

Generational diversity in the workplace

There are common themes that cut across all generations in a work environment. Companies can take advantage of these commonalities, as well as understand and consider the details that are characteristic of each group. **A strict categorisation of priorities and interests by age can be detrimental and can encourage stereotyping.**



Widespread myths about generational job preferences

Baby boomers



Myth

They think factors such as salary, benefits and opportunities for advancement are the most important.

Reality

They prioritise attentive leadership and meaningful work and if they are lacking, they might quit.

Generation X



Myth

They are more influenced by traditional factors, such as job security.

Reality

They value meaningful work and reject indifferent and unmotivating leadership.

Millennials



Myth

They prioritise work-life balance above all else and more so than other generations.

Reality

They do not value flexibility more than other generations and do not prioritise it over pay or career development.

Generation Z



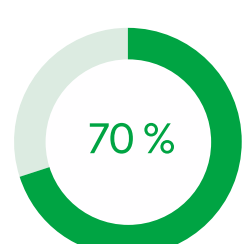
Myth

They are primarily motivated by remuneration and see work as constantly changing.

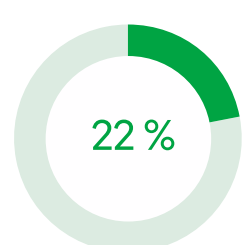
Reality

They prioritise professional development and meaningful work over remuneration.

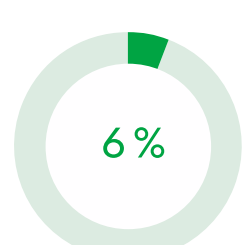
Some key facts



Some 70% of employees say they would be likely to implement, or at least explore, the possibility of developing multigenerational staff policies.



A total of 22% of workers report having experienced discrimination on the basis of age.



Only 6% of companies use fair recruitment processes.

Source: PWC; Boston Consulting Group survey for Harvard Business Review, McKinsey and Company.