

The Young and the Restless

Would Words Like Adventure, Experience and Destiny Describe Your Workplace?

By Dave Fleming

I hate to admit it, but I'm a "rut eater." What's that, you ask? It's a person who gravitates back to the same foods over and over again.

I'm not sure how this happened, but I get stuck in food ruts. Bagels and cream cheese are a good example. For years, I've had mainly bagels and cream cheese for breakfast. Chicken and rice was another phase. I knew rice had become a rut food when I received a

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rice cooker as a Christmas present. My family never wanted to see another bowl of rice. Chips and salsa would be another of my favorite rut foods. Actually salsa on just about anything does it for me.

Occasionally I'll be sitting with one of my rut foods and a wave of rebellion washes over me. "Dave," I ponder, "what are you doing? There's a whole world of food out there. Aren't you getting sick of bagels and salsa?" My eyes begin to wander and so do my taste buds. I need more.

A similar plight has overtaken the workplace. We are "rut workers." The mindset of the modern worker was that work was the place to perform the same basic routines over and over again. This isn't all bad, of course. Some routines are necessary, even essential, to sustain a society. However, the world is changing. A wave of rebellion has hit the American worker. She thinks, "There's a great big world out there, why am I settling for this 'rut job?'" And off she goes to find a more stimulating one. She's young and restless.

The world has changed and the workplace has figured it out. Have you? Google figured it out. Actually it is the new workplace. Take a look at its workforce and

you'll find the young and restless having a really good time taking over the Internet search world.

How are they doing in your organization? Here's a hint: if you're serving them the same food every day, you're going to lose them.

Here's a test. Would words like adventure, experience and destiny describe your workplace? If not, the young and restless will *not* be interested. They're not going to eat the same food for 40 years just because Mom and Dad did.

The 21st century workplace will find a way to do what needs to be done, yes. But far more important, it will appeal to human longings for significance and community.

Dave Fleming is an organizational "midwife" and leadership coach, and author of *Leadership Wisdom from Unlikely Voices*. He's also a member of CMA's Leadership & Management Resource Commission and a faculty member at CMA Long Beach 2005. You may email him at dave@davefleming.org or visit his website at www.davefleming.org.



A Crisis of Character

By R. Bruce Bickel

THE GREAT THREAT TO OUR CULTURE is a crisis of character. Organizations of character are created by leaders of character. If our nation is to return to being a nation of character, we must have leaders and managers whose performance is guided as much by their character as by their skills. (For the complete article, go to CMAonline.org/mrc and click on Leadership & Management/Articles.)

R. Bruce Bickel is president of Transformational Leadership Group. He's a member of CMA's Leadership & Management Resource Commission and a faculty member at CMA Long Beach 2005. You may email him at usna1966@verizon.net.

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On the Verge

At this year's CMA conference, Dave Fleming wants to invite you to join a mini-conference that will occur the first two days: "On the Verge: New Leadership for New Realities." Joe Myers, Tim Edris and Dave Fleming will take you on a two-day tour of some of the new realities facing the young and restless, and show you how to lead them (and yourself) in the days ahead.

So, if you're young and restless, or you want to be a better leader to the young and restless, join us on Monday and Tuesday of the conference for "On The Verge" (ITI #11). You can check out more about this mini-conference in your CMA Long Beach 2005 program brochure or online at www.CMAonline.org (click on Annual Conference and then ITIs).