The We Generation
Feature Presentation
Ventura Through the Years

VENTURA COUNTY MANAGEMENT COUNCIL WELCOMES YOU
From surfer to success.
What was happening 37 years ago in Ventura County?
In 1978, the second Jaws film was released.

Jimmy Hoffa also disappeared around this time, but I doubt it was from a shark.

Ventura’s own Susan Blacklinie played a role in the first film. Spoiler alert: She was attacked.
1978
Ventura County Management Council Was First Founded
1988
Mark Varela Began his Career in Community Service
What hasn’t changed in 37 years? It’s about the people.
• How different generations and genders think
• The common goals and traits regardless of age
• How to work together to get things done
Ventura County residents, just like regular people, only smarter.
KEYNOTE SUPPLIES

What You’ll Need
GENERAL
What People Really Want—It’s Not What You Think
IT’S NOT ABOUT THE MONEY

People want to feel appreciated, respected, valued, included, remembered, listened to . . .
HOOKED ON A FEELING

Making People Feel Good is Good For The Community
WHOA DUDE

Surprise, You Can Learn a Lot From Surfing . . . and Surfers
SOME SURFERS ARE SUPER SMART

Ventura County CEO Michael Powers is a Surfer and he is Very, Very Smart
Our people go above and beyond, because it’s not just a job for them.

MICHAEL POWERS
People ride waves for how it makes them feel.

Surfing isn’t something you do, it’s a part of who you are—and the joy it brings you.
I have always believed all business is personal—it’s about relationships.

MICHAEL POWERS
Surfers build a bond with other surfers

Surfing is the new golf with people forming relationships in the water
My legal background helped me build analytical skills to be organized and prepared.

MICHAEL POWERS
We’re chasing a feeling that surfing provides.

Being a good manager and supervisor means using both your head and your heart.
People don’t care how much you know until they know how much you care about them.

ZIG ZIGLAR
Ventura County Oscar Winners

- JIM DEMBOWSKI for being promoted to Assistant HR Director after his years of County experience and expertise.
- DR. RENEE HIGGINS for winning a Service Excellence Award for her outstanding leadership.
- MARK LOREZEN and his fire team for keeping Ventura County safe by dealing with different disasters in 2013 and 2014.
Melissa Livingston

BEST SUPPORTING ACTORS STARRING IN

“The Meeting Planner” (A drama?)
Make sure everybody counts and they know that they count.

Lee Silber
Acknowledge even the smallest achievements.

LEE SILBER
MEREDITH WHITNEY
Made Forbes List of 50 Most Powerful Women
I know this sounds silly, but I didn’t get any recognition at my firm—not even a pizza party.

MEREDITH WHITNEY
WHAT'S IN A NAME?

It's a small thing that makes a big difference.
SAY MY NAME

• People appreciate when you show you care
• People appreciate when you listen and remember
• People appreciate when you know their name
The message being sent today is “We don’t care about you”.
Find a way to say “Yes”.
HOOKE ON A FEELING

No matter what generation a person is a part of, making them feel special is always in style.
Haters gonna hate. If you try and delight the undelightable, you’ll just make yourself miserable.

Seth Godin
LET IT GO

Will it really matter in a month?
Hanging onto resentment is letting someone you despise live rent-free in your head.

ANN LANDERS
IT’S NOT YOU

We can’t change people . . .
We do not own people or their thoughts. We can only influence others by our example . . . both good and bad.

JIMMY BUFFETT
LISTEN UP

• Listen to what people are telling you and how they are telling it to you by paying attention to tone.

• Listen with your eyes for body language clues.
Positive thinking will help you do anything better than negative thinking will.

ZIG ZIGLAR
Don’t criticize, condemn, or complain.

D A L E C A R N E G I E
What you put out you get back.

OPRAH
Create memorable moments by exceeding expectations.

Lee Silber
IT’S THE WE GENERATION

Finding Ways to Get Generations to Work Together For a Common Goal
If you aren’t managing and supervising a great many Millennials—you will be.

LEE SILBER
At over 85 million strong, Millennials now outnumber Baby Boomers.
BORN 1980 - 2000

Generation Y

Millennials

85 Million / 35 Percent of work force

Mark Zuckerberg
Born 1984
SHAPED BY

• Structured Lives, Play Dates, Team Sports, Diversity

• Safe, Protected, Sheltered, Litigious, Non-Confrontational

• Technology, Virtual Reality, Games

• Doting Parents who disciplined by . . .
• You’re a Millennial if . . .

• You have no idea how to mail something in the real world. You have never seen a rotary phone, typewriter, or rolled down a car window.

• You have dozens of trophies and ribbons for participating in events—even if you didn’t place in the Top Ten.

• When your parents tell you they are waiting for tech support . . . they mean you.
BORN 1965 - 1979

Generation X

98 Percent used Facebook recently

Kurt Cobain
Born 1967
SHAPED BY

• Divorce and Two-Income Families / “Latch-Key Kids”

• Television and Commercials

• New Technology

• Disciplined by . . .
• You’re a part of Generation X if . . .

• You know who shot J.R.

• You dialed 8-6-7-5-3-0-9 to see if Jenny would answer.
BORN 1946 - 1964

Baby Boomer Generation

Retiring at the rate of 8,000/day

Oprah Winfrey
Born 1954
SHAPED BY

• Prosperity and Freedom
• Corruption and Consumption
• Downsizing and Fear
• Disciplined by . . .
• You’re a Baby Boomer if . . .

• You remember when you had to get up and walk across the room to change the channel on the television—and you really had to hate a show to do so.

• You know what this is . . .
BORN BEFORE 1946

The Greatest Generation

They did it all . . . for us.

Jackie Robinson
Born 1919
SHAPED BY

- The Depression
- Formal Education
- Traditional Family Values
- Disciplined by . . .
• You’re the Greatest Generation if . . .

• You have more patience—but actually, it’s just that you don’t care any more.

• The term “getting lucky” means you were able to find your car in the club’s parking lot today.
HAPPINESS

• YOUNGER GENERATION
  Happiness is excitement

• OLDER GENERATION
  Happiness is peacefulness
The thing everyone wants and needs is . . .
RESPECT

• BOOMERS: Respect for Experience
• GENERATION X: Respect for Knowledge
• GENERATION Y: Respect For Ideas
We all want to feel connected and be included.
CONNECT

• BOOMERS: Phone, E-Mail, and Face-to-Face

• GENERATION X: Phone, E-Mail, Face-to-Face, Social Media

• GENERATION Y: Phone, E-Mail, Face-to-Face, Social Media, Text Messaging, Instant Messaging, Skype, FaceTime
IDEAS

Different ideas about ideas.
• BOOMERS: Replicate what worked in the past, and meet.

• GENERATION X: Think up a solution and call a meeting.

• GENERATION Y: Form a team to meet and brainstorm.
Every generation has goals for the future.
GOALS

• BOOMERS: Bucket list written on a piece of paper

• GENERATION X: Dream board with pictures pasted on it

• GENERATION Y: Pinterest posting with words and pictures
A rising tide floats all boats.

J F K
GENDER

It's a Battle of the Sexes
STRESS

- Women use a “tend and befriend” approach—they tend to the needs of others and count on friends for support. Estrogen and oxytocin are produced under stress and results in a calming and nurturing feeling.

- Men tend to have a “fight or flight” response to stress. Testosterone is produced during times of stress.
CONNECTING

- Women are better able to express themselves and connect with others by using both sides of their brain.
- Men tend to process things in the left hemisphere of the brain which is less emotional and more logical.
PROBLEMS

• Women focus on how to create a solution by talking through issues, and utilizing emotion and empathy.

• Men tend to be more task-oriented, less talkative, more logical and less emotional.
Some interesting facts about Ventura County
Nearly 25 percent of people in Ventura County are under the age of eighteen years old.
Average travel time to work in Ventura County is 24.6 minutes.
GROUPS

Great Minds Don’t Always Think Alike
If you have time to complain about something then you have the time to do something about it.

ANTHONY J. D’ANGELO
I was lucky to notice what others didn’t.

ALBERT EINSTEIN
iGENIUS
Finding Your Inner Einstein
Einstein’s greatest trait was his curiosity.
Is there a better way to do this?
Steve Jobs was a visionary, obsessed with trying to make things better and winning, not afraid of risk or change, detail-oriented, dedicated, hardworking, passionate, articulate, artistic, brilliant, a strong leader, he understood and mastered the message.

What do you have in common with Steve Jobs?
• Kick start your brain by doing something new.
• Focus on what you love, no matter what it is.
• Be obsessed with making things better.
• Create insanely great experiences.
• Pay attention to the details.
Being in your "right" mind helps foster creativity.
Write with your non-writing hand to trigger ideas
Try anything without worrying about what will work or what people will think
Two heads are often better than one.
The best ideas can come from the frontline workers.
COLLABORATE

Welcome New Insights and Ideas
The best way to get a good idea is to get a lot of ideas.

LINUS PAULING
Starbucks / Ideas Welcome Here
Nike / Breakfast With Leaders
At Marriott, an idea from a janitor led to a lucrative partnership with Pizza Hut.
A few employees at eBay decided over pizza to form a Green Team and they now have over 1,000 members.
We are surrounded by “No” people. We need original thinkers who find ways to say “Yes”.

LEE SILBER
The more people who benefit, the less resistance.
Connect the dots between what you want to do and how the other person benefits.

LEE SILBER
GENETICS
You Can’t Change Who You Are
Are You Right or Left Brained?

**How to find your dominant brain**

1. Circle the EAR you use to listen through a door.
2. Circle which EYE is stronger (see guide).
3. Circle the HAND you use to write or eat.
4. Circle the FOOT you use to kick a ball.
5. Mostly L’s = Right brained. Mostly R’s = Left brained.

**How to find your stronger eye**

1. Extend your arms and make a triangle with your thumbs and forefingers.
2. Center a light switch in the triangle.
3. Close each eye.
4. Which one keeps the switch centred? That’s your stronger eye.
Work with your natural tendencies
The easier something is to do, the more likely you will do it.

STEVEN COVEY
Don’t let what you cannot do interfere with what you can do.

JOHN WOODEN
Don’t work for recognition, but do work worthy of recognition.

H. JACKSON BROWN
If you cannot do great things, do small things in a great way.

NAPOLeON HILL
Find small ways to create memorable moments.

LEE SILBER
Make a difference by being an impact player.
Trying to be the best forces us to improve, innovate, and generate new ideas—all the while increasing our value.

LEE SILBER
BRANDING

Brand yourself before someone else does.
Check all points of contact to see if you live your brand.
“I’m not available right now, I’m busy making changes in my life. Thank you for calling. Leave a message, if I don’t call you back, you are one of those changes.”
LAST WORDS

Generation to Generation
Sometimes when you’re doing simple things around the house you’ll think of me and smile.

Warren Zevon
HARVEY SILBER
1937 - 2009
I’ll see you tomorrow.

THE LAST THING I SAID TO MY DAD
Your dad was proud of you.

WHAT ONE OF THE NURSES TOLD ME
Generation Z
THE NEXT GENERATION
TOAST
To The We Generation
THANK YOU

For Being A Friend