

**YCHRA**  
YAMHILL COUNTY  
HUMAN RESOURCE ASSOCIATION

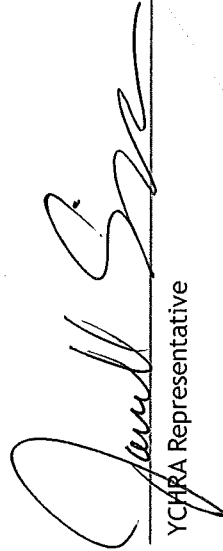
**YAMHILL COUNTY HUMAN RESOURCE ASSOCIATION**  
CERTIFICATE OF COMPLETION AND ATTENDANCE

“Using Brain Science to Improve InterGenerational  
Engagement in the Workplace”

PRESENTED BY

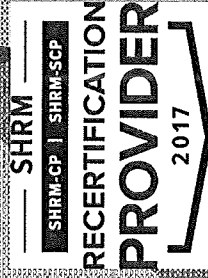
Alan Cabelly, Ph. D., SPHR, SHRM-SCP & Scott Crabtree

April 12, 2018  
Linfield College

  
YCHRA Representative

Attendee

YCHRA is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CPSM<sup>SM</sup> or SHRM-SCPSM<sup>SM</sup>  
Activity ID: 18-C57QT PDCs: 1.5



**Yamhill County Human Resource Association**  
**April Meeting Announcement**

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**Date & Time:**    **April 12, 2018, 7:45am – 9:30am**  
                              7:45 am – 8:00 am Registration & Networking  
                              8:00 am – 9:30 Program

**Location:**            Linfield College, **Riley Campus Center, Room 201** (see attached map)

**Price:**                FREE

**RSVP:**                [rebecca@westhillshealthcare.com](mailto:rebecca@westhillshealthcare.com)  
                              Please RSVP (if possible) by April 6<sup>th</sup>, 2018

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**Program Description: “Using Brain Science to Improve InterGenerational Engagement in the Workforce”**

**Speakers: Alan Cabelly, Ph. D., SPHR, SHRM-SCP & Scott Crabtree**

**Program Description:**

To succeed today you must work with members of all generations. But are our differences more generational, or more the age differences between us? Brain science tells us that brains change as they age; while older brains are more successful at some activities, younger brains are more capable at others.

Neuroscience and social psychology can help guide us in working together. Understanding how groups can work through their differences allows them to capitalize on each others' strengths and get the best collaborative results. You will leave with immediately applicable action steps to improve your effectiveness, and that of your organization.

Objective 1 - To understand age similarities/differences, how brains function at different ages, and generation similarities/differences--and how they impact organization effectiveness.

Objective 2 - To experience that working within and through these differences is important in creating intergenerational engagement and a thriving organization.

Objective 3 - To use social psychology to understand universal human needs, and how to satisfy those given age and generational differences.

Objective 4 - To break down generational stereotypes by listening to others describe who they are as members of these groups and to feel firsthand what that means.

Objective 5 - To create action steps for organizations to move forward toward intergenerational engagement and excellence.

## About the speakers:

**Alan Cabelly** has been a Human Resource Management faculty member at Portland State University since 1980, and has advised its award winning HRM program and students during that time. He teaches Leadership and Human Resource Management at the undergraduate, graduate, and executive levels, as well as to many groups nationally and internationally. He was recently honored by students, alumni, and corporate leaders who secretly raised funds to name a room after him in the new Karl Miller Center. He will retire from the University in June 2018.

Prof. Cabelly is founder and Executive Director of the Portland Leadership Institute ([www.PortlandLeadershipInstitute.com](http://www.PortlandLeadershipInstitute.com)), which focuses on Leadership Excellence in the 21<sup>st</sup> century. He uses the DiSC® system and other contemporary techniques for Executive and Leadership Coaching, and speaks widely on *InterGenerational Effectiveness in the Workplace*; *Strategic Negotiations*; *Corporate Teambuilding*; *Authentic Leadership*; *Increasing Focus to Improve Your Personal Leadership*; and various HRM topics. He will present his Generations talks twice at the 2018 SHRM Conference in Chicago.

Prof. Cabelly was founding Chapter Advisor of the PSU Chapter of SHRM. Since its inception in 1982, it has won 35 consecutive Superior Merit Awards from SHRM, along with numerous student competitions. He was President of NHRMA in 2000, Director of the Oregon State Council of SHRM in 2009, and currently serves on the Boards of PHRMA, OregonSHRM, and NHRMA.

His personal mission is to help individuals increase their leadership skills and improve the functioning of their work teams. He helps people find passion in their work life environment, leading to greater individual engagement and satisfaction, and increased organization productivity. His multigenerational family includes two grandsons and one granddaughter. In his spare time he gardens, teaches and travels the world with his wife and partner Jean Benevento, and remains physically active.

**Scott Crabtree** is a passionate teacher of neuroscience, psychology, and the science of happiness. He is empowering individuals and organizations to apply findings from cutting-edge brain science to boost productivity and happiness at work. Repeat clients include DreamWorks, Boeing, Intel, Activision/Blizzard, HP and Nike. He often follows up large group workshops with individual coaching.

Scott previously served as a leader in game development and software engineering. He's founded startups and worked at a variety of technology companies large and small. He resigned his position at Intel in early 2012 to pursue his passion full time: helping people apply science to be thrive at work. .

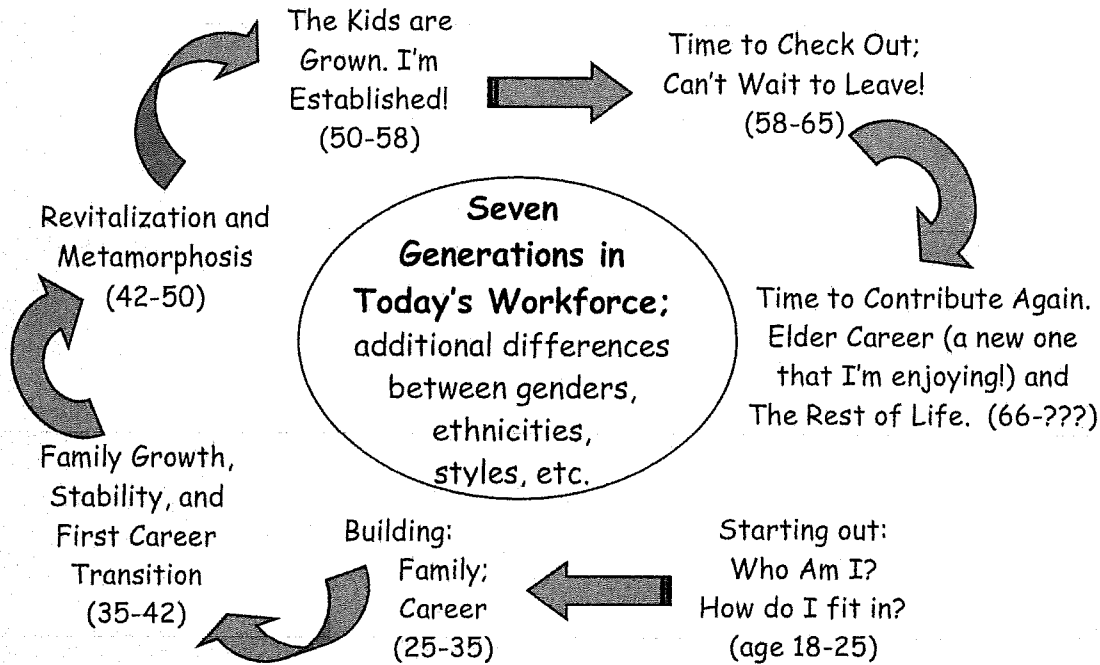
Scott holds a B.A. in Cognitive Science from Vassar College.

When he is not immersed in scientific data, he loves spending time with his wife, two young daughters, especially in nature, and also enjoys playing music. He lives in Portland, Oregon, USA.

## Generational Groups, by year of birth

Name Birth Date	Life Changing Events for the Generation	Loyalty to the	Response to Authority	Career means	Themes	What they say to the "Other" Generations
<b>GI Joe</b> 1920-1946	Stock Market Crash, Great Depression, Bread Lines, Dust Bowl, Radio, Early TV, WW II, Korea, Cold War, FDR, Ike	Organization	Respect	Opportunity	Stability, Simplicity, Loyalty	Slow down. Rome wasn't built in a day. Respect your elders. Work is hard; get your hands dirty!
<b>Boomer</b> 1946-1964	Father Knows Best, Cuba, Berlin Wall, Viet Nam, Civil Rights, Assassinations, JFK, Green (\$), Woodstock, Watergate	Team	Challenge	Self Worth	Hard Work, Abundance, Consumption	Stop texting and pay attention. I'll show you the right way. Pay your dues like I did.
<b>Gen X</b> 1960-1984	Aids, PCs, Challenger, Iran Hostage Crisis, Oil Dependence, Tech Bust, Berlin Wall falls, Reagan, Clinton	Manager	Unimpressed	Just one part of me	Individuality, High Tech, Balance	Relax, take a break, don't stress. Let the technology help you. Turnover's OK.
<b>Millennial</b> 1980-2004	9/11, School Violence, Reality TV, Y2K, Social Media, Iraq X2, Bush, Obama, Green (Sustainability)	Colleagues	Respect if competent	Add Value, Contribute	Friendship, Networked, Global	There's an easier way; I'll show you. Texting is efficient and it's not rude. I'm not ignoring you when I multiprocess.
<b>Homeland</b> 2000-2024	Social media, computers from birth, North American terrorism, volunteerism	Technology? Organization	Will they respect those in authority?	Opportunity	Social Loyalty	Let me do it my way; I'll figure it out and show you. Why can't you understand.

## Generational Groups, by age/life cycle



The two generation models combine to present a more complete picture of any person than one model would. For example, 30 year old Boomers in 1986, 30 year old Gen Xers in 2001, and 30 year old Millennials in 2016 all seek to establish themselves in their family and career. Yet while the Boomer focused on individual self worth and hard work, the Gen Xer needed balance, and the Millennial seeks friendship. Leaders should approach each one differently.

### Notes

- What we say about generations is all generalization and stereotype, based on research and anecdotal evidence.
- Each generation has conservatives and liberals, rich and poor, urban and rural etc., all with significant differences between them. e.g., boomers include Nixon conservatives, radical hippies, and Harley bikers.
- Birth date, generation, location, and general perspective of parents is critical to an understanding of any person.
- There is significant overlap in the beginning and ending dates for each generation; thus a young boomer and an older Gen Xer may be virtually identical.
- Many individuals take on the characteristics of generations close to their own.
- Although one generation was once called the "Greatest," no generation is inherently "better" than any other.
- The "older" generation typically questions the work ethic and attitude of the "younger" generation.
- The "younger" generation typically believes that it can solve the company's problems, but that the "older" generation resists change, and stifles creativity.

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