

# Peacocks vs Penguins

Simon Vaukins and Claire Povah

Lancaster University

# Take Aways

1

---

Generational mix in  
the HE workplace

2

---

Leadership and  
followership  
(through a Peacock  
& Penguin lens)

3

---

Leadership and  
followership +  
Generational Mix  
= ?



#AUA2019

Developing  
self and  
others

Working  
together

Managing  
self and  
personal  
skills

# My Generation



**1945-60**

Cold War  
 Apollo Moon Landings  
 Woodstock  
 Family orientated  
 Rise of the teenager

Signature product - TV



**1961-80**

End of the Cold War  
 Fall of the Berlin Wall  
 Thatcherism  
 Live Aid  
 Introduction of first PC

Signature product - PC



**1981-1995**

9/11  
 PlayStation  
 Social Media  
 Reality TV  
 Glastonbury

Signature product – tablet  
 and smart phone



**After 1995**

Economic downturn  
 Global warming  
 Mobile devices  
 Cloud computing  
 Wiki-leaks

Signature product –  
 Google Glass and 3D  
 printing



# CONFORMITY

*"It's the one who's different that gets left out in the cold"*

**'That's not the way we do things here'**



**'People will think you've lost it if you suggest that'**



**'It can't happen here'**



**'Not a good time to try something new and risky'**



**'We've always done it this way'**



**Quiz:**  
**'Are you a penguin or  
a peacock?'**

**Blue Bird Strategy:** *Stay cheerful. Try to make the best of a difficult situation*

**Owl Strategy:** *Become valuable and important to the organisation by becoming an expert at something the organisation needs.*

**Sparrow Strategy:** *Be neutral and try to blend into the background. Keep a low profile and nobody will notice you*

**Hummingbird Strategy:** *Move fast; be efficient. (It's hard to hit a moving target)*

**Mocking Bird Strategy:** *Mimic those around you. Work hard to be as much like them as you can so you'll fit in*

**Swan Strategy:** *Do your job and gain respect by being dignified*

**Canary Strategy:** *Be colourful and charming; fit in by becoming the centre of positive attention*

**Hawk Strategy:** *Become valuable to the organisation by becoming a skilled hunter – bringing in new business or new opportunities.*

**Chicken Strategy:** *Cower and complain about how awful things are, but don't venture forth to try and change things.*

**Goose Strategy:** *Cut your losses and fly south in search of a more hospitable environment.*

**Dove Strategy:** *Become the peacemaker, the trouble-shooter who solves problems.*

**Ostrich Strategy:** *Bury your head in the sand. Pretend nothing is wrong.*

**Vulture Strategy:** *Shrug off your differentness. Make yourself indispensable by doing the jobs nobody else wants to.*

**Peacock Strategy:** *Dazzle others with your incredible talent and positive results.*

**Eagle Strategy:** *Rise above the situation and play a leadership role in changing your organisation for the better.*

**Or, can you think of your own strategy?**



**‘There’s a little bit of  
penguin in all of us’**

# Take Aways

1

---

Generational mix in  
the HE workplace

2

---

Leadership and  
followership  
(through a Peacock  
& Penguin lens)

3

---

Leadership and  
followership +  
Generational Mix  
= ?



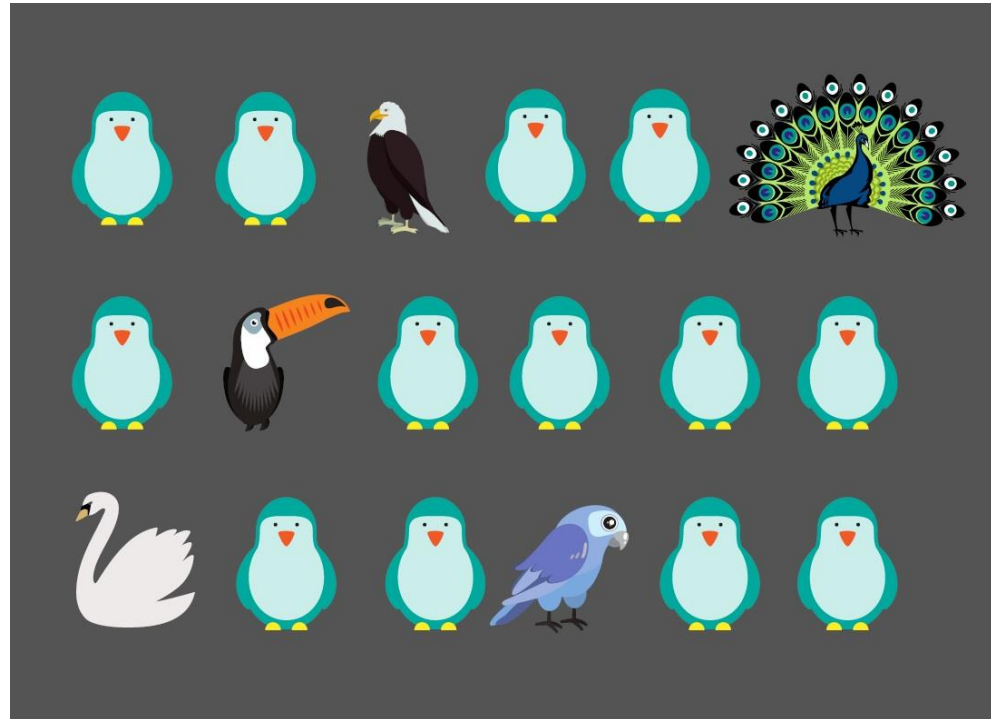
#AUA2019

Developing  
self and  
others

Working  
together

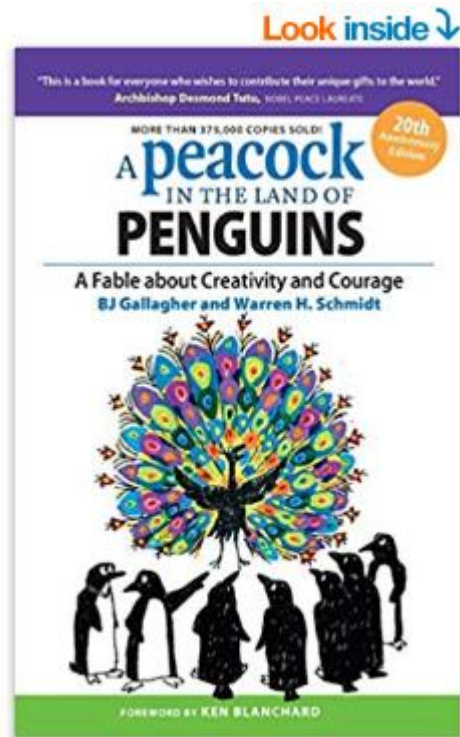
Managing  
self and  
personal  
skills

# Take Away #2



#AUA2019

If you're interested in finding out more ...



Today's session was based on '*A Peacock in the Land of Penguins: A Fable about Creativity and Courage*'

BJ Gallagher and Warren H Schmidt