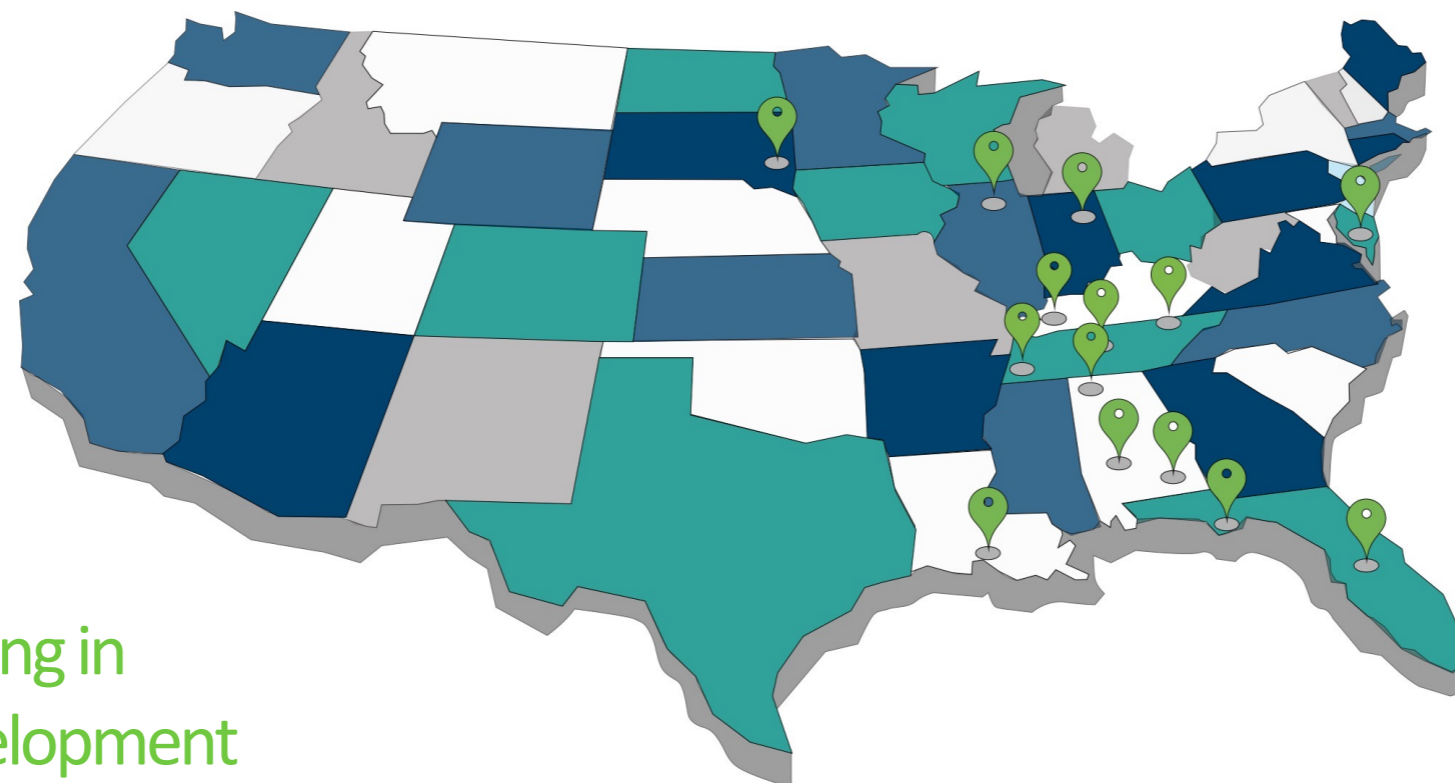
44%

Increase in followers



6,000 +

Attendees Engaging in Professional Development



450

CLASSES

HELD IN

13

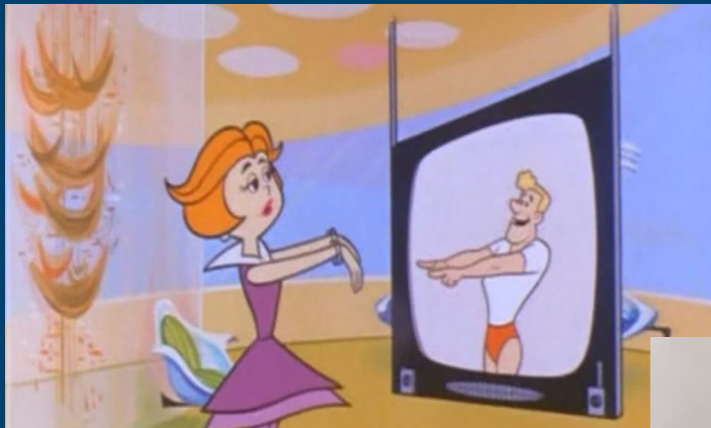
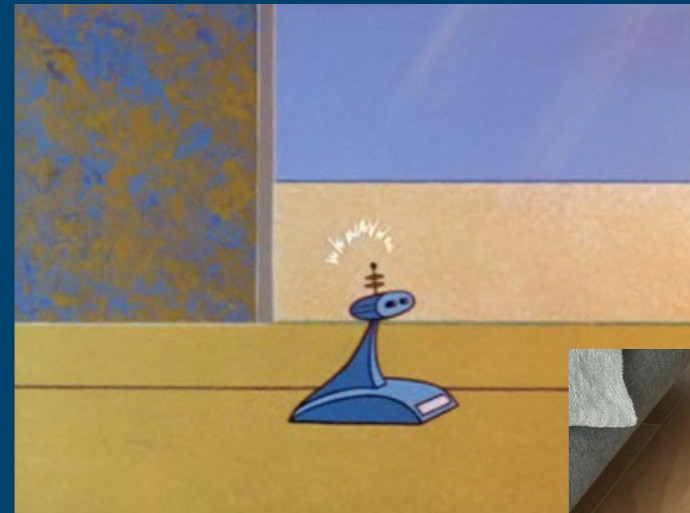
STATES



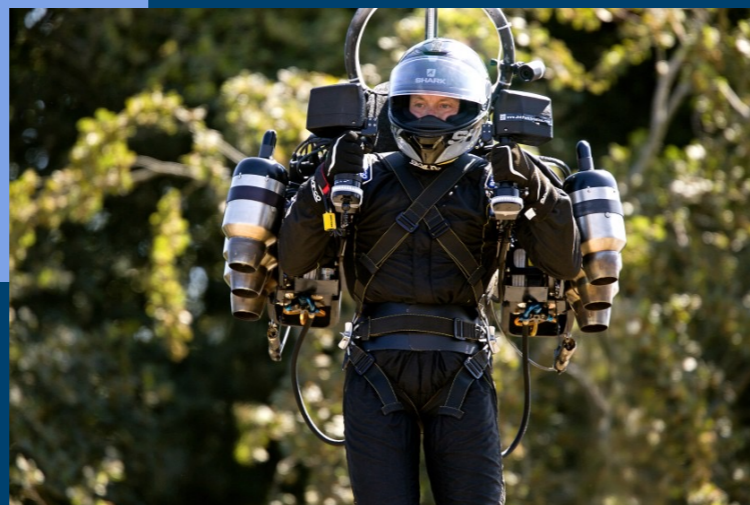
// **LIFE IMITATES ART**



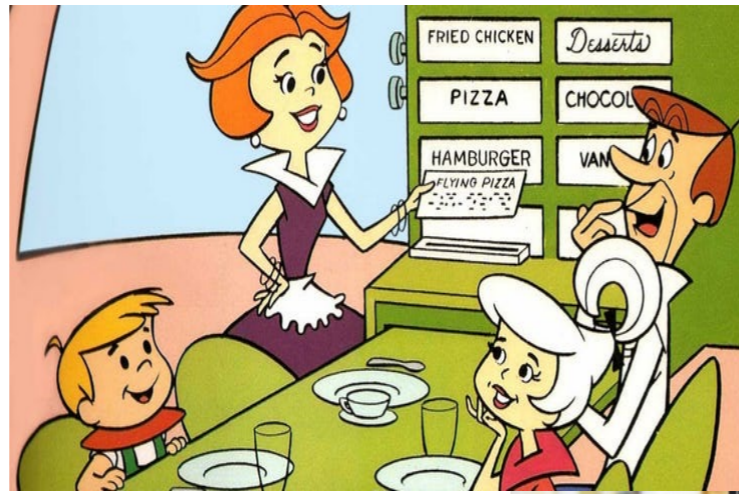
2062 or 2024?



FICTION BECOMES FACT



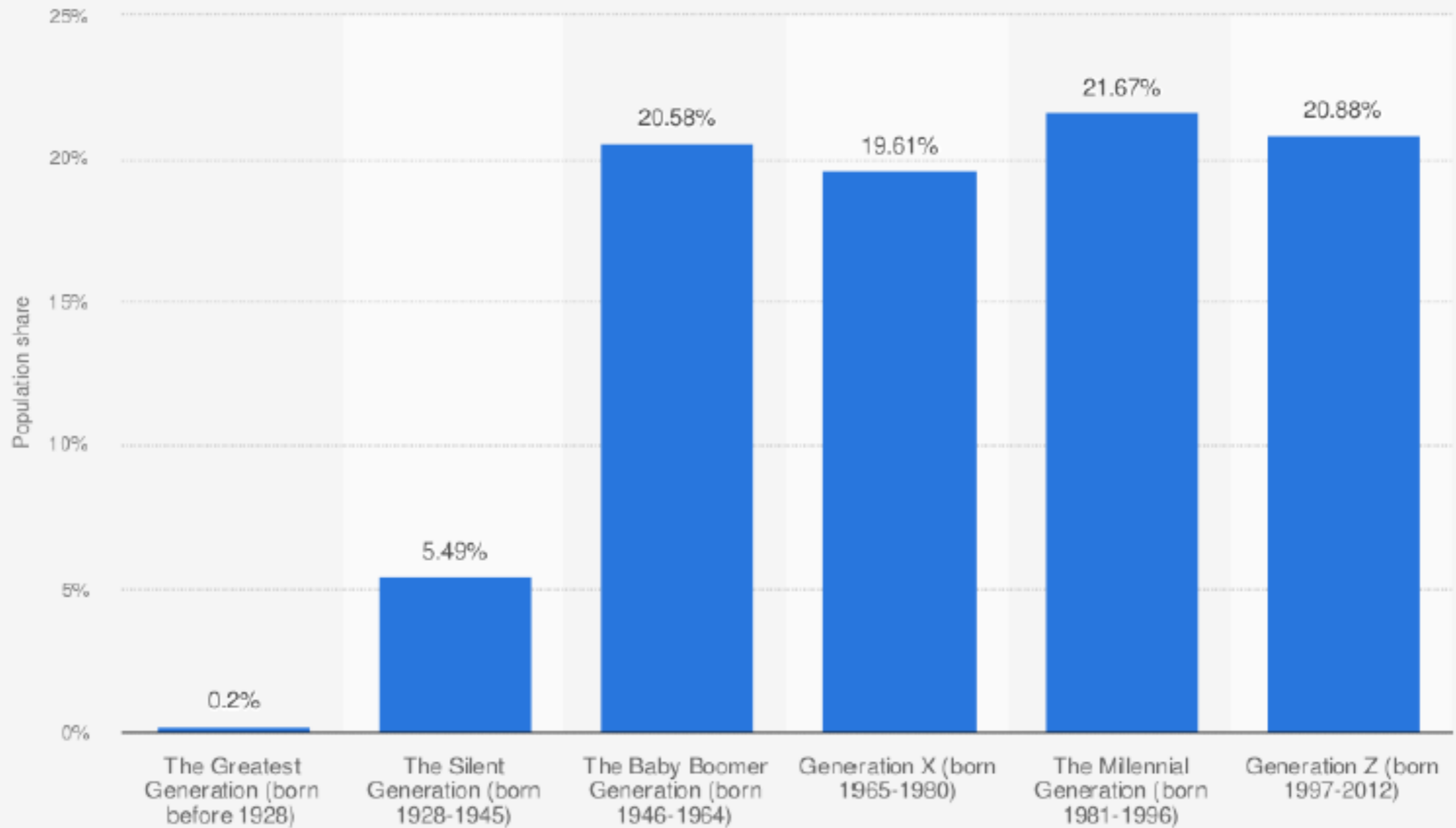
- Video Calls
- Robotic Vacuums
- Flat Screen TVs
- Smart Watches
- Digital Newspapers
- Tablet Computers
- Jetpacks
- Robotic House Help
- Flying Cars
- Drones
- Holograms
- 3D Printed Food
- Pill Cam
- Space Tourism



// **TIMES, THEY ARE A-
CHANGIN'**



Population distribution in the United States in 2022, by generation



Source
US Census Bureau
© Statista 2023

Additional Information:
United States; US Census Bureau; As of July 1, 2022

ROLL CALL

There are 5 Generations in the Workplace Today:

- Traditional (1928-1945) – ≤1% of workforce
- Baby Boomers (1946-1964) – 19% of workforce
- Generation X (1965-1980) – 36% of workforce
Including Xennials (1977-1983)
- Millennials (1981-1995) – 39% of workforce
Including Geriatric Millennials (1980-85)
- Generation Z (1996-2012)- 6% of workforce

(2020 data)

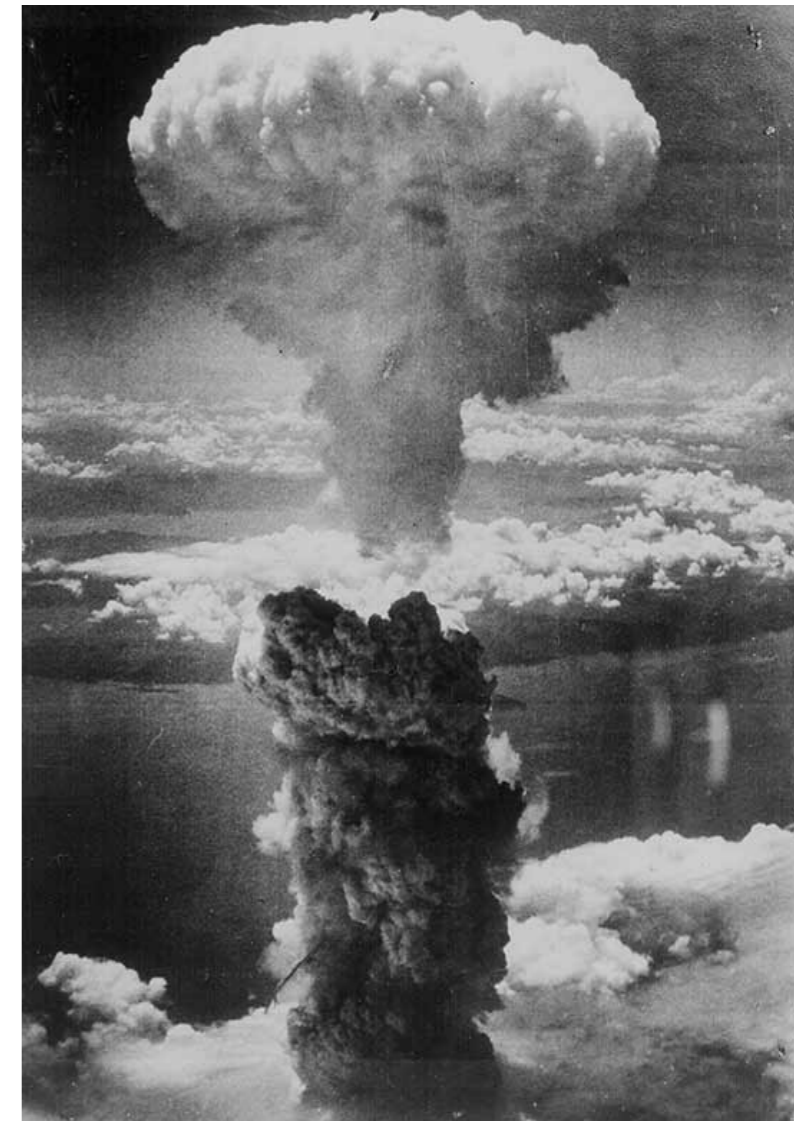
VALUE SYSTEM INFLUENCES

What shapes a generation?

A common set of social and historic events that impact attitudes, ambitions and world views

- People
- Places
- Things
- Events

Traditional Generation (1928-1945): Historical Influences



Baby Boomers (1946-1964): Historical Influences



Generation X (1965-1980): Historical Influences



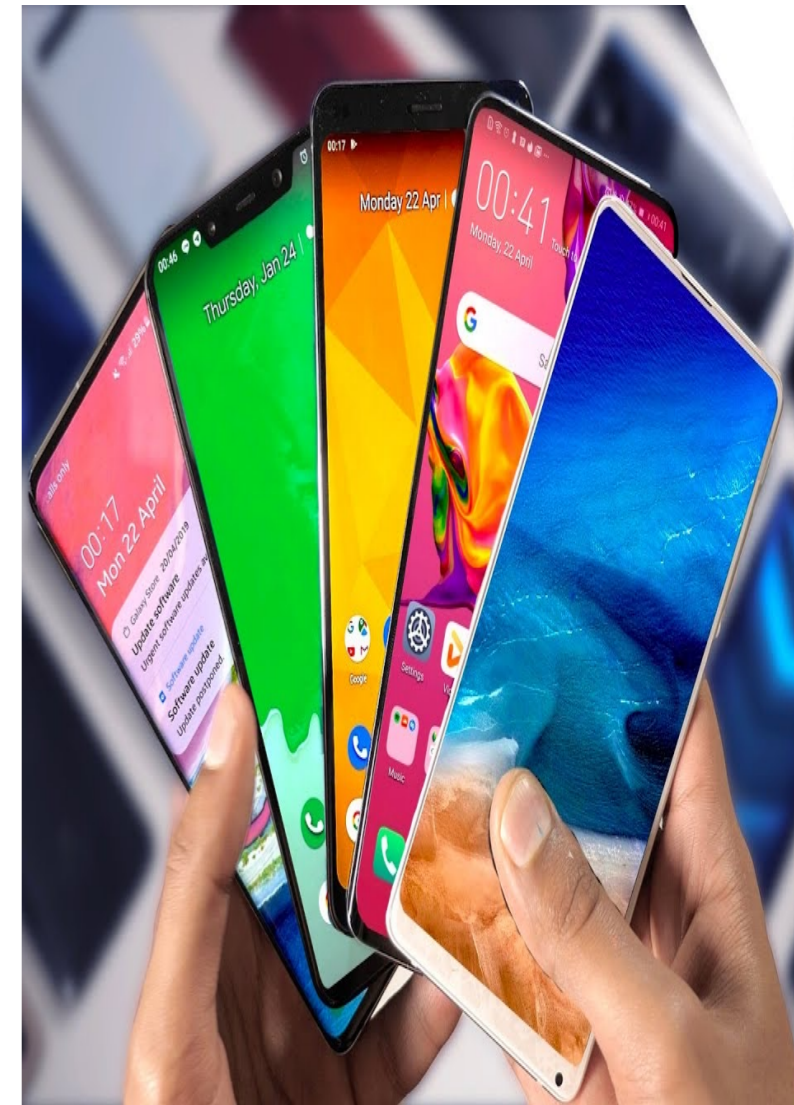
Millennials (1981-1996): Historical Influences



WHAT DOES LEADERSHIP "LOOK" LIKE?



Gen Z (1997-2012): Historical Influences



GEN Z'S FAVORITE BRANDS

Morning Consult Brand Intelligence tracks consumer perceptions of thousands of brands on a daily basis, forming the foundation of this report. The full methodology is available below.

An overwhelming majority (86.23%) of Gen Z adults have a favorable impression of YouTube, making it the most popular brand with the cohort. YouTube's parent brand, Google, comes in at No. 2, followed by Netflix and Amazon.

RELATED





















Download the report

Where this data comes from

Request a demo

Most Trusted Brands 2022

Fastest Growing Brands 2021

 YouTube 1 FAVORABILITY: 86.23%	 Google 2 FAVORABILITY: 83.87%	 Netflix 3 FAVORABILITY: 82.18%	 Amazon 4 FAVORABILITY: 80.28%	 M&M'S 5 FAVORABILITY: 79.81%
 Walmart 6 FAVORABILITY: 79.76%	 Target 7 FAVORABILITY: 79.66%	 Doritos 8 FAVORABILITY: 79.32%	 Kit Kat 9 FAVORABILITY: 78.96%	 Oreo 10 FAVORABILITY: 78.57%
 Gatorade 11 FAVORABILITY: 78.54%	 Nike 12 FAVORABILITY: 78.43%	 Cheetos 13 FAVORABILITY: 77.45%	 Dollar Tree 14 FAVORABILITY: 77.42%	 Sprite 15 FAVORABILITY: 77.39%
 Pringles 16 FAVORABILITY: 76.71%	 Capri Sun 17 FAVORABILITY: 76.64%	 Pixar 18 FAVORABILITY: 76.61%	 Skittles 19 FAVORABILITY: 76.27%	 Apple 20 FAVORABILITY: 75.92%

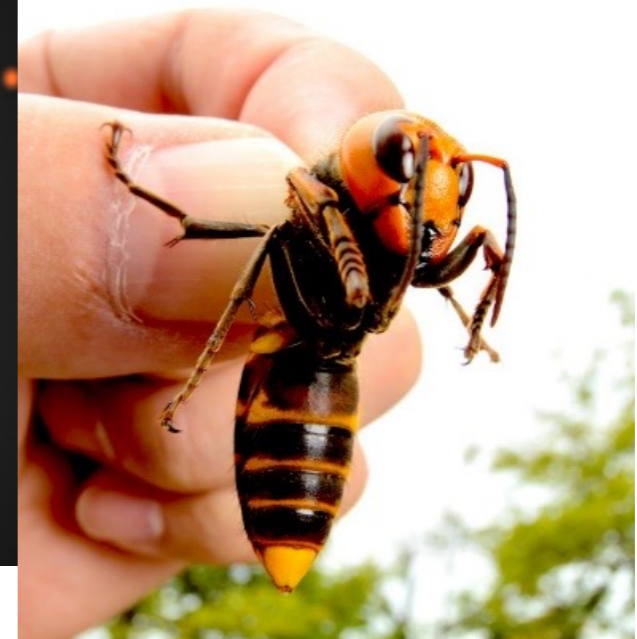
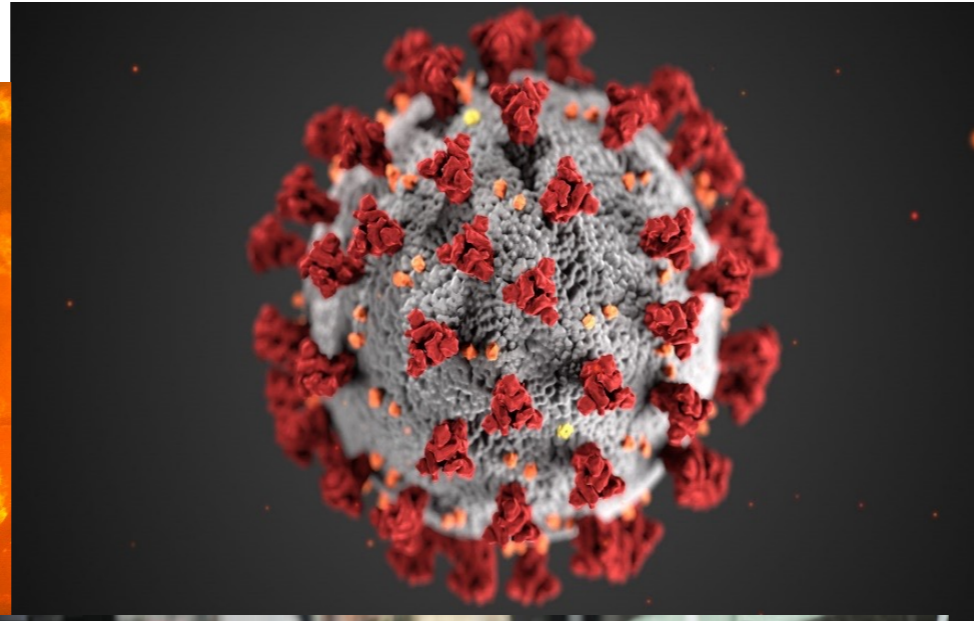
GEN Z WORKPLACE TERMINOLOGY

- Rage applying - workers apply for as many jobs as possible over a short period in response to feeling frustrated in their current role.
- Quiet quitting - workers who do what is required but no more and without any enthusiasm. Also leads to acting your wage – setting boundaries based on the balance between financial compensation and quality of life.
- Quiet hiring – tapping internal talent instead of increasing headcount. This often requires providing upskilling opportunities – internal development.
- Career cushioning/recession proofing - seeking to add security to your professional life and preparing for the unexpected — whether starting to prepare for a job search or actively looking for a new job that feels more stable.
- Loud quitting/resenteeism/grumpy stayers - workers who are actively disengaged in their job and are not afraid to show it.
- Bare minimum Mondays - doing the 'bare minimum' on Mondays to ease work-related anxiety, such as completing small tasks instead of larger, 'stressful' tasks. This is a remedy to "Sunday scaries", which describes the feeling of work dread setting in on a Sunday, the day before a new work week.
- Shift shock/new-hires' remorse – when a new job doesn't live up to expectations.
- Chaotic working - a work environment where employees are expected to be constantly "on," putting in long hours, and responding to emails and messages outside of regular business hours.
- Boomerang employees – going back to their old employers.
- Lazy girl jobs – low-stress jobs that pay well.
- Holocracy - a non-hierarchical approach to organizational structure. Instead of traditional top-down management, holacracy empowers individuals and teams to make decisions and take ownership of their work.

// **AND THEN THERE
WAS #2020...**



2020+ INFLUENCERS???



What role will the events of the last few years play in shaping Gen Z and Generation Alpha (2013-2025) values and expectations?

COVID-19

Black Lives Matter/Racial Injustice

Election

Murder Hornets






Wildfires

Monkeypox

GEN Z AND GENERATION ALPHA WILL EXPECT:

- Work-life balance and a sense of well-being, especially as it relates to mental health awareness
- Diversity, equity and inclusion as the cultural norm – not an “initiative”
- Transparency, information, options and **innovative problem solving**
- **Purpose** and responsible corporate citizenship
- **Flexibility**, agility, **resilience**
- Technology integrated into every aspect of work
- **Mentoring** and professional growth opportunities

GENERATIONAL COMPARISONS

	 BOOMERS 1946-1964	 GEN X 1965-1980	 GEN Y 1981-1996	 GEN Z 1997-2012	 GEN ALPHA 2013-2028
IN PURSUIT OF A	Stable Life	Balanced Life	Interesting Life	Purposeful Life	Flexible Life
ATTITUDE TOWARDS TECH	Disengaged	Curious	Capable	Confident	Adventurous
NUTRITIONAL EXPERIENCES	First Free Meals	No Restrictions	No Restrictions	Start of Regulations	Strict Regulations
COMMUNICATION PLATFORMS	Print, Radio, TV	Facebook, LinkedIn	Facebook, Instagram	Twitter, YouTube	Tik Tok, VR, Instagram
MARKETING PREFERENCES	Traditional Above the Line	Traditional Below the Line	Transition to Viral Media	Interactive Campaigns	Personalized Experiences
PURCHASE INFLUENCES	Brand Loyalty	Brand Loyalty	Brand Switching	Brand Evangelism	Brand Authenticity
DEFINING MOMENTS	Woodstock Civil Rights Moon Landing	Challenger Disaster Dial-Up / Emails Internet Arises	9/11 Great Recession Obama Election	Gay Marriage Climate Crisis Social Justice	COVID-19

**// WE'RE GOOD
TODAY...ARE WE READY
FOR TOMORROW?**



WHAT IS ORGANIZATIONAL CULTURE?

Organizational culture is the **collection of values, expectations, and practices that guide and inform the actions of all team members.** Think of it as the collection of traits that make your company what it is. **A great culture exemplifies positive traits that lead to improved performance,** while a dysfunctional company culture brings out qualities that can hinder even the most successful organizations.

COMPONENTS OF A GREAT ORGANIZATIONAL CULTURE

1. Vision - guides a company's values and provide it with purpose. That purpose, in turn, orients every decision employees make.
2. Values - offer a set of guidelines on the behaviors and mindsets needed to achieve that vision.
3. Practices - values are of little importance unless they are enshrined in a company's practices.
4. People - People stick with cultures they like, and bringing on the right "culture carriers" reinforces the culture an organization already has.
5. Narrative - Any organization has a unique history — a unique story. And the ability to unearth that history and craft it into a narrative is a core element of culture creation.
6. Place - whether geography, architecture, or aesthetic design — impacts the values and behaviors of people in a workplace.

// **WHAT DO WE DO NOW?**



SKILLS SELF-ASSESSMENT

Baby Boomers

- 1 Logical thinking
- 2 Leadership skills
- 3 Public speaking
- 4 Problem-solving skills
- 5 Communication

Millennials

- 1 Communication
- 2 Problem-solving skills
- 3 General computer literacy | Social media skills [dead heat]
- 4 Analytical thinking
- 5 Leadership skills

Gen X

- 1 Problem-solving skills
- 2 Communication
- 3 General computer literacy
- 4 Logical thinking
- 5 Leadership skills

Gen Z

- 1 General computer literacy
- 2 Public speaking
- 3 Communication
- 4 Leadership skills
- 5 Coding | Problem-solving skills [dead heat]

THE FUTURE OF WORK





To recruit and retain the next generation of employees and meet the expectations of the next generation of customers, utility policies, practices and services must evolve to include the values, interests and expectations of the future, not just what has worked in the past.

Understanding Gen Z and Generation Alpha and creating an **adaptable, innovative** and **resilient** organization will contribute to employee satisfaction and productivity as well as help build meaningful customer relationships.



PIECES OF THE ORGANIZATIONAL PUZZLE



DANETTE SCUDDER

DSCUDDER@TVPPA.COM

423.490.7922 (OFFICE)

423.240.7586 (CELL)

1206 Broad Street
Chattanooga, TN
37402

423.756.6511

tvppa.com

