



WorkBuzz

LIVE! 2024

Rebecca Robins

Leading Culture Advisor, Changemaker and
Author



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For WorkBuzz Live!

November 2024

Five Generations
Thinking
A business case for HR
changemakers

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*“A quantum leap in
technology
will demand
a quantum leap in
human relations”*

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Einstein

Quantum tech
Quantum human

**For the first time
in history we have
five generations at
work**

**The world is still
having the ~~wrong~~
conversation
about
generations**

As HR leaders,
you are at the
heart.
With peak remit
and
responsibility

*1. Why this
matters to
HR leaders*

*2. Insights
and
solutions*

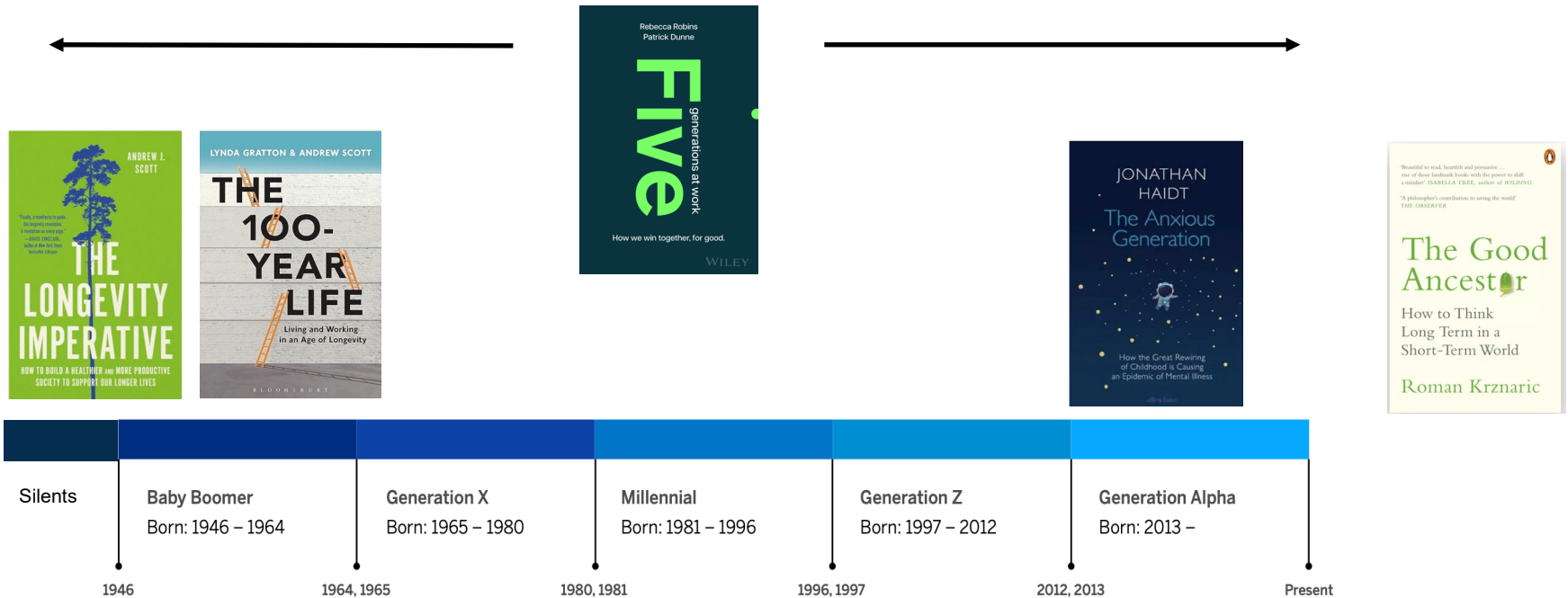
*3. How we
can make a
difference*

1. Why this matters to HR leaders

First

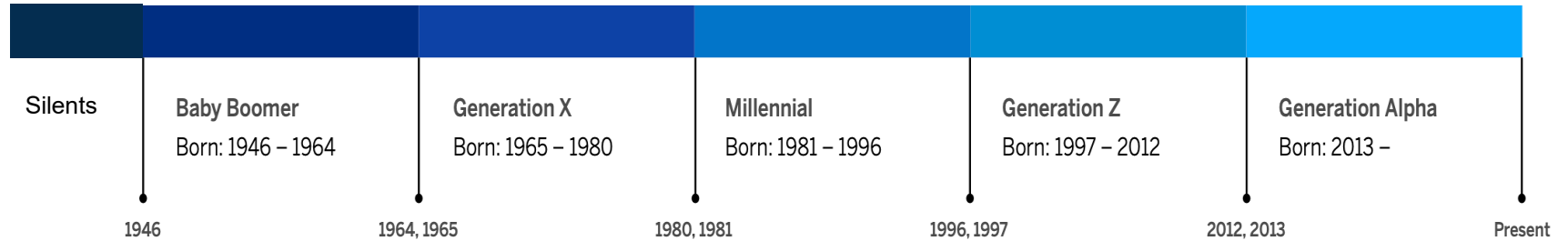
A question

How Five Gens thinking is part of the solution



1. Pew Research Center, 2019: [Defining generations: Where Millennials end and Generation Z begins](#)

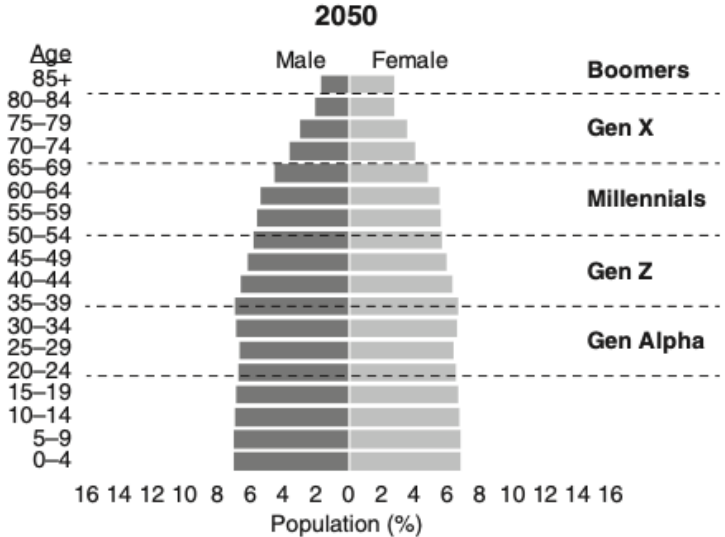
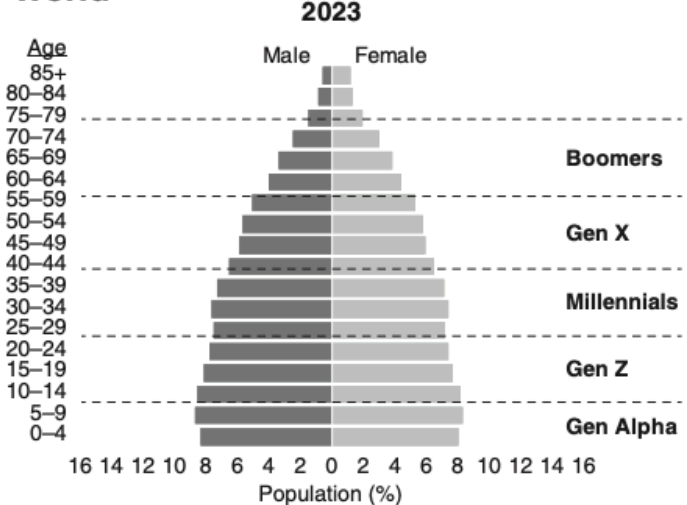
For the first time in history, we have five generations at work...



Pew Research Center, ;

Populations are shape shifting

World



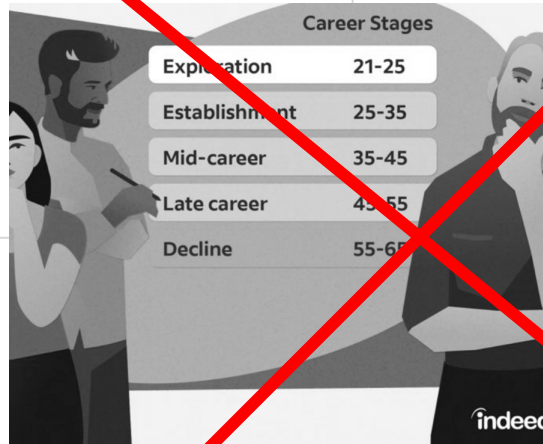
Source: Population Reference Bureau 2023

What needs to stop

According to a survey of over 600 hiring managers, what is the most challenging generation to work with?

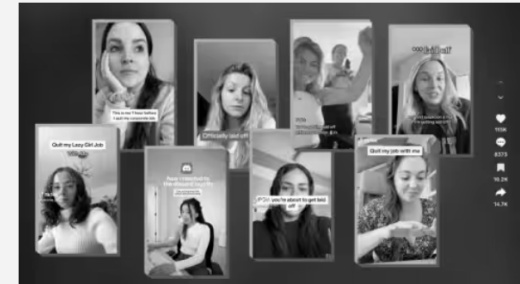
- A. Baby Boomers
- B. Gen X
- C. Millennials
- D. Gen Z

Check if you got it [right here](#).



I don't know about any other millennials out there, but I didn't love the "avocado-scoffing, latte-drinking snowflakes" tag our generation has been branded with a couple of times over the years.

Gen Z Careers The Worst To Manage, 45% Of Hiring Managers Say

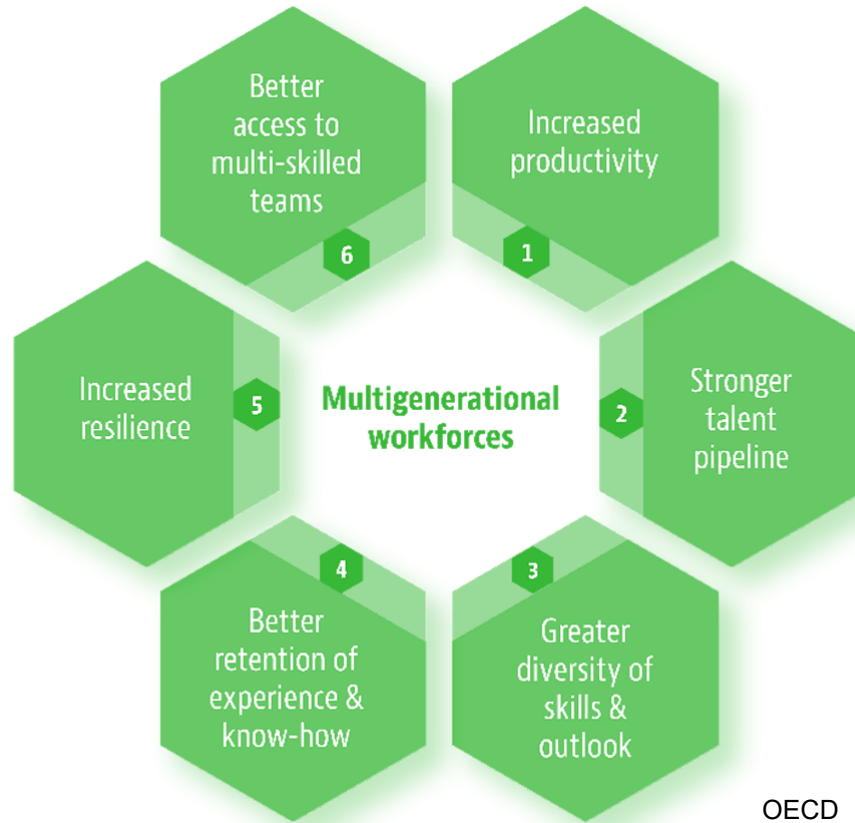


Work & Careers

Quit-Tok: why young workers are refusing to leave their job quietly

Where there are challenges





OECD

Five generations thinking – a maximising mindset

Division



Multipliers

Attention



Intention

Silos



Intersections

Employee



Consumer

2. Insights and solutions

Case studies and conversations



Business



Family business



Education Government



Social purpose



1 Five Generations & Collaboration & Innovation

Does your organization have 'collaboration' or similar in your values?

Yes



80%

No



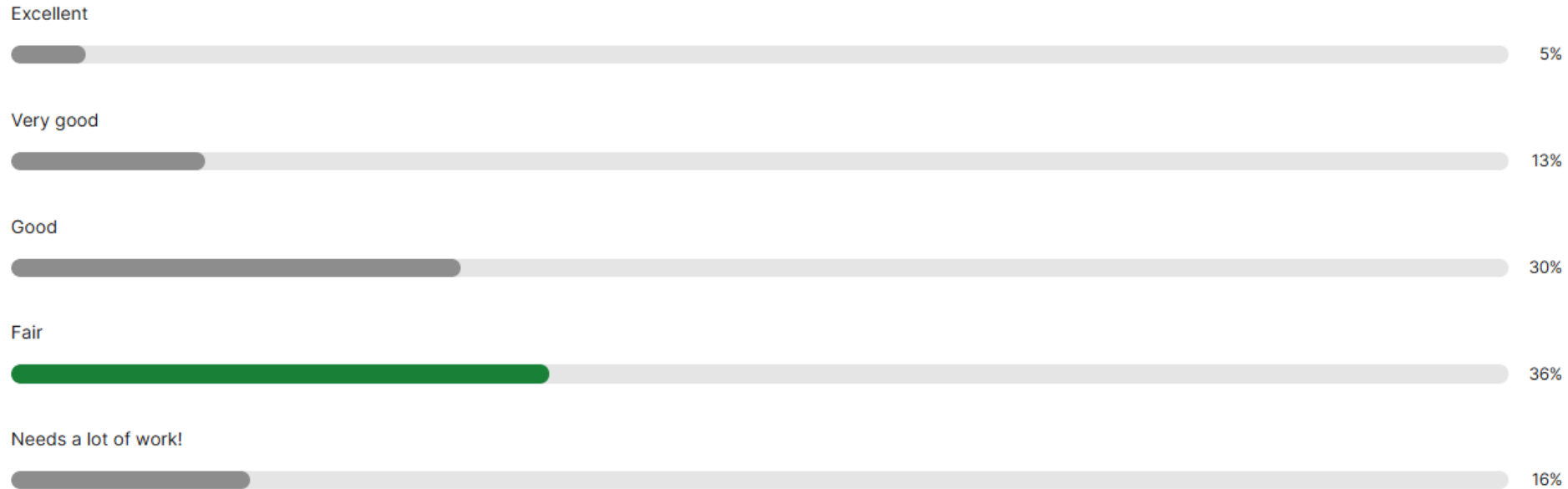
14%

Don't know



6%

How would you rate collaboration across your organization?



A case study on building collaborative muscle



One
individual
(In an
organization
of
200,000+)

A case study on building collaborative muscle



One individual
(In an organization of 200,000+)

From her problem to an opportunity for all

A case study on building collaborative muscle



One individual
(In an organization of 200,000+)

From her problem to an opportunity for all

A vital horizontal across the organization

A case study on building collaborative muscle



One individual
(In an organization of 200,000+)

From her problem to an opportunity for all

A vital horizontal across the organization

A 365 platform for sustainable solutions

A case study on building collaborative muscle



One individual (In an organization of 200,000+)

From her problem to an opportunity for all

A vital horizontal across the organization





A 365 platform for sustainable solutions

Connecting employee & consumer experience

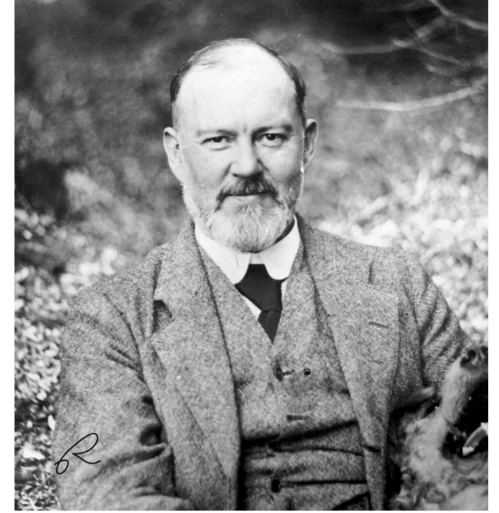
DARE
LVMH

Disrupt, **A**ct, **R**isk
to be an **E**ntrepreneur

A case study on building collaborative muscle

DARE	Understanding and communication	
LVMH	Building collaborative muscle	
	Sustaining it (not a 'project or initiative')	
	Connecting employee and consumer experience	

MYTH DEBUSTING: Age and Innovation



2 Five Generations & maximising the employee & consumer experience

What is the total in your organization?

ERGs (Employee Resource Groups)



Projects



Committees



Taskforces



maximising the employee and consumer experience

Employee engagement

Decrease from
74% to 43%.

Citing challenges
with too much noise,
with what and how to
prioritise.

Gartner, survey from 2016-2022

“Brand relevance is about how we connect across generations.”

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how we connect across
generations.”

Career
pathways
and mobility

Reward &
recognition

Youth
Collective

Purpose &
Solutions

Five Generations solutions

Maximising potential



3. How we can make a difference

Five Generation Thinking

- 1. Employee wellbeing**
- 2. Employee engagement/ experience**
- 3. Attracting talent**
- 4. Equity, diversity, inclusion,
belonging**
- 5. Culture**



This is not
another
project or
initiative

This is
about
sustained
solutions

Maximising our five generation organisations

Collaborate

Innovate

Grow

**Sustain
relevance**



“Generational issues are not a zero-sum game. The greatest potential lies in combining the strengths of all age groups to create value that is greater than the sum of its parts.”

Megan Hippo, St Gallen Leader
of Tomorrow

