Men & Women in the Workplace: Embracing the Differences

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– Attend 90% of this presentation
– Fill out the online evaluation for this session
Gender and Generational Differences

Growing up in the Electrical Industry

- Roots….Wings
- Solid Mentors
- Learning Opportunities
Agenda

• Southwire History
• Gender & Generational Differences
  – What are they
  – Why it's important
  – What can you do
• How Southwire is Embracing the Differences
• Key Take-Aways

We remember where we came from.

Southwire is headquartered in CARROLLTON, GA WHERE WE GOT OUR START MORE THAN 60 YEARS AGO

Today, we are the world’s largest privately owned producer of wire & cable.
From humble beginnings we grew to fulfill customer needs. That's how it all started. Roy simply wanted to erect poles and string wire so his grandmother could have electric light. That same spirit is how we've continued to grow into a global supplier of wire and cable, and the number one supplier of wire for utilities in the U.S. But we've never forgotten where we came from: we're still private, still family-owned and still based right down the road in Carrollton, GA.

Southwire History

- Background (image from Co Overview presentation – Rhonda)
Southwire History

- Background (image from Co Overview presentation – Rhonda)

Southwire’s Commitment to Sustainability is Broad

In 2007, we at Southwire established our vision of corporate sustainability through the introduction of our five pillars – Building Worth, Growing Green, Living Well, Giving Back and Doing Right. Although Southwire has long been committed to operating responsibly, the alignment of our strategic goals to these five pillars broadened our understanding and assessment of what it means to operate our business successfully.
Today, Southwire is North America’s leading wire and cable manufacturer.

Southwire and NECA

- Member since xxx
- Premier Sponsor
- Go To Market Strategy
  - Solutions
  - Business Partner
  - Job Site: Efficiency, Safety, Productivity….which leads to profitability
Innovation is the Southwire standard.

Over 60 years of product, service and research advancement.

Every Southwire product is designed to:
- Simplify installation
- Reduce man-hours and labor costs
- Promote a safer work environment
- Meet unique application needs

If we don’t offer the solution you need, we will create it.
Embracing the Differences

• Key Take-Aways

Gender & Generational Differences

• Women in the workplace….
• Millennials in workplace…
• NECA demographics…and changes in demographics

• Must adapt to recruit, retain, accelerate
Gender Differences

• Social Skills
• Upbringing
• Object of the Game…
  WIN vs Keep the Game Going

Source: book by Gail Evans: “Play like a man, Win like a woman”

Men are like Waffles
….Women are like Spaghetti

<table>
<thead>
<tr>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Process life in boxes</td>
<td>Everything is connected</td>
</tr>
<tr>
<td>Problem Solvers</td>
<td>Talk things through</td>
</tr>
<tr>
<td>Quickly get to bottom line</td>
<td>Link logical, emotional, relational</td>
</tr>
</tbody>
</table>

It’s not about the nail video

http://youtu.be/-4EDhdAHrOg

Source: Bill Farrel & Pam Farrel Book: “Men are like waffles, women are like spaghetti”
Gender Differences…
….or Thinking Preferences

Pink vs Blue

1. When first meeting someone, I like to know their credentials (title, company, college, etc.)
2. The most satisfying discussions at work are about how to get the job done
3. It's important to know the person you are doing business as a person
4. At meetings, I like to connect with people before we get to the agenda
5. It annoys me when people talk about their feelings at work.
6. I believe it’s my job to put people at ease.

Source: Ronna Lichtenberg book: “Pitch like a girl”
Key Take-Aways

- Accept / Give feedback
- Acknowledge the differences
  - Not so much Gender
  - More about Individuals

Generational Differences

- Defining the generations

<table>
<thead>
<tr>
<th>Generation</th>
<th>Silent</th>
<th>Boomers</th>
<th>Gen X</th>
<th>Gen Y</th>
<th>Gen Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work First</td>
<td>Work First</td>
<td>Live to Work</td>
<td>Work to Live</td>
<td>Freedom</td>
<td>Security</td>
</tr>
<tr>
<td>70-80yr olds</td>
<td>50-70yr olds</td>
<td>40-50yr olds</td>
<td>20-40yr olds</td>
<td>&lt; 20</td>
<td></td>
</tr>
<tr>
<td>% of Workforce</td>
<td>3%</td>
<td>33%</td>
<td>35%</td>
<td>29%</td>
<td>P-T / New</td>
</tr>
<tr>
<td>Comm Media</td>
<td>Formal letter</td>
<td>Telephone</td>
<td>Email / text</td>
<td>Text / Social</td>
<td>Wearables</td>
</tr>
<tr>
<td>Preference for Financial Decisions</td>
<td>Face-to-Face</td>
<td>Face-to-Face &amp; On-Line</td>
<td>On-Line &amp; Face-to-Face</td>
<td>Face-to-Face</td>
<td>...</td>
</tr>
</tbody>
</table>
Millennials

– Wikipedia: Millennials (also known as the Millennial Generation or Generation Y) are the demographic cohort following Generation X. There are no precise dates when the generation starts and ends. Researchers and commentators use birth years ranging from the early 1980s to the early 2000s.

• Workplace Expectations
  – Flexibility
  – Work-life balance
  – Training
  – Coaching / Feedback
  – Embrace Technology
Key Take-Aways

• Accept / Give feedback
• Acknowledge the differences
  – Not so much Gender
  – More about Individuals
• Embrace New Ideas

Individual Differences…

….Communication Challenges
Embracing the differences

- Inclusivity
- Engagement
- Performance

Maybe a neat graphic on this point?
Inclusivity drives Engagement – Engagement drives performance

Communicate

- Individual conversations
  - Aspirations, Strengths, Areas of Improvement
- Small groups
  - Listening
  - Line of Sight
- iAm Coaching
- Leadership Lunch
Communicate

• Individual conversations
  – Aspirations, Strengths, Areas of Improvement
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Building Relationships

• Multi-Generation, diverse teams
• Side-by-Side
• Giving Back
• Building Trust
Building Relationships

- Multi-Generation, diverse teams
- Side-by-Side
- Giving Back
- Building Trust

Inclusivity

- Networking
- Mentoring
- Development
Inclusivity

Mentoring

- Seasoned Employees
- New Employees
- Recruiting & Retention
Mentoring

Key Take-Aways

- Accept / Give feedback
- Acknowledge the differences
  - Not so much Gender
  - More about Individuals
- Embrace New Ideas
- Communicate
- Build relationships….Side-by-Side
- Inclusivity
- Mentoring

Think Inclusive….Not Exclusive
Words for the Wise....
Questions

Up Next: Lunch in Biscayne and Chopin

Breakouts resume at 1:30