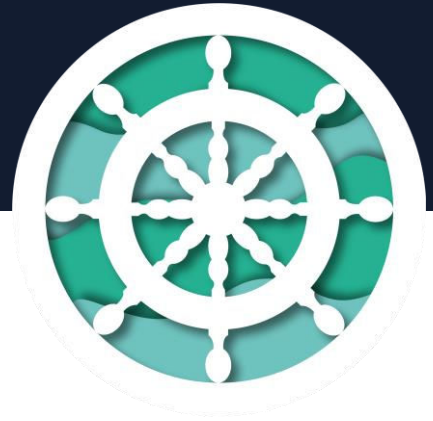


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GENERATIONAL DIFFERENCES – HOW TO BUILD A TEAM OF DIFFERENT GENERATIONS?

Teams composed of representatives of different age groups are a challenge for managers, but they also open up different opportunities. Therefore, we will discuss effective strategies for managing such teams – strategies to bridge the gap and achieve high performance.

UNDERSTANDING THE DIFFERENT GENERATIONS IN THE WORKPLACE

The first step in building effective multigenerational teams is to understand the differences between generations. Each age group has its own unique characteristics and adheres to slightly different values that stem from different life and cultural experiences. There are now several generations in organisations with different approaches to responsibilities and different priorities. Here are their characteristics:

Baby Boomers (born around 1946 – 1964):

- Hardworking – representatives of the baby boomer generation are known for their commitment to work and loyalty to organisations.
- Hierarchy – they function well in an environment where there is a clear structure and a defined hierarchy.
- Resistance to change – baby boomers may be less open to change and innovation in the workplace.
- Striving for success – this generation highly values professional success and financial stability.

Generation X (born around 1965 – 1980):

- Independence – Generation X is known for its independence and preference for working independently.
- Flexibility – representatives of this generation adapt easily to changing conditions.
- Balance – they prioritise work-life balance and appreciate flexible organisational arrangements.
- Rejecting authority – they tend to question authority and prefer equal relationships at work.



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Generation Y / millennials (born around 1981 – 1996):

- Technology – Generation Y is well-versed in technology and great at using modern tools.
- Need for balance – millennials are often looking for solutions to maintain a healthy balance between their careers and personal lives.
- Open-mindedness – representatives of this generation tend to be open to cultural and social diversity and engage in social activities.
- Development – they are looking for work that is meaningful to them and enables personal and professional growth.

Generation Z (born after 1997):

- Technology – like the millennials, Generation Z is characterised by a high degree of proficiency in the area of technology.
- Adaptation to change – a distinguishing characteristic of this generation is the ease with which they can adapt to new situations, as well as their sensitivity to social and environmental issues. They also often prefer brands and organisations that act in line with their values.
- Authenticity – Generation Z values authenticity and transparency in business and social relationships.

The manager should be aware of these differences and adapt his or her approach to the needs and expectations of each generation through different communication, motivation and development styles. Ensuring that these differences are understood and taken into account helps to build trust and keep the team running smoothly.

STRATEGIES FOR EFFECTIVE COMMUNICATION AND COOPERATION

The way in which we communicate has a huge impact on improving cooperation in multi-generational teams. Here are some strategies that can help build a close-knit group:

Adapting communication styles: it is worth adapting the communication method to the preferences of each generation, for example, older generations tend to prefer face-to-face meetings and younger generations are more inclined to use online tools. By adapting to these preferences, you can facilitate an effective exchange of information and understanding.



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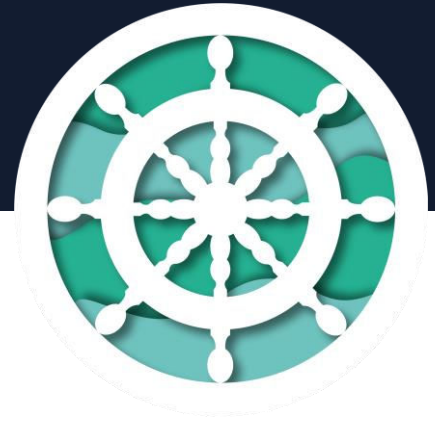
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Enabling understanding between generations: a good method of facilitating understanding is to create opportunities to get to know each other. It is worth organising team-building meetings or workshops for this purpose. A working environment where diversity is promoted and where no one is excluded is also important.

Every member of the team should have a chance to speak. Intergenerational differences are an opportunity to create an innovative team, where different perspectives complement each other.

Conflict resolution: disagreements can of course occur between generations, but it is important to resolve them in a constructive manner. It is useful to encourage team members to talk openly and seek common solutions while avoiding stereotypes and prejudices – instead it is good to redirect attention to the values and goals that unite the team.

- Open conversation: encourage team members to express their opinions freely. Create an atmosphere where everyone feels safe and respected. Talk to each of the conflicting parties to understand differing perspectives and seek a common solution.
- Mediation: if a conflict requires a more formal approach, consider using a mediator. They can help to have a dialogue between the conflicting parties and find a satisfactory solution for all.
- Building a collaborative atmosphere: create an atmosphere of cooperation and mutual support within the team. Organise meetings, workshops and activities that build trust and enable team members to get to know each other better.

Creating an effective cross-generational team requires commitment and flexibility on the part of leaders and a willingness to accept and use diversity as an asset.

Get inspired!

- Book: [Drive. The surprising truth about what motivates us](#)

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