

The Preston Associates
EXECUTIVE COACHING SPECIALISTS

LXG Program

Leading Across Generations

| AMERICAS
| UK & EUROPE
| ASIA



The context



For the first time in history, 5 distinctly different generations are sharing the workplace



They each bring diverse values, habits and worldviews.

This brings both opportunities and challenges for teams and organizations



There is a need to create “*intergenerational fluency*” for leaders to effectively manage and inspire teams in a multi-generational business environment

Why this matters

- The reality of 5 generations sharing the workplace is here to stay: with life expectancy increasing and birth rates declining, a **multi-generational office will be the norm for decades to come.**
- Data shows that companies that leverage the power of a **multigenerational workforce achieve better results**, including business and people metrics:
 1. *An increase of up to 4% in net income by avoiding the “Age Gap” (1)*
 2. *A productivity increase equivalent to one-year of growth by growing by 10% the share of workers age 50+ (2)*
 3. *Diverse teams, including age-diversity, better represent the customers they serve, make decisions with fewer blind spots, and bring more innovative thinking to problem solving, which in turn improve key business outcomes such as profitability and market share (3)*

However, most companies are not (yet) prioritizing age diversity as one of their core strategies that drive both talent engagement and business results (4)

(1) The Economist and AARP research; annual GDP increase of \$850 Bn to the US economy

(2, 4) Research conducted in 31 countries by the Organization for Economic Cooperation and Development (OECD)

(3) DEI publications from McKinsey, Deloitte and HBR

Our Approach





A comprehensive coaching program to unleash the power of a multi-generational workforce



In this program your leaders will

1. **Understand** key insights, values, behaviors and best practices to effectively lead a multi-generational team.
2. **Reflect** on how their own worldviews, beliefs and style can help (or get in the way) of leading in a multi-generational workplace.
3. **Expand** their leadership range by developing what is called “intergenerational fluency”: their ability to be effective, engaging and inclusive leaders.
4. **Collaborate** by working on real-life business challenges in multi-generational groups, and experience the impact of playing to the strengths that everyone brings when we build the right conditions for co-creation.
5. **Transform** their day-to-day work after they complete the program, by committing to specific actions, including new habits and best practices in their teams and with each other, ultimately driving engagement and performance.





Program highlights



Based on validated research and insights

Can be adapted to your company



Group coaching, cross-functional and cross-hierarchy

Groups curated to ensure intergenerational representation



Working on your own real-life business topics

Case studies co-created with you for immediate application back into the day-to-day business



Modular and scalable

From 10 to >300 participants, 5 modules can be adapted to your goals



Led by experienced Executive Coaches



Can be deployed globally



In person or virtual

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Interested?

Let's connect

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