



## Managing Multiple Generations in Workplace: What should you do differently

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“Each generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it”

- George Orwell -

### 9 Key Benefits

- Understand the group behavior and people psychology of each generation
- Close the gap between generations
- Learn the latest techniques/tools on developing the talent of each employee
- Create an environment where each generation can reach their full potential
- Develop business model that incorporates all generation
- Master professional relationship by handling cultural and generation expectation
- Increase productivity and retain employees, especially Generation Y
- Inculcate good communication, motivate and delegate employees in order to generate the most value for the organisation
- Evaluate the need and effectiveness of recruiting, retention, and succession plan in context of the generation gap

Organiser:



[www.evolution-asia.com](http://www.evolution-asia.com)

# Why Should You Attend?

Today's workforce is more diverse than ever, combining four generations with distinctly different values, attitudes and work expectations. The four generations are the Veterans also known as Traditionalists or Silent, born in 1922-1945, Baby Boomers, born in 1946-1964, Generation X, born in 1965-1980 and Generation Y, also known as the Millennial, born in 1981-2000. These generations each are greatly influenced by conditions and events they have experienced.

Managing multiple generations is challenging. Managers need to find the strategies and methods to get these four groups to work together. The differing needs of each generation are having a direct impact on a wide range of management issues including leadership styles, communication methods, change management strategies and customer service initiatives.

The process of combining the talent of each generation starts with managers recognising the benefits of a multi-generational workforce and then requires specific skills in managing staff who is older or younger than the manager. From the observation, the Veterans are characterised as loyal, hard-working, dedicated, patriotic, and conservative. Furthermore they are disciplined and detail oriented and loyal to employers. Baby Boomers are characterised as optimistic, competitive and idealistic. They like teamwork and result orientated.

Generation X is independent and self-reliant. They are more sceptical and cynical and desire balance work and their personal life. In addition, they enjoy self-command and dislike being micromanaged. They are technologically capable, globally and environmentally concerned, and more experience and less acquisition interested than Baby Boomers.

Millennials or Generation Y are more optimistic, confident and achievement-oriented. They appreciate diversity and collaboration. They involved in multiple activities, multitasking and building a portfolio of activities and achievements for themselves. They are very capable, but can be very demanding and very used to getting what they want.

Since each generation has been influenced by different conditions and events, each generation typically has different views in many areas. These can have many impact on the way they work together, and that can create frustrations. Disagreements, misunderstandings, frustrations and clash points arise because many times, people from different generations have different values, views of authority, work and communication styles, expectations of leadership and the work environment, expectations about the employer-employee relationship, and consideration of work/leisure mix preferences.

The multiple generations must be manage well. This is due to the differences of each generation. Managing the intergenerational conflicts and utilizing the demographic strengths of employees is critical to maintaining productivity and retaining employees. The initial step is to recognise and assess the generational diversity in the workforce. In this 2-day intensive workshop, we are planning to provide essential understanding, developing and implementing strategic workforce planning on multiple generation in workplace. In addition, this workshop also will educate delegates on leadership skills to create and sustain a culture that not only brings people of all ages into the organisation but keeps them there especially the Generation Y.

# Who Should Attend?

**Presidents, Vice Presidents, CEOs, CMOs, COOs, Directors, Managers, Heads, Leaders and Professionals of:**

- Human Resource and Administrative
- Sales and Marketing
- Corporate Communication
- Training
- Finance & Accounts
- Purchasing & Procurement
- Operations
- Research and Development
- Distributions

**From the following industries:**

- Telecommunication
- Retail
- Banking
- Manufacturing
- Automotive
- Oil and Gas
- Information Technology
- Construction
- Healthcare & Pharmaceutical
- Supply Chain/ Transport
- SMEs