



Does Your Business Strategy Bridge the Generation Gap?



You've heard the buzz. More often than not, business strategies are not being fully executed or getting the results they are intended to produce. One often-overlooked reason is that businesses are changing due to the most diverse, multigenerational workforce in history. The challenges are enough to derail even the most well-designed business plan.

But what can you do about it?

A one-size-fits-all approach to strategy execution does not work in a multigenerational world. The most effective leaders understand how to adjust their management style to leverage the strengths of everyone in their workforce—and bridge the generation gap. It's not easy. But the rewards are great.

How the different generations impact business

It's common knowledge that each generation has something valuable to offer an organization. But did you know that the unique strengths and core values of each group greatly impact the execution of your business strategy? And that key differences that affect how they think, work, and communicate with one another can create gaps in the way your organization functions?

The risk of not actively addressing the gaps that exist in a multigenerational workforce can be huge. It can make or break the execution of your strategic plan. And increase the cost of doing business.

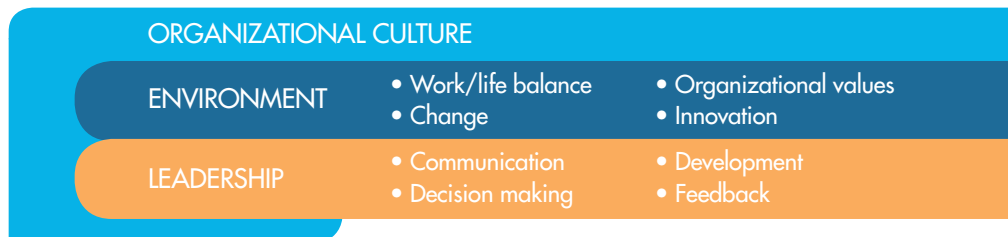
When you ignore the needs and wants of each generation, you will:

- Slow down the implementation of your business strategy
- Impede the decision-making process
- Increase turnover rates
- Reduce productivity
- Negatively impact the talent pipeline

To reliably deliver on strategy execution, companies must assess the generational gaps that exist. Start by identifying the pain points of each generation, prioritize areas of opportunity, and align and prepare leaders to act on the most pressing issues.

Preparing multigenerational leaders

Traditionalists and Baby Boomers have accumulated over 30 years of experience and have had, by today's standards, the luxury of learning and growing into leadership positions at a slower pace. Pending retirements of many from these two generations coupled with a talent and leadership shortage have forced companies to change strategies. They must accelerate the talent pipeline and tap leaders from both the Gen X and Millennial generations. These younger, less experienced individuals may or may not be perceived as ready and able to assume leadership roles. Planning for and making a successful transition requires a change in behavior from top leadership down and a focus on recognizing, valuing, and fully leveraging the strengths of each generation in the workforce.



Creating the right environment

When you create an environment where everyone feels valued and respected, your organization benefits. All generations contribute to the work being done. And your business strategy can be executed as planned.

Don't fall victim to the generation gap. Learn how to take the appropriate actions to fully engage all generations in your workforce.

Ask us about the eight key generational differences that can impact the implementation of your business strategy.