

IS IT THE JETSONS OR GEN Z?

CREATING AN OUT OF THIS WORLD WORKPLACE FOR THE FUTURE

NMPP ENERGY ANNUAL CONFERENCE
MARCH 21, 2024



SMART COMMUNITY.
POWERFUL FUTURE.

tvppa

// ABOUT TVPPA



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

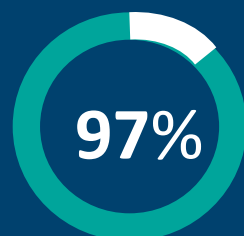
Electric: 106
Broadband: 33



15 New
Manager
Training
Participants



10 Conferences &
Events Hosted



Overall Conference
Satisfaction Rating

2,390
Conference
Attendees

6 COMMUNICATIONS TOOLKITS LAUNCHED

ELCP – HOT WEATHER

LOCAL POWER ADVANTAGE

POWER RESTORATION

CRISIS COMMUNICATIONS

SUPPLY CHAIN

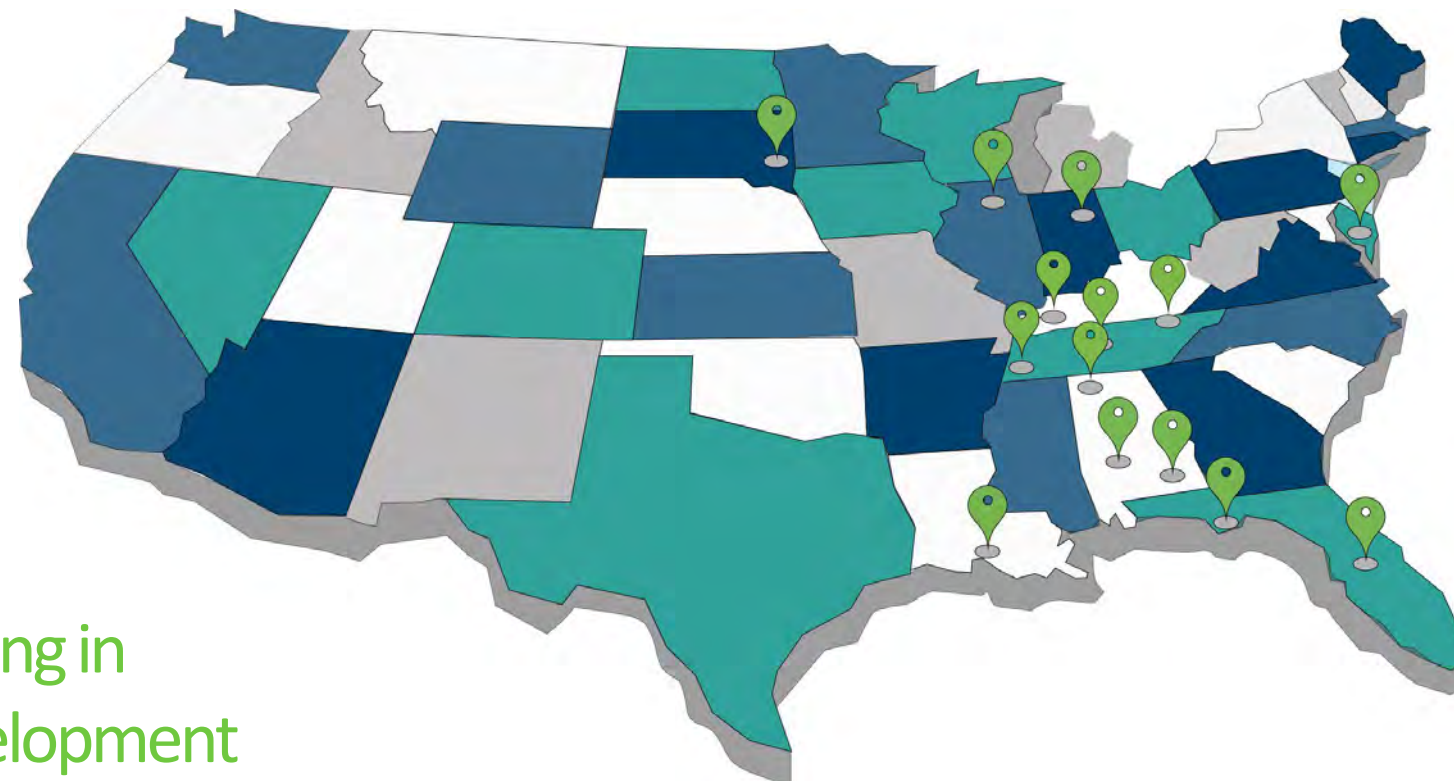
WINTER STORM ELLIOTT

Special Projects

Strategic Planning Workshops: 2

Utility Accounting Trainings: 7

Human Resources Services: 15



6,000 +

Attendees Engaging in Professional Development

Social Media Growth

44%

Increase in followers



450
CLASSES
HELD IN
13
STATES



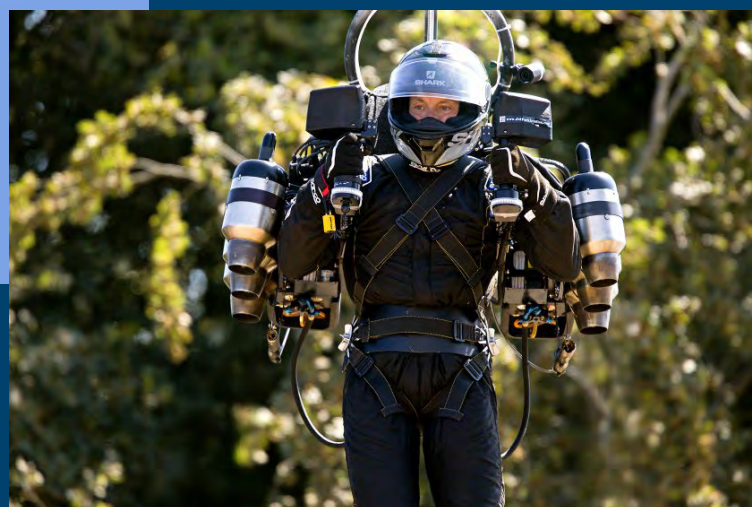
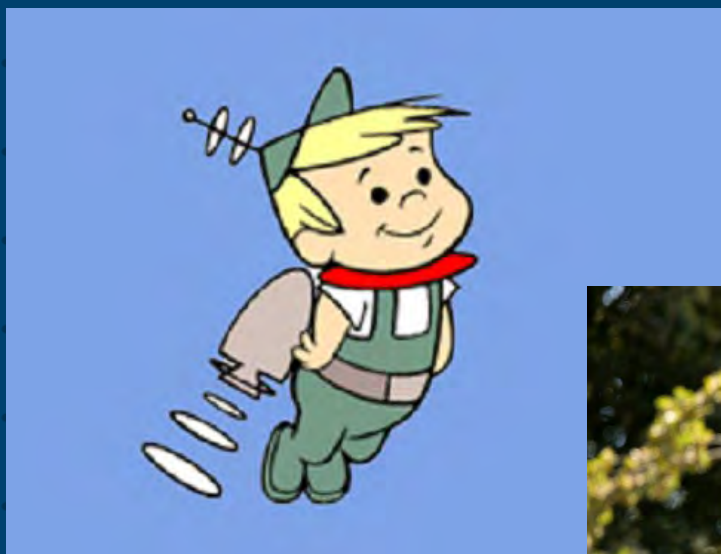
// **LIFE IMITATES ART**



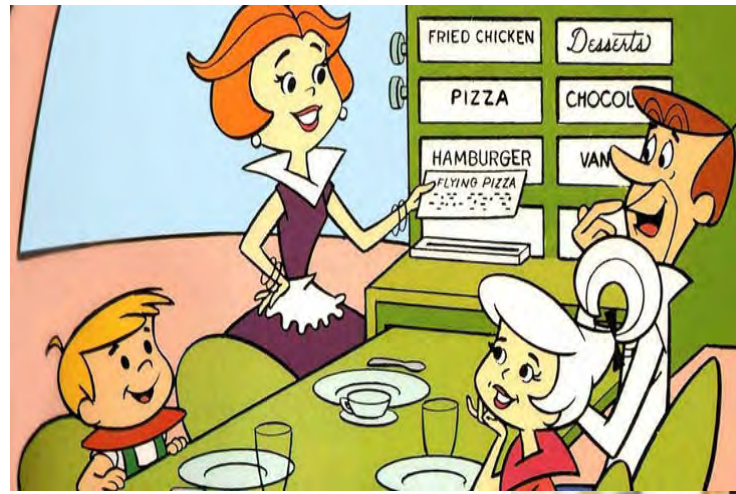
2062 or 2024?



FICTION BECOMES FACT



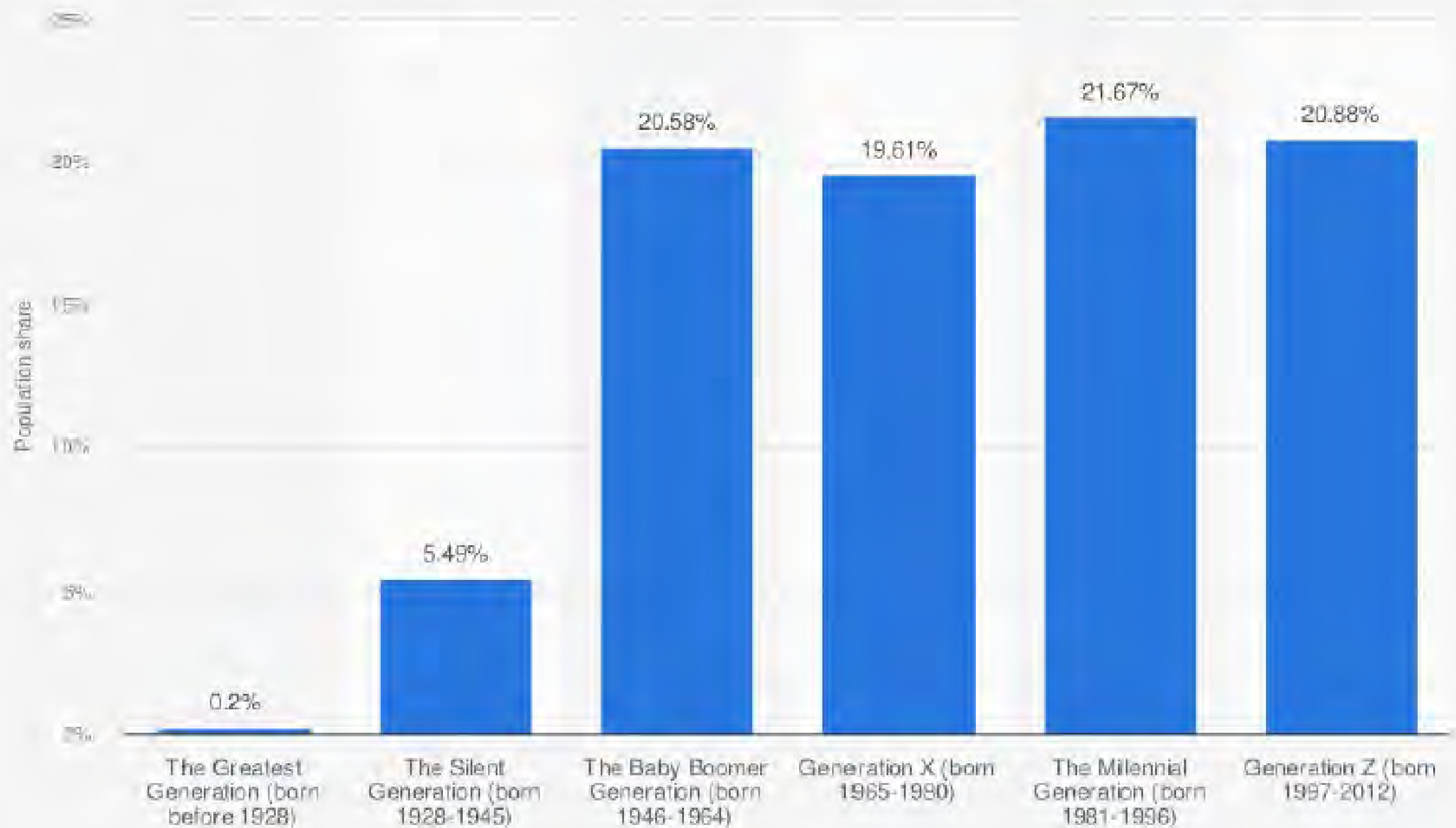
- Video Calls
- Robotic Vacuums
- Flat Screen TVs
- Smart Watches
- Digital Newspapers
- Tablet Computers
- Jetpacks
- Robotic House Help
- Flying Cars
- Drones
- Holograms
- 3D Printed Food
- Pill Cam
- Space Tourism



// **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)

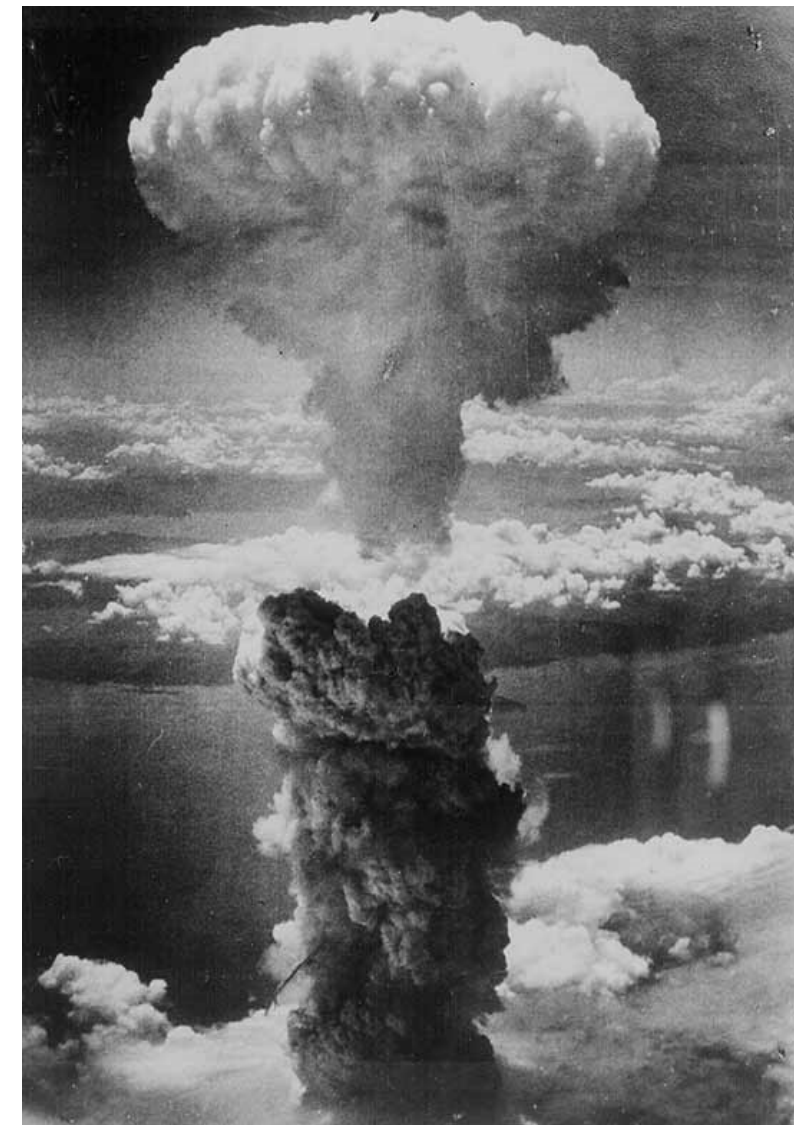
VALUE SYSTEM INFLUENCES

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



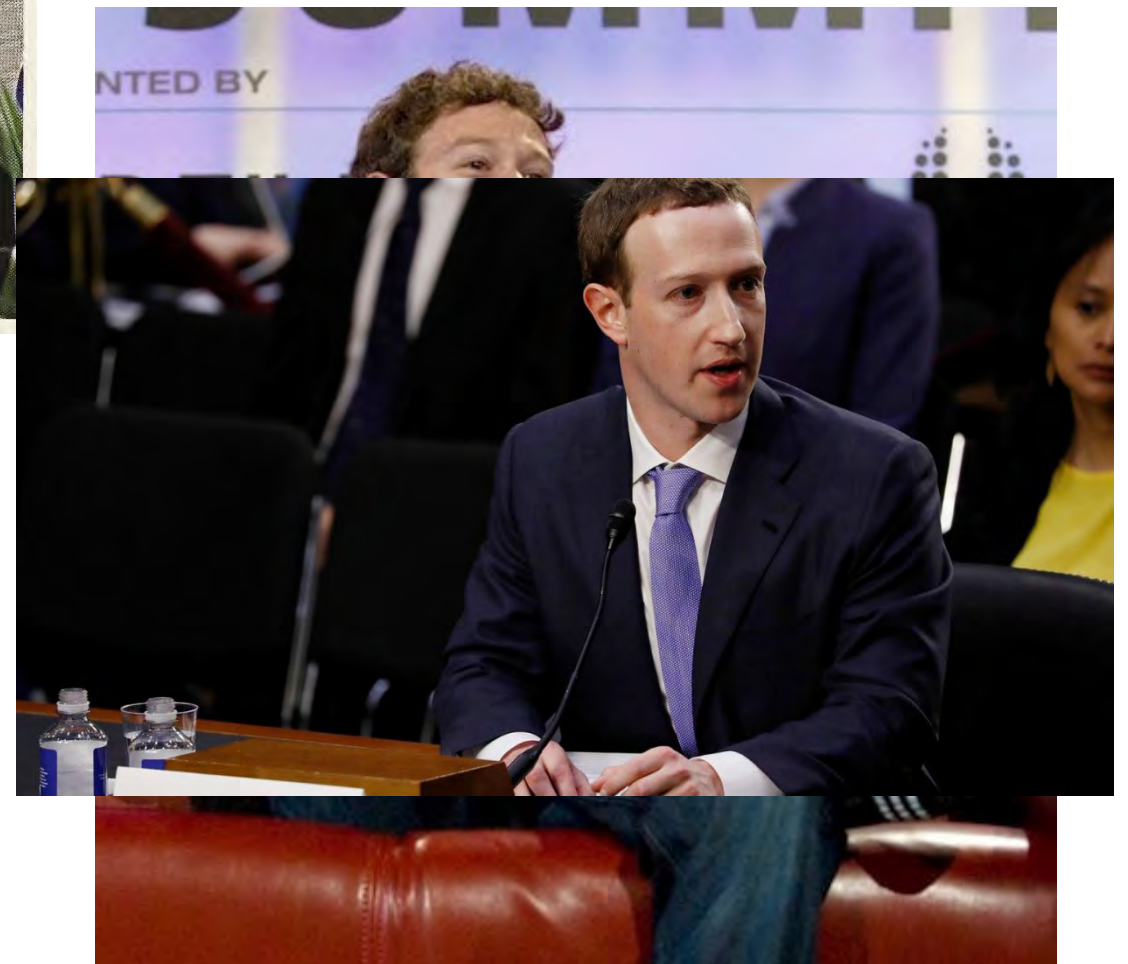
Generation X (1965-1980): Historical Influences



Millennials (1981-1996): Historical Influences



WHAT DOES LEADERSHIP “LOOK” LIKE?



Gen Z (1997-2012): Historical Influences



DO YOU KNOW THESE MEN?



1989

2023



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

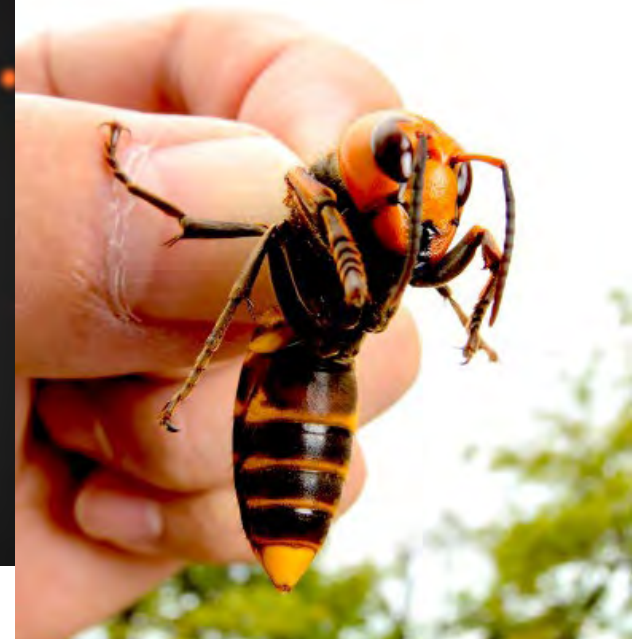
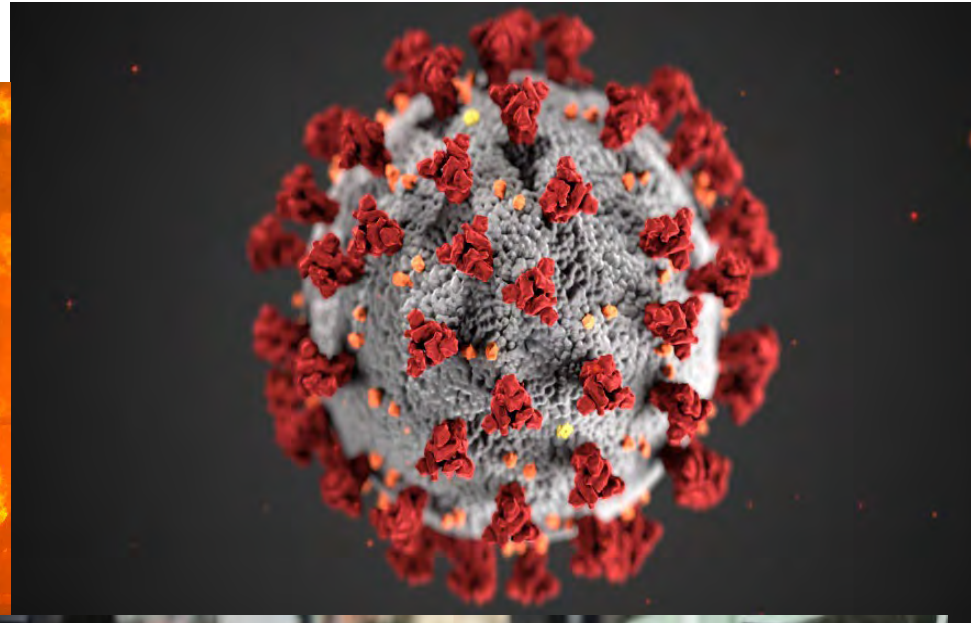
Gen Z

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

// **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

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.

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

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

YouTube 1
FAVORABILITY: 86.23%

Google

Google 2
FAVORABILITY: 85.87%

NETFLIX

Netflix 3
FAVORABILITY: 82.48%

amazon

Amazon 4
FAVORABILITY: 80.96%

m&m's

M&M'S 5
FAVORABILITY: 74.88%

Walmart

Walmart 6
FAVORABILITY: 78.75%



Target 7
FAVORABILITY: 78.88%



Doritos 8
FAVORABILITY: 78.00%



Kit Kat 9
FAVORABILITY: 78.88%



Oreo 10
FAVORABILITY: 78.88%



Gatorade 11
FAVORABILITY: 78.88%



Nike 12
FAVORABILITY: 78.88%



Cheetos 13
FAVORABILITY: 77.80%



Dollar Tree 14
FAVORABILITY: 77.80%



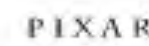
Sprite 15
FAVORABILITY: 77.80%



Pringles 16
FAVORABILITY: 76.93%



Capri Sun 17
FAVORABILITY: 76.94%



Pixar 18
FAVORABILITY: 76.93%



Skittles 19
FAVORABILITY: 76.93%



Apple 20
FAVORABILITY: 76.93%

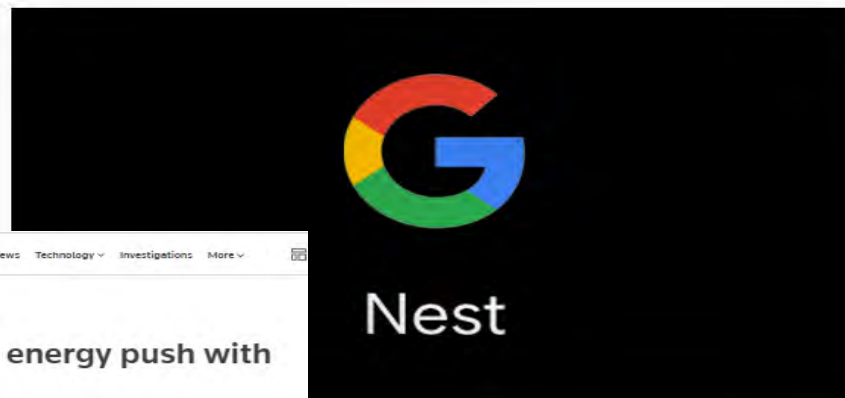
DEEP DIVE

Is Google becoming an energy company?

Published Jan. 23, 2014

Google rebrands connected home offerings as 'Google Nest'

By Matt Collins ARTICLE MAY INCLUDE AFFILIATE LINKS



Clean Energy Climate Change Transport Fuels
3 minute read · September 25, 2022 3:13 AM EDT · Last Updated a month ago

Amazon drives renewable energy push with 71 new projects

Reuters

Sponsored by PG&E



Elon Musk on the Future of Electric Utilities

1.8K views · 7 years ago

Elon Musk Sound Bites

Elon Musk talks on the future of electric utilities and its long term benefits for generation. Elon Musk: "I mean, right now, ...

CC



What is your electric utility doing to combat climate change? | To The Point

395 views · 1 month ago

ABC10

A study shows most people are in the dark when it comes to their electric utility combat climate change, so ABC10 ...



What is Public Power?

5.5K views · 4 years ago

ElectriCities of NC

Learn what public power is and how it positively impacts community. Gain a better understanding of how the men and women who ...



American Public Power Association

@americanpublicpowerassociation8297 · 367 subscribers

The American Public Power Association represents not-for-profit, community-owned electric utilities that power homes, ...

Subscribe

DID YOU KNOW
YOU GET YOUR
ELECTRICITY



did you know you get your electricity from a public power utility that means

Did you Know You get Your Electricity From a Public Power Utility?

4.5K views · 6 years ago

American Public Power Association

Download these resources and templates to customize, adapt, and use to educate your community about electricity basics and ...

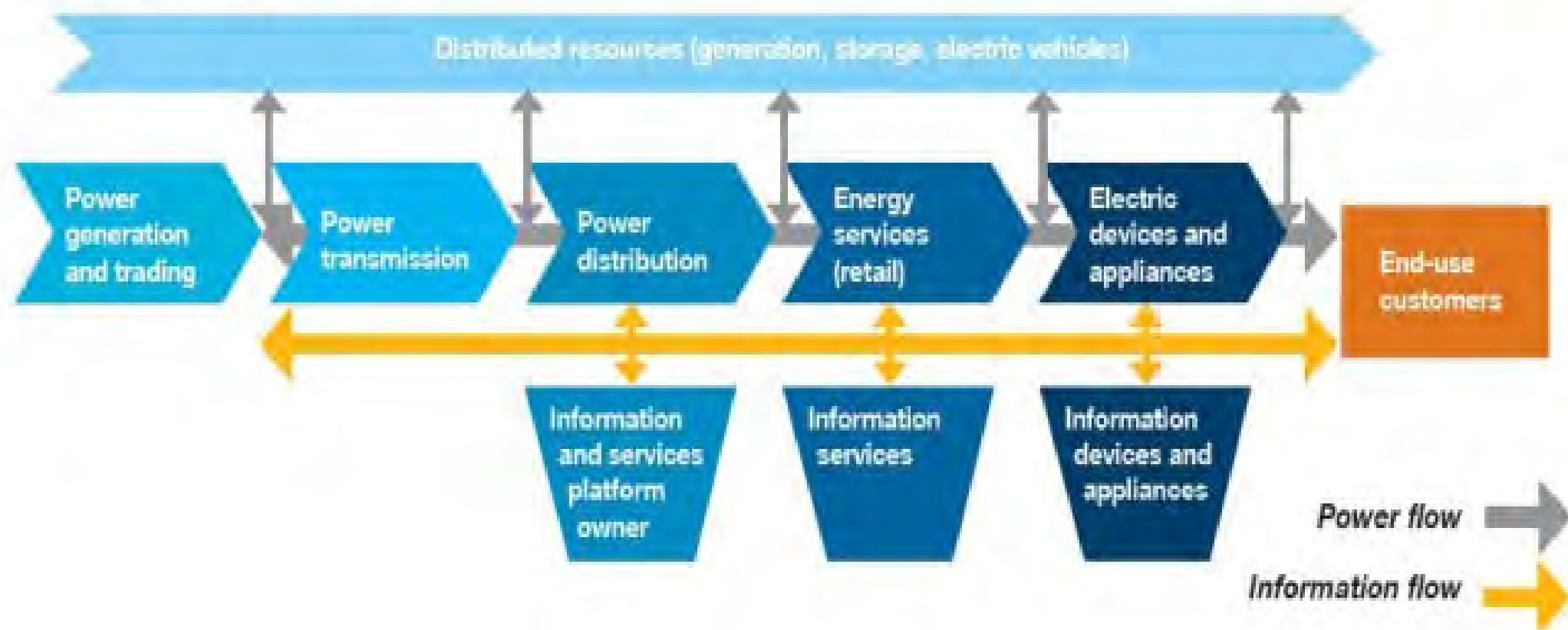
From the video description

The emerging value chain will allow consumers to have a different relationship with their energy providers

Traditional electricity value chain



Emerging electricity value chain



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



How utilities can encourage innovation without being a tech giant



Utilities face a tough challenge when it comes to infusing innovation into the way they work

A multitude of external forces are reshaping the power sector and pressuring utilities to adopt a variety of differentiating innovative tactics to stay competitive.

Based on research by Strategy&, the strategy consulting business at PwC, utilities still have work to do to advance their innovation strategies, with culture acting as a key enabler. In fact, in the Global Culture Survey conducted by Strategy&'s Katzenbach Center, 87 percent of energy and utilities professionals say their organization's culture must evolve in the next five years to succeed. Additionally, 65 percent of respondents believe that culture is *more important* than strategy and operating model.

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?



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

