



Diversity through Multi-Generational Family Employees

Diversity comes in many forms, including multi-generational family employees. Across Coated Products North America (CPNA), we have employees representing multiple generations within a family, each carving their own career path.

Two such families include Julie and Stephanie Lopez, mother and daughter, who work in the Steelscape Rancho Cucamonga campus, and Christine Price, Alicia Eyer, and Madison Adams, three generations of women who work at the Steelscape Kalama campus. Each woman has navigated a career path based on their unique strengths and a desire for a successful career.

We asked each employee what they learned from working for the same organization their family members work for, and we received five unique perspectives.



Stephanie and Julie Lopez

Julie, CSR (mother of Stephanie)

[It's seeing] "the confidence Stephanie has working in a diverse setting, the ability to persevere, and the willingness to take opportunities to learn more."

Stephanie, MCL Process Operator

"I've learned the importance of building healthy, long-term work relationships. I knew my mom had a strong work ethic, but hearing other's perceptions of my mom makes me proud."



Christine Price, Alicia Eyer, and Madison Adams

Christine, AS Sr. Financial Analyst (the mother of Alicia)

"I have been given so many opportunities to grow and expand my knowledge base while working at CPNA over the past 25 years. Working at a company that allows three generations of family members has taught me the invaluable lessons of tradition, adaptability, and the power of shared values. It's been a unique experience where I've seen how the wisdom of older generations, the innovation of the

Diversity through Multi-Generational Family Employees...continued

middle generation, and the fresh perspectives of the youngest generations can come together to create a dynamic and harmonious workplace environment. It's been a pleasure not only working for such a great company but also alongside family and friends."

Alicia, Customer Service Representative (the mother of Madison)

"I started working at Steelscape in 2001, and at the time, my mom had already been working for the company for a few years. Throughout our time working together, we have had varying degrees of interaction depending on our roles over the years. Setting expectations with other co-workers that our relationship while at work is that of peers and not mother/daughter was always important to me. While having a family member can definitely help get your foot in the door, I wanted my work and successes to stand on their own once I was here. One of the great benefits of applying somewhere a family member works is that you have a source for honest feedback about the company you are looking to work for. Unfortunately, I didn't have an opportunity to work directly with Madison during her time here. I did think she would be an asset to whatever team she worked with during the summer. I was happy for her to have an opportunity to gain some real-life experience and see a glimpse of the industry several of her family members are part of."

Madison, Summer Intern (daughter of Alicia)

"I have appreciated the chance to work for Steelscape over the summer. I knew it would be a great opportunity after talking it over with my mom and stepdad, who both work here. I didn't work directly with any of my family members, but working close to them for this summer before I head off and start my next chapter after high school was nice."

CPNA understands that a multi-generational workforce brings different perspectives that can lead to better problem-solving and a higher standard of service our Customers have come to expect of all four of our business divisions. Each generation brings a critical element that will help create strength for CPNA's future: industry wisdom, an innovative mindset, and a fresh perspective.

Leadership Through Inclusion Resource Center



Rising Above Generational Stereotypes in the Workplace

Michael Strawser, a Communications Professor and a millennial, shares his perspective on rising above generational stereotypes and lays out the concept of "generational agnostic" as an employee and company.

Generational letters like X, Y, and Z can be used to stereotype or typecast each other. How do we rise above those labels and become generational agnostic employees, and how can workplaces become generational agnostic work environments? **Here is how...**

Generational Agnostic Employee:

1. Work hard – at the end of the day work ethic counts
2. Work smart – we should strive not to be problem finders or problem complainers but rather problem solvers
3. Work relationally – this transcends all generations. You can be kind, compassionate, and treat others how you want to be treated. Working relationally, we do not look at each other generationally and apply those stereotypes but rather see each other as individuals.

Generational Agnostic Company:

1. Establish a culture where employees can buy into the mission and vision and be a part of something bigger than themselves.
2. Establishing fair conditions that are equitable and allow for mobility. We need some semblance of equitable structure.
3. Establish clarity of expectation. Being able to say to employees this is what I expect of you. Everyone wants to know what they are supposed to do. Clarity transcends generational differences. It allows employees to meet and exceed expectations.