

THE INTERGENERATIONAL APPROACH

# *From Opposition to Optimism*

DR. AERIAL ELLIS  
MANAGING PRINCIPAL, ADVISORY 83  
[hello@aerialellis.com](mailto:hello@aerialellis.com)





# *Today's Discussion*

## TOPICS TO COVER

- the gaps
- the myths
- the challenges
- the advantages

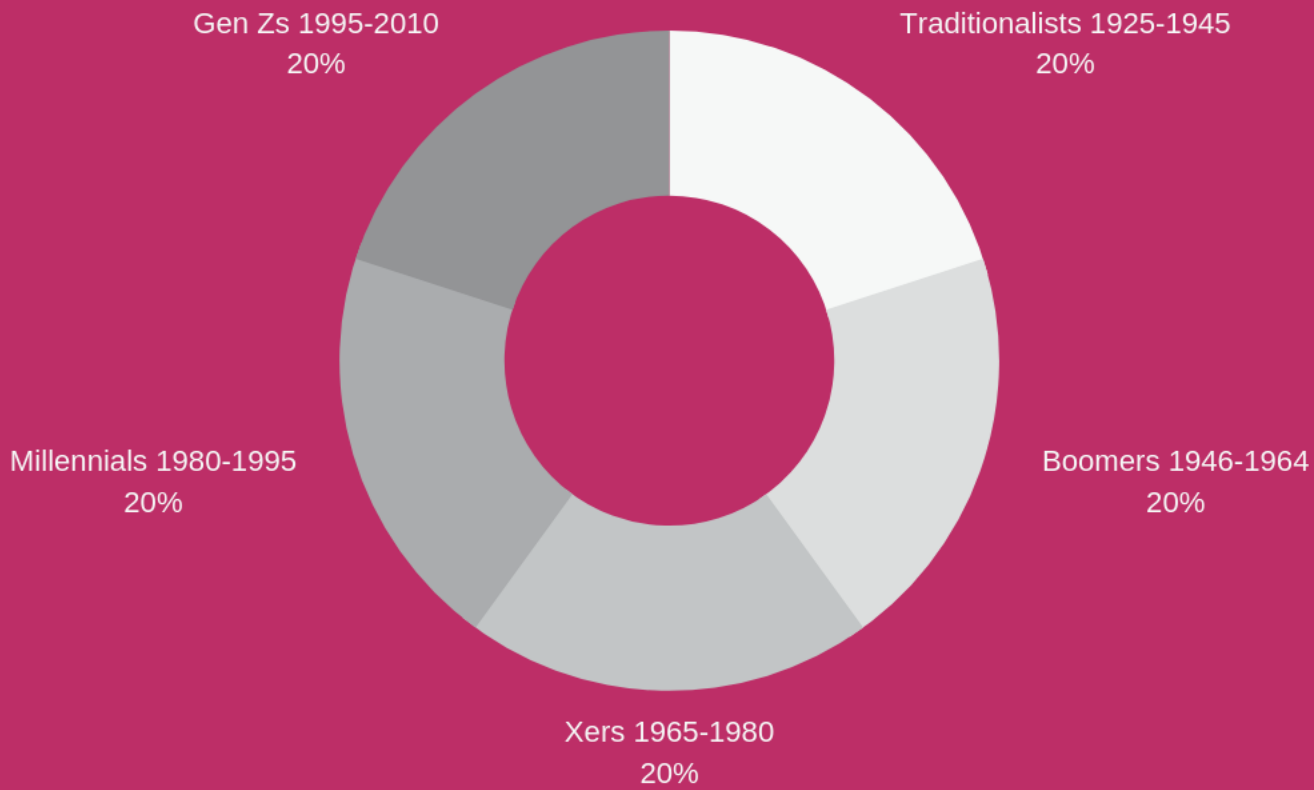






# ***Understanding the Gaps***





# ***Generations in the workplace***

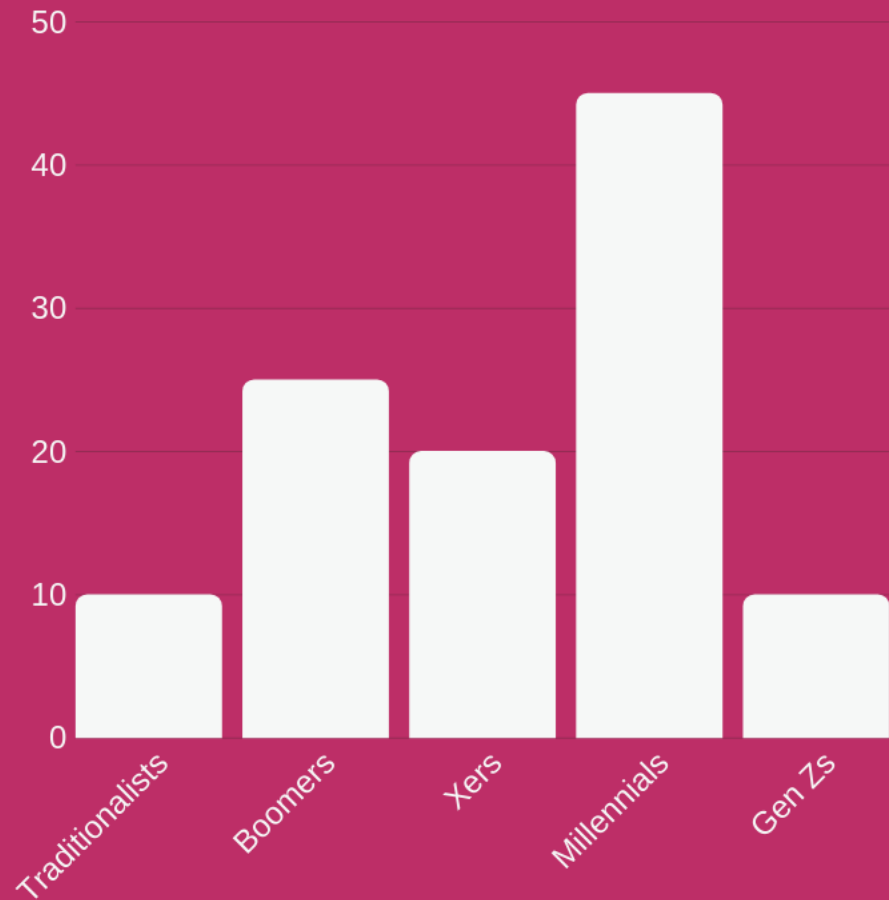
## **A CULTURAL SHIFT**

Never before have we seen an experienced and educated workforce of professionals originating from 4-5 generations

# ***Facts and Figures***

## **SHIFTING GENERATIONAL DEMOGRAPHICS**

The future of the workforce will be  
dramatically differently





**60%**

WORKERS REPORT THE  
PRESENCE OF GENERATIONAL  
CONFLICT.

**50%**

YOUNGER COLLEAGUES  
DISMISSING THE ABILITIES OF  
OLDER CO-WORKERS.

**70%**

OLDER EMPLOYEES DISMISSING  
THE ABILITIES OF THEIR  
YOUNGER COLLEAGUES



***Understanding the  
Myths***

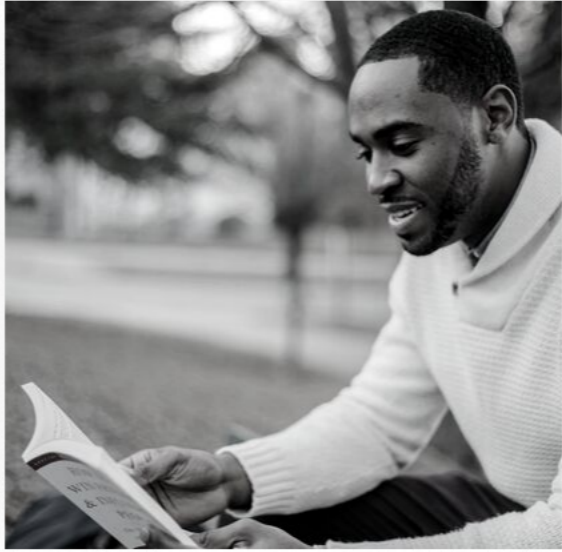




**MYTH #1: A PERSON'S  
CHRONOLOGICAL AGE IS  
INFORMATIVE.**

**MYTH #2: AS WE GET  
OLDER, WE HAVE  
DIFFICULTIES LEARNING**





**MYTH #3: PRODUCTIVITY  
DECLINES WITH AGE.**

**MYTH #4: LIFE PRIORITIES  
STAY THE SAME ACROSS THE  
LIFESPAN.**

**MYTH #5: OLDER EMPLOYEES  
ARE LESS FLEXIBLE AND  
OPEN.**



**MYTH #6: AGE  
HETEROGENEITY AT  
WORK SUPPORTS  
PRODUCTIVITY.**

**MYTH #7: WHAT  
OTHERS—AND YOU—  
THINK ABOUT AGING  
AFFECTS  
AGING.**





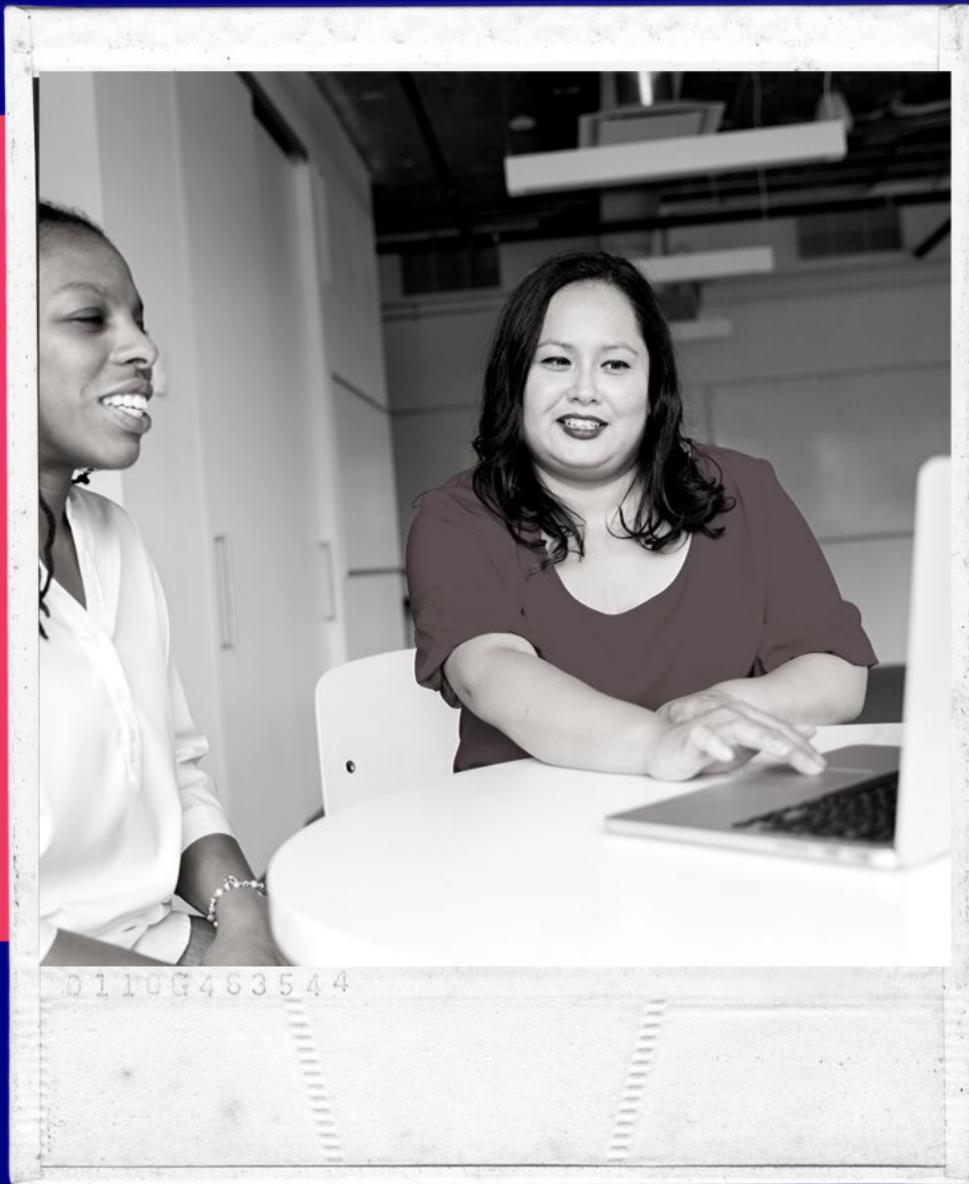
***Understanding the  
Challenges***





# *Perceptions*

GENERATIONS WILL  
WORK BETTER  
TOGETHER IF  
INACCURATE  
PERCEPTIONS ARE  
CORRECTED.



# ***Collaboration***

**GENERATIONS HAVE  
MORE SUCCESS WORKING  
TOGETHER, IN THE  
WORKPLACE AND IN SOCIETY  
IF THEY CAN SEE EYE TO EYE.**



# *Change*

GENERATIONS HAVE TO  
ACKNOWLEDGE THE THEORY  
IN CHANGE IN WORK  
AND IN LIFE.





***Understanding the  
Advantages***





## ***Communication***

Interact with employees and prospects in the way they want to be communicated with, such as phone, email, or text.

## ***Expectations for Advancement***


Make expectations around advancement clear to employees, and understand their plans and expectations as well.

## ***Work Differently***

Remain open to different ways of working; recognize that people and generations may have different ways of approaching work, such as adding an element of fun into the task.

## ***Take a stand/make a statement***

Millennials and Generation Z, in particular, believe in collaborating and mobilizing others to take a stand and support their beliefs, and will look to their companies to make statements or be involved.





# ***Creating a More Powerful Workforce***

## **UNDERSTAND WHAT WORKERS TRULY WANT MOST.**

Too often employers guess at what workers want without speaking with them to understand what they want most.

## **OFFER OPPORTUNITIES FOR CONTINUOUS LEARNING.**

The greatest fear for employees is becoming obsolete. The solution is continuous learning.

## **FOCUS ON RECRUITING OLDER WORKERS.**

Older workers often have rare, valuable skills that can provide significant business value. Include age as part of the D&I strategy and create mixed-age teams.



## PROVIDE FLEXIBILITY

There is not a one-size-fits-all solution for each generation. Consider flexible hours and work arrangements, locations, benefits, projects, etc.

## CONSIDER NEW HR TOOLS AND POLICIES

New tools and policies can play a role in hiring, engagement, and retention.

## ADOPT REVERSE MENTORING

Pair younger workers with older workers to provide mentoring on new technologies, like social media, and to share insights on the purchasing habits of younger workers.

## RETHINK GROWTH AND DEVELOPMENT

Deliver learning and professional development tools in chunks, in different lengths and in safe spaces.



***Focus on purpose,  
rather than  
paychecks.***

***Focus on coaching,  
rather than being a  
boss.***

***Focus on engaging  
in ongoing  
conversations  
rather than reviews.***


***Focus on life, rather  
than the job.***

***Focus on personal  
development over  
satisfaction.***

***Focus on strengths,  
not weaknesses.***







***"Every leader who seeks a legacy of longevity and effectiveness realizes that he or she stands on the shoulders of someone else."***

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