

Introducing GENSYNC

Building a Thriving Multi-generational Workplace



What is a Multi-generational Workplace?

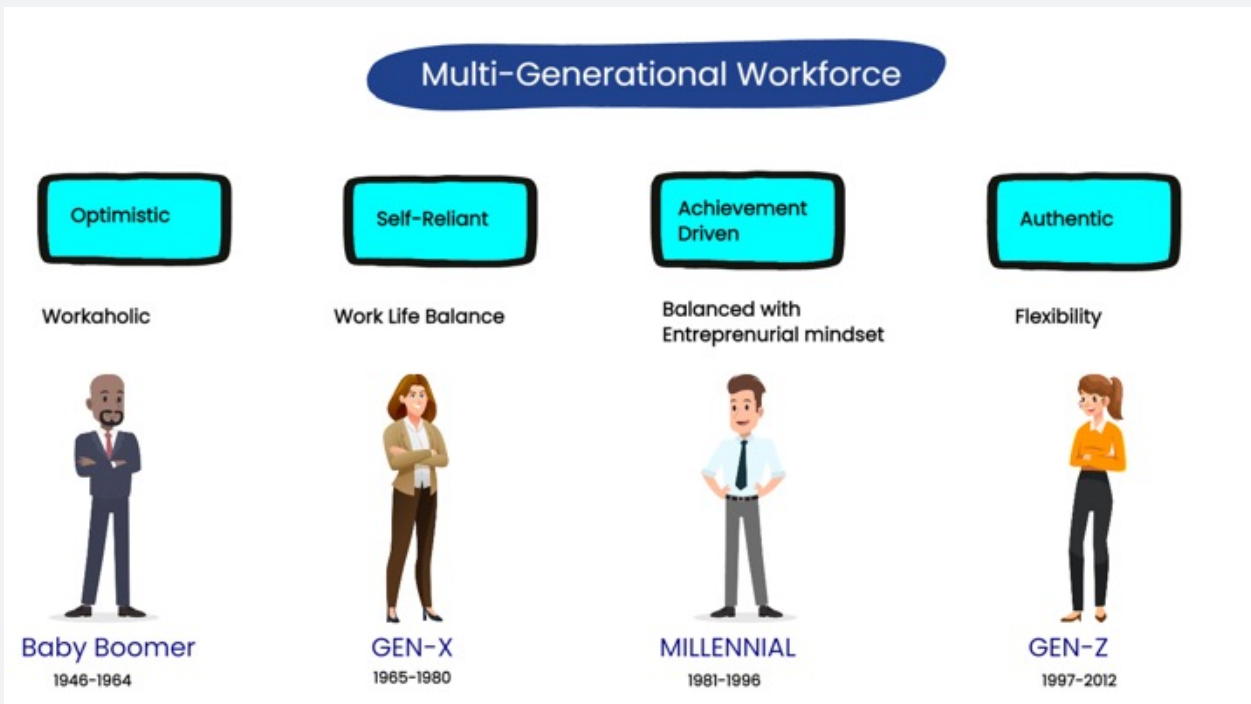
Look around and you will surely find yourself sharing the floor with colleagues who grew up witnessing an entirely different world than you did! While this has always been the characteristic of teams, the age and cultural diversity in our workforce is the widest ever.

The Pew Research Center points out that “an individual’s age is one of the most common predictors of differences in attitudes and behaviours.”



Generations are typically defined as groups of people who were born within the same 15–20-year span. The popular terms used to describe the four generations that are currently a part of the workplace are Baby Boomers, Gen-X, Millennials and Gen-Z.

The following infographic provides an illustration of a multi-generational workforce. While the description mentioned is largely demonstrated by that generation, we do not deny that there would be over-laps as well as exceptions to this categorization.



	B	X	M	Z
Core Values	Optimism Acceptance Transformation	Pragmatism Self-reliance Scepticism	Realism Achievement Spiritual	Authenticity Connectivity Flexibility
Focus	Relationships and Results	Tasks and Results	Networking for Benefits	Fast Progress, Growth
Views on Respect for Authority	Time (tenure / seniority) equals Authority	Skeptical of authority figures.	Reach out to authority figures for guidance.	Question authority
Communication Style with Leaders/others	Traditional communication	Want to communicate directly	Prefer direct communication and feedback	Communicate best by smartphone / WhatsApp



And this range of age groups in the organization pays off! Companies like us are benefitting from diverse perspectives & outlook, increased tenure, organic learning & sharing, and enhanced collaboration. At a macro-economic level, research by the World Economic Forum (WEF) suggests that multi-generational workforces will cause GDP per capita to rise by 19% in the next 30 years.

Younger employees are accustomed to new technologies and trends and rapidly adapt to the resulting changes. At the same time, more experienced colleagues bring knowledge and maturity that can guide prudent decision-making.

Why is this important?

The multi-generational workforce is an increasingly important asset in today's business environment. With a combination of younger and more experienced employees, organizations can capitalize on the benefits of both age groups. The younger employees bring familiarity with new technologies and trends and the ability to quickly adapt to the changes they bring. Meanwhile, the more experienced workers bring knowledge and maturity that can aid in making sound decisions.

Having multiple generations at workplace is valuable because it brings diverse perspectives and experiences, which can lead to better problem-solving, creativity, and innovation. Each generation has its own unique strengths, and by working together, they can complement each other's skills and knowledge. Additionally, it can foster a culture of learning and mentorship, as experienced employees can pass on their knowledge to the younger employees, while the latter can bring fresh ideas and approaches.

ALLIANCE OF WISDOM & INNOVATION

Experienced employees

- Prudence
- Knowledge
- Perspectives

Younger employees

- Energy
- Adaptability
- Technology



In summary, a multi-generational workforce can bring numerous benefits to an organization, ranging from improved productivity and a culture of innovation to better employee engagement and higher retention.

3 Benefits of a Multi-generational Workforce

Smarter perspectives

Different generations can have distinctive ways of viewing the same issue. Sharing perspectives within and across teams brings a broad range of knowledge and abilities to [support growth & innovation](#).

Learning/Mentoring opportunities

The more diverse a team is, the more ways people get to learn from each other. This includes mutually beneficial mentoring opportunities. Those with more experience can advise others, say, on career development. And equally, they can learn from younger colleagues on applying latest technology tools for, say, business analytics or real-time communication.

Knowledge transfer and retention

A multi-generational organization creates improved career paths and longer tenures within the organization. This helps the business meet its future leadership needs from an internal talent pipeline. Furthermore, this leads to better retention of tacit knowledge.

In conclusion, it is important to recognise that a multi-generational workforce brings with it many gains for any business. We must build our awareness and appreciation of the benefits as well as the differences that are likely in such an environment. Only then can we take advantage of the diversity, unique skills and expertise of a multi-generational workforce. GenSync will bring to you various perspectives, resources and tools to manage our multi-generational workplace.