

# Unity in Diversity: Flourishing in a multi-generational workforce

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# Unity in Diversity:

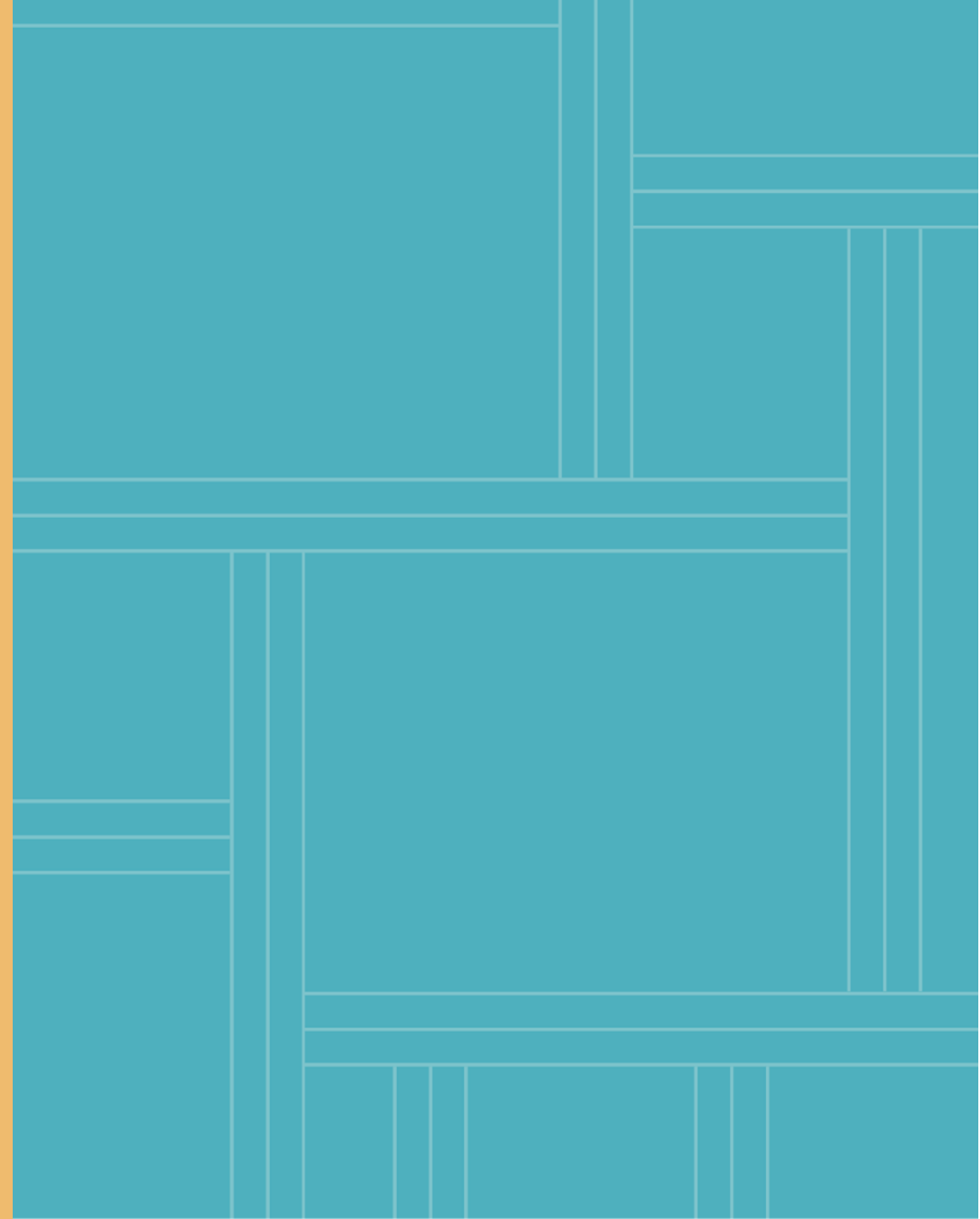
Flourishing in a multi-generational workforce



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# Session Goals

This multi-generational panel will explore the opportunities and challenges of understanding and valuing generational perspectives, experiences, and strengths. We will explore the significant opportunity for firms to embrace this diversity and create unity among the various groups. This session's premise is simple: We can build a thriving workplace by bridging gaps, effectively communicating, and leveraging the power created by distinctive but unified thoughts.



# Multi-Generational Workforce Background

- Each generation has something unique to bring - management must showcase potential and overcome generational stereotypes with a goal of increasing employee engagement across all generations.
- All know that it is hard to hire and retain in CPA industry, but if we understand what motivates employees from all generations, you have a better chance of success.
- We must recognize multigenerational workforce differences and needs allows for innovation and transformation. When handled correctly, employees will stay, and it will be easier to attract talent of all levels.
- Generations in workforce; Baby Boomers, Generation X, Millennials and Gen Z but soon, companies will need to manage up to 5 generations at a time.

# Generations

## Names and General Distinctions

### Baby Boomers

- Mid-50 early-70.
- Close to retirement age but staying in workforce. Known for hard work, traditional values, discipline and self-reliance.

### Generation X

- Early 40's and 50's.
- Generation of opportunity.
- Adaptable, individualistic and open-minded

### Millennials

- Mid-20's to late 30's.
- More tech savvy.
- Place importance/high expectation on work-life balance and flexible work options.
- Crave employee recognition and reassurance in the workplace.

### Generation Z

- Ages range from those just starting high school to those just starting careers.
- Digital Natives.
- Forward thinking, open-minded. Value speed and efficiency. Place high value on flexible work.



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*Many people—not just Millennials—  
want to work for organizations whose  
**missions** and **business philosophies**  
resonate with them intellectually and  
emotionally.*

“

# Key Strategies

- 1 Educate and Learn
- 2 Communicate and Listen
- 3 Respect and Accomplish
- 4 Fight Bias through DEIB
- 5 Lead with Empathy

# Meet the Panelist



Wilfred Schultz, Managing Director, The Practice Consulting;  
Jakarta, Indonesia  
Boomer

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Arun Mehra, CEO, Samera Global; UK and India  
Generation X

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Jill Tichenor, Business Advisory Service Line Leader, Delap;  
Lake Oswego, OR  
Millennial

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Jason Grande, Associate, CST Group, CPAs, PC  
Generation Z



# Q&A

Audience, what questions do you have?



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# Thank you.

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