

Generational Diversity Is Old But the Problems Are New



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The new "challenge" of five generations working together must make farming families chuckle. Where I grew up 'team' members' contributions were based on gender, age, experience, and physical strength. Shared goals were obvious - food and shelter- and unlike in a service economy, everyone had clear tasks.

Ageism is an Often Ignored Inequity

A 2022 *Harvard Business Review* study found that almost 65% of workers saw or experienced age discrimination. AARP numbers were higher- 78%. The victims tended to be the youngest and oldest.



Forbes magazine (host of *Next Avenue* journalism) writes about a *Stanford University Business School's Insights* study which found that younger employees who openly opposed racism and sexism showed prejudice towards older peers.

Cross-Generational Empathy is Emotional Intelligence

Interpersonal negativity, anger, and distrust between generations is a problem. But diverse teams also often have members who, for a variety of reasons, deeply respect elders. Count on them to balance the pervasive ageism of USA's mainstream, youth-worshipping culture.

The benefits of managing age-diversity are identical to those of multicultural groups. Teams with complementary abilities, skills, and networks collaborate better and outperform their homogeneous colleagues, but only if they respect and learn from each other's differences. The solution is improving E.Q. (emotional intelligence) for all.

EVENTS



JAN 5 **Just Transition 2023** **Legislative Preview**

Front and Center will host a virtual briefing of frontline community experts to hold elected leaders accountable for social and environmental justice. 12:30 - 1:30pm. Register.



JAN 5 **Tax Help for Small Business**

SCORE will help you pay taxes strategically. Free, [register here](#).



JAN 17 **BDAG Monthly Public Meeting**

The Business Diversity Advisory Group helps WA State's Contracts and Procurement Division reduce barriers for small, diverse, and veteran-owned businesses so they can get more contracts. Free, from 10:00 am - 12:00 pm. Register.

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