

Generational Diversity Strategy

Should we allow access to social networking?

How can we get better consumer insight and product innovation from the talent we have?

How can we save costs by adopting new world of work practices?

How do we keep our older employees engaged and continuing to contribute?

How did Barack Obama connect with Gen Y?

Why is it not the **SONY** iPod?

These are some of the questions organisations are asking when they embark on developing a Generation Diversity Strategy (GDS)

They recognise that they have a generationally diverse workforce, and by taking some simple but co-ordinated steps, they can answer these questions.

What is a Generational Diversity Strategy (GDS)?

A GDS “ensures that the diversity of expectations, preferences and insights across generations are embraced, opportunities are grasped and challenges minimised.”

What does talentsmoothie do?

At **talentsmoothie**, we work with a wide range of clients developing simple strategies that have a direct and positive business benefit.

We have tools and a methodology that are derived from our experience and research in generational diversity. These allow us to

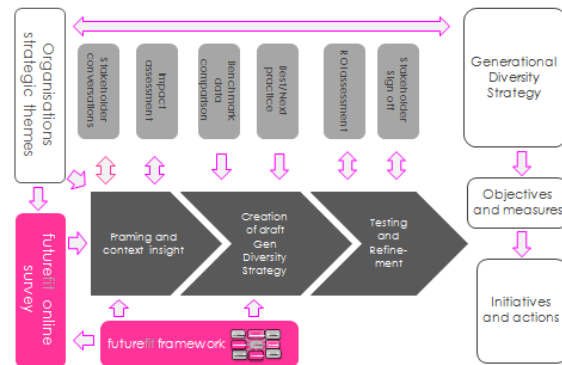
quickly identify the opportunities for your organisation, and the initiatives and actions that will have a positive impact.

Context is everything and the starting point is always the key strategic aims of the organisation. We often survey the organisation using our **futurefit** diagnostic,

which measures different expectations, preferences and insights between generations and highlights problems and opportunities.

We then engage stakeholders and focus on creating a strategy that will have the highest possible positive benefit.

A draft strategy is created, informed by bench mark data from our research and from the extensive range of 'next' practice experience we have.



Finally we test the GDS, assessing its ROI impact and creating appropriate measures and goals.

What results have other organisations had?

Here are some examples of benefits that organisations have derived from their Generational Diversity Strategies:

- improved cross-generational working, resulting in better information sharing, less conflict and fewer mistakes
- embrace new ways of working, driven by technological and social change, in a way that get the most from all generational preferences
- a culture where people can learn from and challenge each other irrespective of their generation and status
- help understand how to attract Generation Y and Generation Z consumers and customers
- share the depth of knowledge of our more experienced staff with a generation of talent that seeks knowledge online
- increased revenue resulting from reciprocal mentoring where ideas from the younger generation were heard and understood by senior management

If you would like to achieve these sorts of benefits for your organisation give us a call for an informal chat.

To find out more,
contact Simon Walker on +44(0) 20 7127 4741