

Meeting the needs of different generations in the workforce and confronting ageism

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#INCLUSIONSTARTSWITHI

 **accenture**

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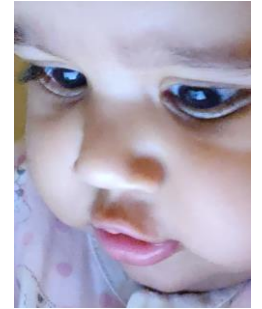
This is me.. Abhilasha



**Millennial, Communicator,
Changemaker,
Mickey's Mom, Wife of an
Adman and Food Lover!**

- Change and Communications Expert by profession
- Industry experience of 12 years in the area of Management Consulting, Communications, Brand and Marketing
- Passionate about People, Culture, Human Centred Design and shaping unique experiences

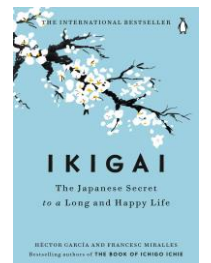
The Centre of my universe



Books



Food!

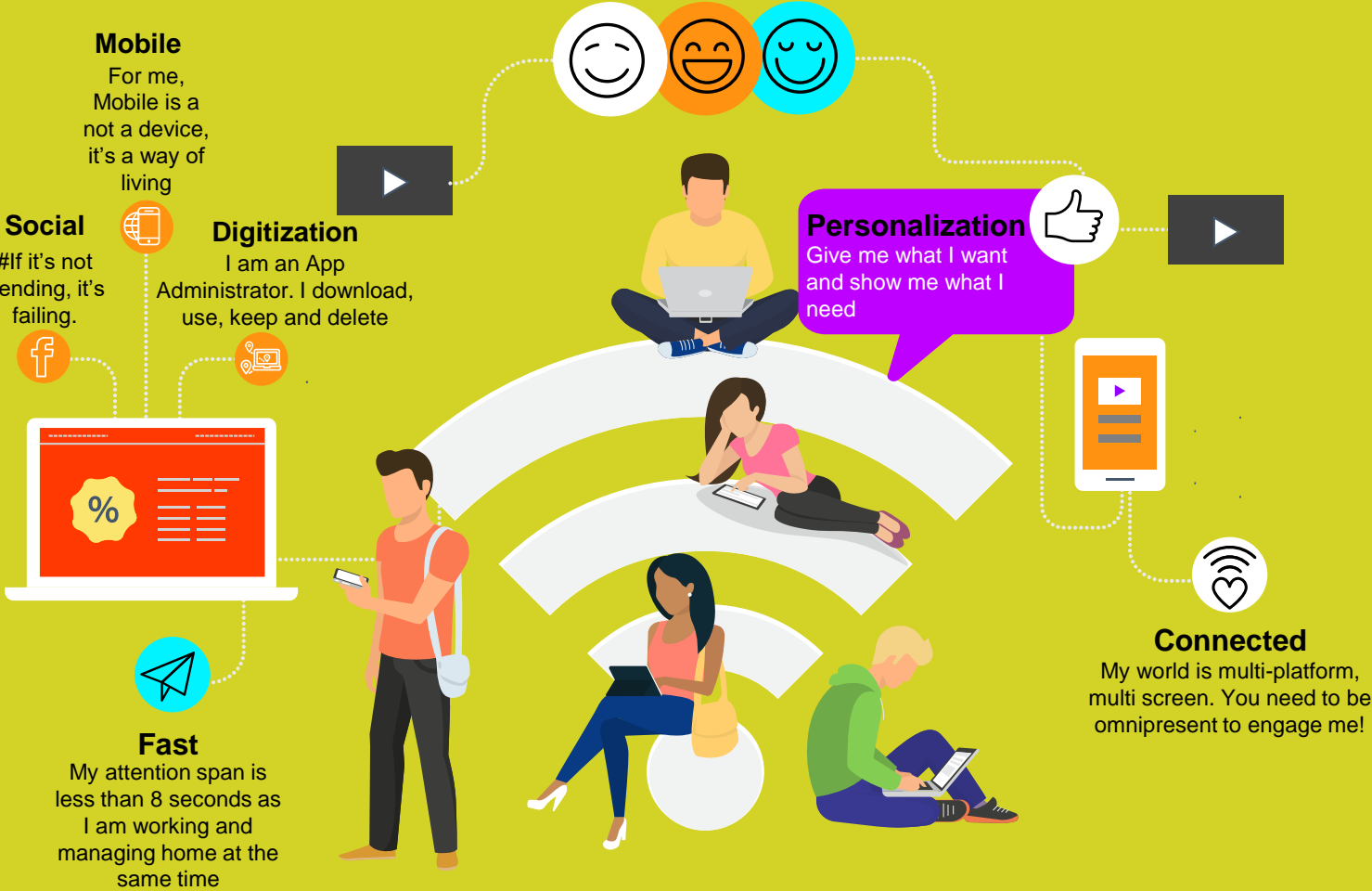


Travel – ON PAUSE RIGHT NOW

DIGITAL DISRUPTION, coupled with THE NEW NORMAL has completely reimagined human experiences and expectations!

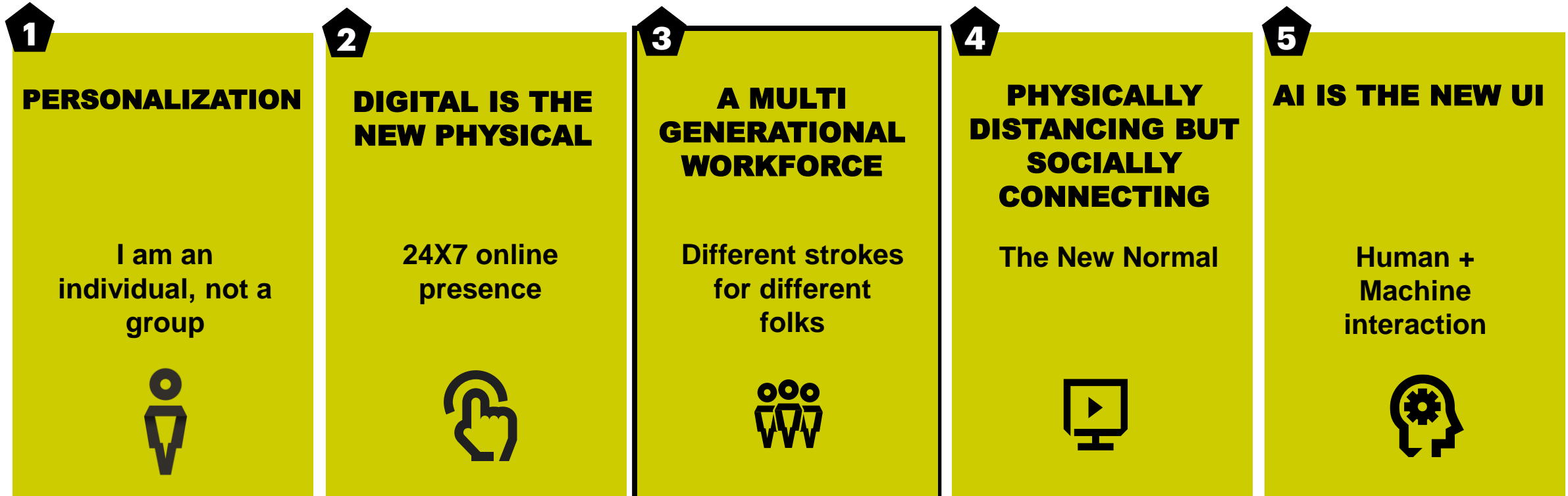
Connected, immediate, personal and mobile experiences are shifting consumers' expectations of the world around them.

IN THIS NEW REALITY COMMUNICATIONS PRACTITIONERS MUST THINK DIFFERENTLY ABOUT HOW THEY ENGAGE WITH DIFFERENT EMPLOYEE GROUPS



The New Age Consumer & Employee

Trends driving **Employee Experience** today..



Focus of our session today

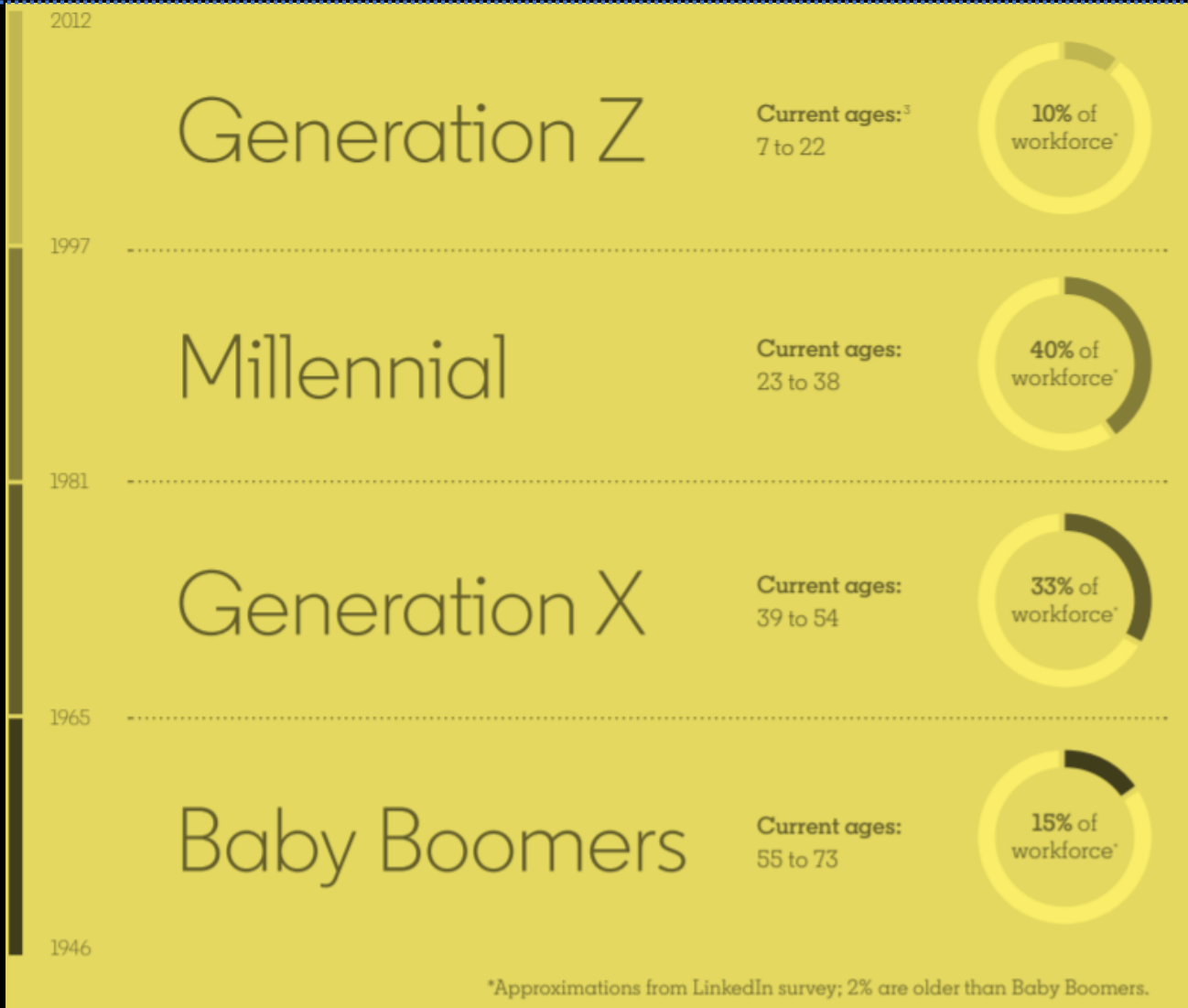
“Organizations that take the time to break through stereotypes and myths can create tremendous trust, teamwork, communication, and openness that unlock the potential of every generation.”



Jason Dorsey,
Generation Expert and Author



A snapshot of **Multiple Generations** in the workplace ...



The Generation.....Gap!



Oprah Winfrey



Leonardo DiCaprio



Taylor Swift



Shawn Mendes

	BABY BOOMERS	GEN X	MILLENNIALS	GEN Z
Current Age	55-73	39-54	23-38	7-22
Also known as	Rock and Roll Generation	Latchkey Kids	Linksters	iGeneration
Key Traits	Strong Work Ethics, Competitive, Disciplined	Independent, Resourceful, Loves freedom and responsibility	Collaborative, Entitled, Creative, Dependent	Iconoclastic, Inclusive, Politically motivated, Fashion-forward, and Open-minded generation
Technology	Acquired	Assimilated	Integral	Life Blood
Job	Purposeful mission	Challenge and great culture	Purpose driven brands	Create and broadcast your videos on YouTube, find a new way of working
Skillsets	Nursing, Residential Homes, Real Estate	Sales and Program Management	Adobe Photoshop, UX	Python, Adobe Premier Pro
Learning Environment	Facilitated	From each other or facilitated	Gamified/ on the go, real-time	Tech and Digitally Driven
Why they leave?	More Challenge and greater impact	Better compensation and advancement	Purpose driven work, compensation and culture	For another gig.. Freelance for multiple firms at the same time
Preferred Mode	Can you send me an email? Or a printout? Can we meet?	Text or call or email	Text, Tweet, Share, (talk or meet...what's that?)	Text me!

WITH A 4G GENERATION OF USERS – UNDERSTANDING THEIR PERSONA IS IMPORTANT THAN NEVER BEFORE

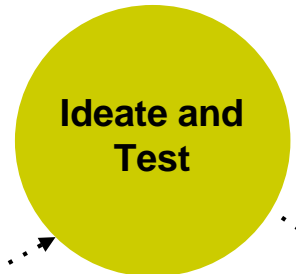
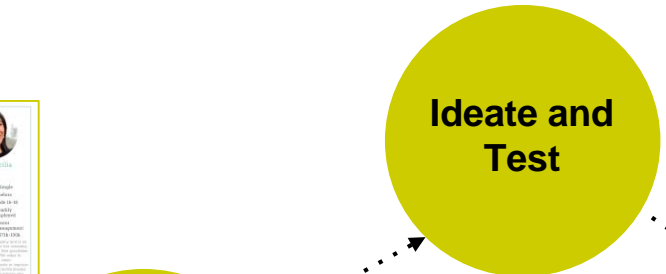
How to communicate in an **inclusive way** with different generations at the workplace?

FLOR LÓPEZ
63, Retired, Business, Married, Mexico, Open

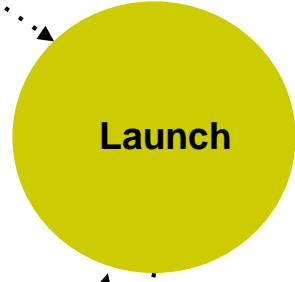
PERSONAS

- MOTIVATIONS & GOALS**
 - To explore self-realization and to feel that her experience is valuable to society.
 - To learn more about technology.
 - To enjoy her free time.
- FRUSTRATIONS**
 - She wants to be an experienced leader.
 - Her lack of touch for new technologies.
 - She feels stressed by new technologies.

Define employee persona and define the communication objective and to create emotional resonance



Ideate a solution for the persona, create a prototype and take user feedback to validate the design from multiple perspectives



Launch communication Campaign for the different persona segments via personalized and targeted communication channels

Communication Plan Checklist

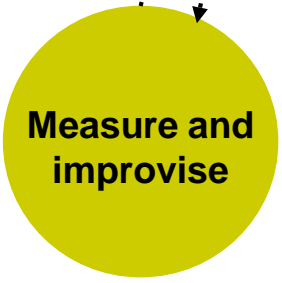
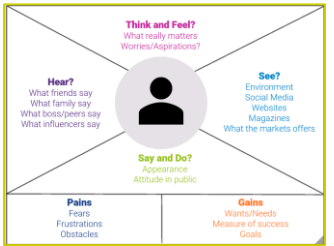
Target Audience	Weekly	Monthly	Yearly	Once	In Person Meeting	Emails	Members & Information posted on Website	Comments
Board of Directors								Text Here
Shareholders								Text Here
Executive Staff								Text Here
Employees								Text Here
Text Here								Text Here
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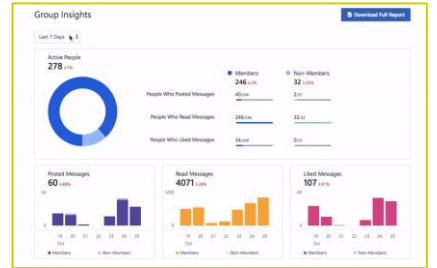
Keep the Employee at the center of the experience



Empathize with the employee and understand their needs, values, culture, experiences



Test and Measure performance. Improve the campaign strategy and tweak if needed based on feedback



Integrated Approach to **bridge the gap!**

Linear



- Most Preferred: Face to face communication
- Key messaging should be linked around building self worth, benefits to work etc.
- Detail oriented and not very comfortable with technology replacing human interaction
- Preferred style: Phone calls, personal interaction

Participatory



- Most Preferred: Print and Face to Face
- Link key messaging to the broader picture
- Exploratory and hands on approach
- Preferred style: Voicemail, email

Interactive/Action oriented



- Most Preferred: Digital
- Hard hitting, bold messages to drive attention
- Consumable content
- Preferred style: Instant messages, Blogs, Videos, Social Media

On The Go/Immersive



- Most Preferred: Digital Interactive
- Help them understand how they can make an impact
- Preferred style: Instant messages, Videos, Social Media, AR and VR

Integrated Approach Checklist

- ✓ The **Medium** is as important as the message
- ✓ **Personalization** is appreciated by all age groups
- ✓ Understand and respect **value differences**
- ✓ Be aware of **motivating factors**
- ✓ **Minimalistic, Short, Quick, Direct, Visual, Agile, Fun**
- ✓ **Multiply Platforms, Multiply Success:** Push on every device. Broadcast, Repeat.
- ✓ **Two way is the only way:** Immersive. Inclusive. Dynamic.
- ✓ **There is a very thin line between entertainment and work.** Cross it. Blend it

Guiding Principles to create an engaging workplace “free of bias”

1

Don't put anyone in a box

It's important to treat each person as a unique individual who or may not fit into their generation's ethos



2

Seek wisdom everywhere

Certain employees may emerge as helpful counselors with specific areas of expertise irrespective of age.



3

Realize that everyone wants their work to matter

Having a strong organizational purpose makes people feel part of something valuable regardless of their age, rank, or span of control.



4

Promote informal interactions across generations

A conscious choice to build new networks and relationships often yields new perspective.



5

Create a safe workplace for all to share their knowledge and experience

It's important to create the psychological safety for everyone to speak up and share



**In the end, always remember
what matters the most is
“THE HUMAN CONNECTION”**

