

Leading Gen Z in the Water Treatment Industry

11:00 – 0:05 | Welcome & Objectives

- Introductions
- Session goals:
 - Understand Gen Z motivations
 - Apply leadership strategies specific to water treatment roles
 - Improve engagement, retention, and performance

11:05 – 11:12 | Who is Gen Z?

- Digital-first, fast learners
- Value purpose, sustainability, and transparency
- Expect frequent feedback and growth
- Discussion: Challenges observed with Gen Z employees

11:12 – 11:22 | Why Gen Z Matters in Water Treatment

- Aging workforce in utilities and industrial water sectors
- Skilled labor shortages (operators, technicians)
- Gen Z alignment with sustainability and environmental impact
- Positioning water treatment as mission-driven work

11:22 – 11:32 | Leadership Styles That Work

- Coaching mindset vs. command-and-control
- Transparent communication
- Purpose-driven leadership
- Practical behaviors:
 - Frequent feedback
 - Explain the “why” behind protocols

- Collaborative problem-solving

11:32 – 11:42 | Motivating & Retaining Gen Z

- Career growth pathways (certifications, licensing)
- Skill development including technology
- Work-life balance
- Recognition and inclusion
- Activity: Identify 2 ways to demonstrate career progression

11:42 – 11:50 | Communication & Feedback Strategies

- Clear, concise, frequent communication
- Blend in-person and digital communication tools
- Immediate, constructive feedback
- Scenario: Delivering feedback on safety performance

11:50 – 12:00 | Questions