

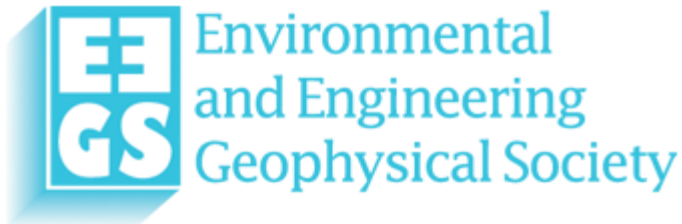


# TALK ABOUT GEOPHYSICS - T.A.G.

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Webinar Series by Environmental and Engineering  
Geophysical society - [www.EEGS.org](http://www.EEGS.org)

## Meet Me Halfway – Communicating Across Generational Differences



A collaboration of the EEGS Membership Committee and the  
EEGS Task Force on Diversity, Equity, and Inclusion

# Become an EEGS Member Today!



**EEGS is the premier organization for geophysics applied to engineering and environmental problems. Our multi-disciplinary blend of professionals from the private sector, academia, and government offers a unique opportunity to network with researchers, practitioners, and users of near-surface geophysical methods.**

## **Membership Benefits:**

**Access to the *Journal of Environmental & Engineering Geophysics (JEEG)***











**Electronic Newsletter *FastTIMES***

**Discounted SAGEEP Registration Fees, Books, and Other Publications**



# Meeting Halfway – Communicating Across Generations

## GENERATIONS

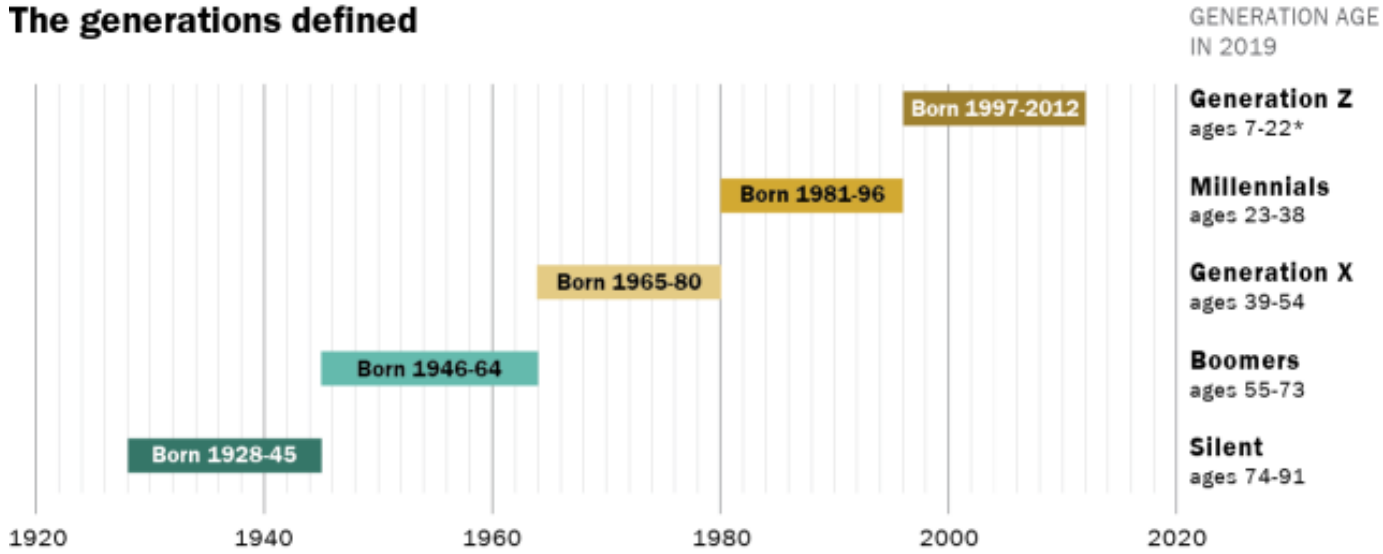
Characteristics	Maturists (pre-1945)	Baby Boomers (1945-1960)	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (Born after 1995)
Aspiration	Home ownership	Job security	Work-life balance	Freedom and flexibility	Security and stability
Attitude toward technology	Largely disengaged	Early information technology (IT) adaptors	Digital immigrants	Digital natives	Technoholics
Attitude toward career	Jobs are for life	Organisational—careers are defined by employers	Early 'portfolio.' careers — loyal to profession, not necessarily to employer	Digital enlrepreneurs — work "with" organizations not "for"	Career multitaskers
Signature product	Automobile 	Television 	Personal computer 	Smart phone 	Nano-computing, 3-D print, driveless cars 
Communication media	Formal letter 	Telephone 	E-mail and SMS 	SMS or Social media 	Hand-held communication devices 

SMS=?



# NORTH AMERICAN PERSPECTIVE

## The generations defined

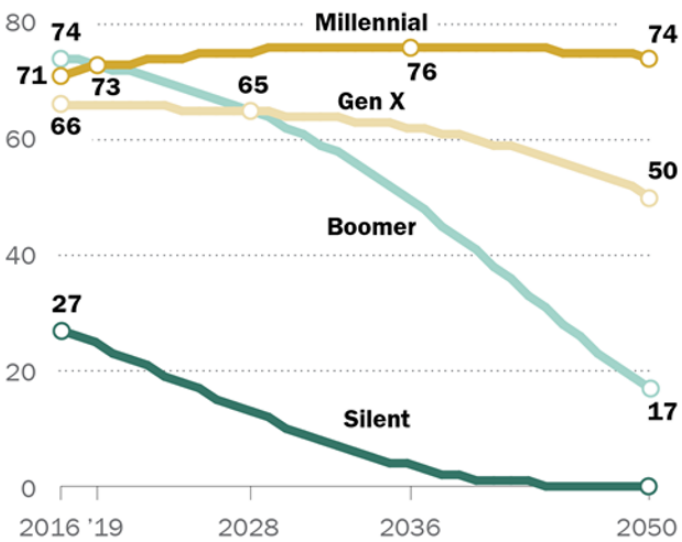


\*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

PEW RESEARCH CENTER

## Projected population by generation

In millions



Source: Pew Research Center analysis of U.S. Census Bureau population projections released December 2014 and 2016 population estimates.

PEW RESEARCH CENTER



Breakout Room #1: Meet and Greet the EEGS community  
(5 minutes, ~1 min for each participant)

- 1) Which generation are you from?
- 2) What association do you have with EEGS or the near-surface industry?
- 3) What level are you in your career (early, mid, upper)?
- 4) What do you hope to gain from this webinar?



## BABY BOOMERS

±1945-1960

- Workaholics, goal oriented
- Shared responsibility leadership style but accepts chain of command
- Team player, loves meetings
- Communications: In person, written
- Work-life balance: no balance, work to live



## GEN X

± 1961-1980

- America's 'middle child', 'smaller', overlooked generation (years, population)
- Independent, hands-off leadership style
- In the middle on technology use and adoption, education, social issues.
- Skeptical, self-reliant, more pessimistic
- Communications: direct, immediate
- Work-life balance



# Generations

## GEN Y / MILLENNIALS

± 1981-1995

- Workplace satisfaction matters more than monetary compensation
- Achievement oriented
- Greater on-line communication is than previous generations
- Teamwork leadership
- Confident, told they were special growing up
- Better educated, brought more racial and ethnic diversity to American society
- Work-life balance: essential



## GEN Z

± BORN AFTER 1995

- Liberal set of attitudes and an openness to emerging social trends
- Most Diverse
- Best-Educated Generation Yet
- Early adopters of technology, unconventional
- Frugal, sharing economy, mutual aid, less likely to take on debt
- No brand loyalty
- Unknown contributions to the workplace





## Breakout Room Scenario (15 minutes)

You work for the company GeoFizz Inc. as a mid-level staff member, and a new project manager, Barry, has recently taken over to head up a new project. GeoFizz has been hired by the County to perform a combined seismic and resistivity survey over top of their leaky landfill. It's 2021, so Barry decides to hold the internal project kickoff meeting over Zoom. Upon entering the room, you see a list of three instructions: 1) turn your video camera on 2) verify that your Zoom display name is how you'd like to be addressed and 3) enter your pronouns next to your verified displayed name.

Barry starts the meeting and realizing that not everyone has complied with the three instructions, announces that he will wait until everyone has complied, and also announces that he will be taking attendance at all meetings.

“Thanks everyone for joining on this project kick-off meeting. I'm sure we're all excited to get started, “ Barry begins. “I talked with the County engineer last night and we agreed that all geophysical work should be completed on Saturday to not disturb other crews on site or interfere with normal landfill dumping. We'll be working with GroundSampNow, an environmental consulting company many of you are already familiar with, and they will be collecting site samples during a M-F work week schedule. We will conduct the geophysical surveys, take care of report writing, and then hand this off to GroundSampNow to synthesize all the datasets together.

For now, all communication with the County engineer will be through me. Any communication with GroundSampNow will either be through me or senior management. I expect everyone to follow this protocol so we don't have any communication missteps. Oh, this includes site access.... Don't even think about entering the site without clearing this with me or senior management.

Our administrator will be reaching out to you for your cell numbers, so you can be reached regarding work activities. The project starts in August and is expected to end in November, so that construction can start before the end of the year and the county can use the remainder of allocated budget. Let's get started team!”

# Breakout Room

- Leadership
- Communication
- Work-life Balance

Was there consensus in your breakout room? Were there generational differences?





# EEGS Board Members / TAG Team



**Millennial: achievement oriented, work-life balance**



**Gen X: independent, direct communication style**



**Gen X: achievement oriented, self-reliant**



**Boomer: goal oriented, shared responsibility leadership**



**Gen X: independent, hands-off leadership style**



**Millennial: workplace satisfaction**



**Gen X/Y: goal and profession-oriented, prioritizes collaboration**



**Gen X: achievement oriented, direct communication style**

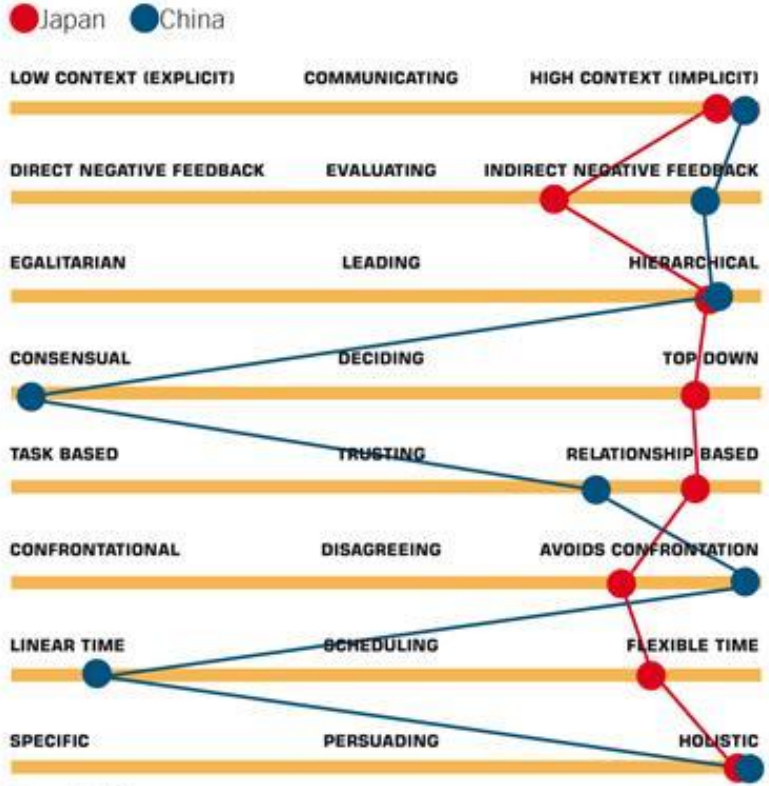
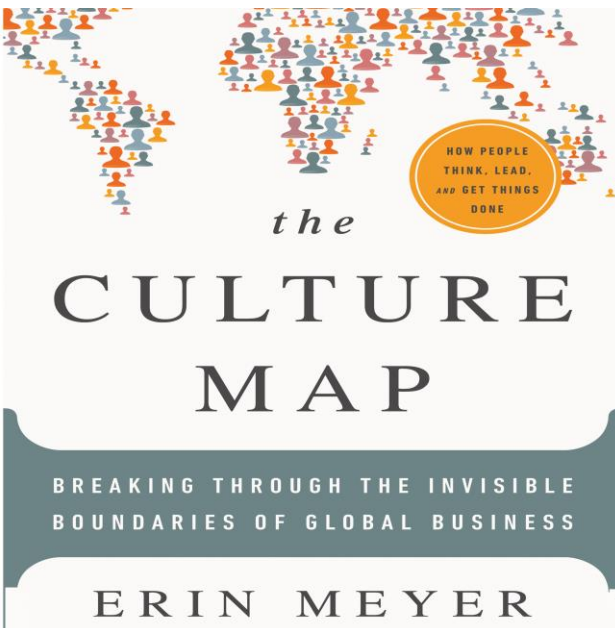


**Gen X: Independent, Immediate communication style**

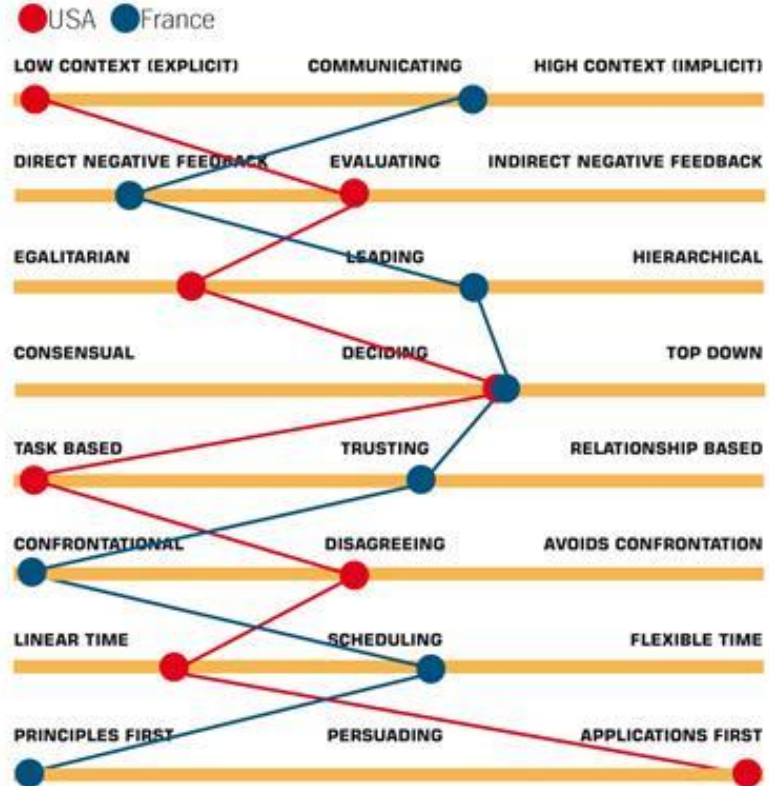


**Boomer: Team player, workaholic, shared responsibility leadership**

# Culture also affects Communication Styles



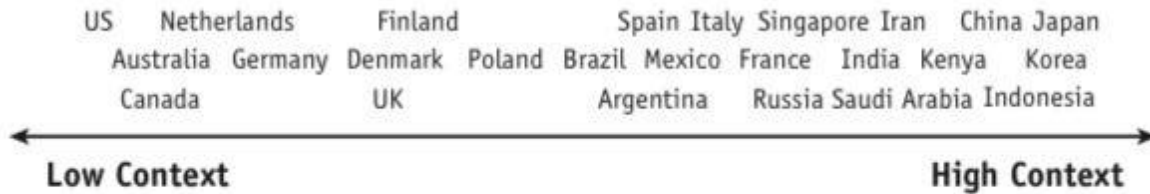
Source: Erin Meyer



**FIGURE 5.3. DECIDING**



**FIGURE 1.1. COMMUNICATING**



**FIGURE 4.1. LEADING**



**Low Context** Good communication is precise, simple, and clear. Messages are expressed and understood at face value. Repetition is appreciated if it helps clarify the communication.

**High Context** Good communication is sophisticated, nuanced, and layered. Messages are both spoken and read between the lines. Messages are often implied but not plainly expressed.

**Egalitarian** The ideal distance between a boss and a subordinate is low. The best boss is a facilitator among equals. Organizational structures are flat. Communication often skips hierarchical lines.

**Hierarchical** The ideal distance between a boss and a subordinate is high. The best boss is a strong director who leads from the front. Status is important. Organizational structures are multi-layered and fixed. Communication follows set hierarchical lines.



# References

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## NEXT MONTH: Careers in Near-Surface Geophysics

This webinar will give you a chance to hear from a variety of professionals who have Near Surface Geophysics careers. We will have a panel discussion from people across the spectrum of the Near Surface Geophysics community including consultants and equipment/software suppliers and end-users of geophysical data.

- Panelists will provide an overview of their careers and discuss some topics.
- There will be an opportunity to ask questions of any of the panelists.
- There will be a discussion of current trends and implications for future work in near-surface geophysics.



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## Upcoming TAG Webinars Calendar

- **March 24:** Careers in Near-surface Geophysics
- **April 14:** Proximal Soil Sensing: State of the Science
- **May 12:** New Frontiers in Near Surface Geophysics: Muons, Cosmic Ray Neutron Probes, and Hyperspectral Imagery
- **June 09:** Implicit Bias: an EEGS DEI Task Force Webinar

**Join us!**

**4:00 PT/ 5:00 MT/ 6:00 CT/ 7:00 ET**