



A Brave New Workplace with Gen X, Y and Z

Universum Releases New Generations Series in Collaboration with INSEAD Emerging Markets Institute, The HEAD Foundation and MIT Leadership Center

STOCKHOLM, SWEDEN, January 24, 2017 /EINPresswire.com/ -- As organizations seek to optimize the work environment and policies for multigenerational workforces, it's important to explore whether generational differences are actually relevant. In the first of three eBooks focusing on the behaviors and attitudes of Gen X, Gen Y and Gen Z, *Brave New Workplace* explores how these three generations are reshaping the nature of work and workplace culture.

Growing up digital, say some, has so influenced younger generations that it somehow gives them a permanently different outlook than their older peers. Gen X calls Gen Y the Peter Pan Generation, saying they cling to childhood even as adults. While millennials characterize their Gen X peers as nihilistic and disdainful. Neither has fully formed their opinions about Gen Z, who are on the cusp of entering the workforce.

“Regardless of opinion about the members of this age group, the inclusion of Gen Z in to the labor market will initiate a new era in workplace culture, their presence will disrupt the nature of work as we know it today and therefore understanding the new multigenerational workforce must not be treated as an afterthought” said [Universum](#) CEO, Petter Nylander. He continued “Gen Z are set to account for around 20% of the adult workforce by 2020, knowing how to harmonize and steer a workplace that includes these three generations should be a top priority for any employer.”

New research from Universum, [INSEAD](#) Emerging Markets Institute, The HEAD Foundation and MIT Leadership Center questions these generalizations. Are younger generations truly so different? Or is it possible that as they age and gain experience at work, they begin to behave a lot like their older peers? Based on a survey of over 18,000 students and professionals from 19 countries – spanning Gen Xers who’ve been in the workplace for two decades to Gen Z students – we can now share data about preferred work styles, leadership qualities, and hopes and fears about future careers.

“Today’s workplace is an interesting assortment of multigenerational values, approaches to technology, leadership styles and workplace preferences. Through this global study spanning the three generations, we seek to understand how each group can best be motivated, managed, led and encouraged to lead, for optimal results” said Henrik Bresman, Associate Professor of Organizational Behavior; Academic Director, INSEAD Global Leadership Centre; Senior Advisor, The HEAD Foundation. He continued “This study shows that as far as the need to identify with a company's culture and values, there is no perceptible difference between the three generations. On the other hand, in terms of whether they have an optimistic or pessimistic outlook towards their work, there is a clear generational divide”.

Vinika D. Rao, Executive Director of INSEAD Emerging Markets Institute, added “One dimension that demonstrates both a clear generational divide as well as a geographical one is the aspect of challenges that women face at work. Organizations therefore need to avoid overgeneralizations such as blanket initiatives targeting women. Managing a multigenerational, diverse workforce entails a careful study of how workplace measures are perceived by different employees”.

Workplace Culture, Technology and Leadership

As part of this year's Generations series we are delighted that we can follow up Brave New Workplace and our collaboration with INSEAD Emerging Markets Institute, The HEAD Foundation and MIT Leadership Center to release two more eBooks. Focusing on the topics of technology and leadership these eBooks will be released in the coming months and include research that not only offers insights about the preferences and values of individual generations, but also point to how employers can integrate and manage a multigenerational workforce.

For more information please visit: www.universumglobal.com/genxyz

Jonas Barck
Universum
+46706933388
email us here

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