



# Unlocking the Power of a Multi-Generational Workforce

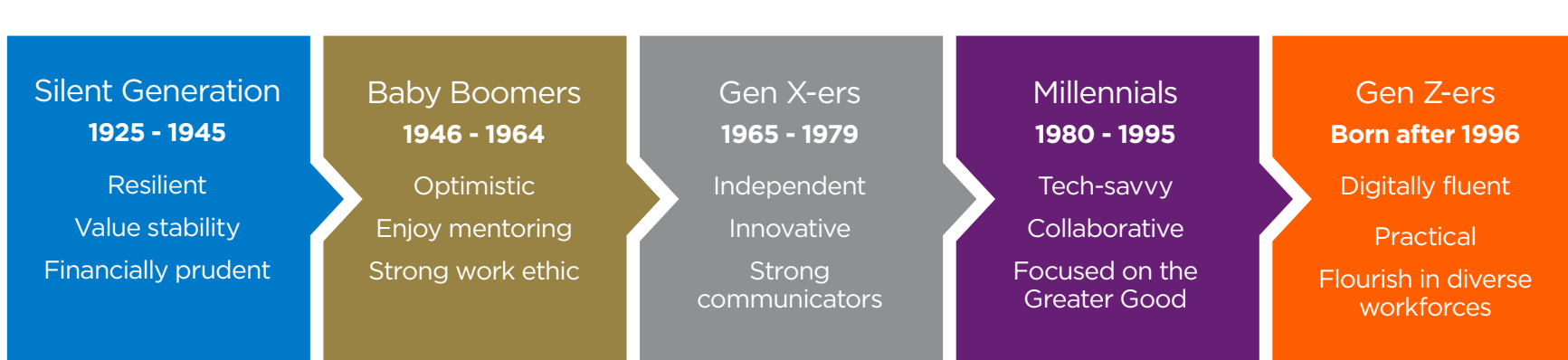
Insights from Sukoon and Bupa Global's Survey | October 2023

**Over the past few years, diversity, equity and inclusion has risen to the top of the global business agenda, with many organisations realising that they need to prioritise the wellbeing of all their people.**

Of all the topics that are part of the diversity and inclusion agenda, age is the one that is possibly most overlooked, yet getting older is something that unites us all and deserves to be much higher up on the priority list of businesses around the world.

Now is the time to address the last socially acceptable discrimination: ageism, and explore the crucial role healthcare must play in supporting the individual needs of people in a growing multi-generational workforce including Gen Z, Millennials, Gen X, and Baby Boomers.

Whether it's helping children and young adults with better mental health, supporting women through key life moments including maternity and the menopause, or doing more to treat chronic conditions in older people, our industry has a crucial role to play in opening up the conversation around age longevity in the workplace. We must tackle the stigma surrounding ageism and help shift the focus to preventive care and wellbeing.

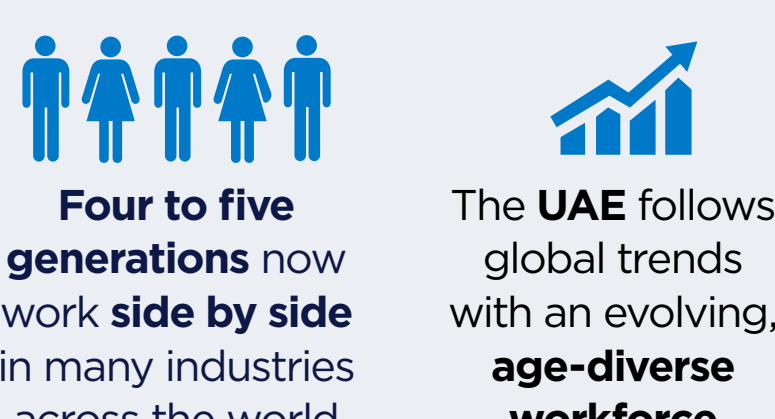


## Key takeaways from the UAE survey

### Importance of Age Diversity



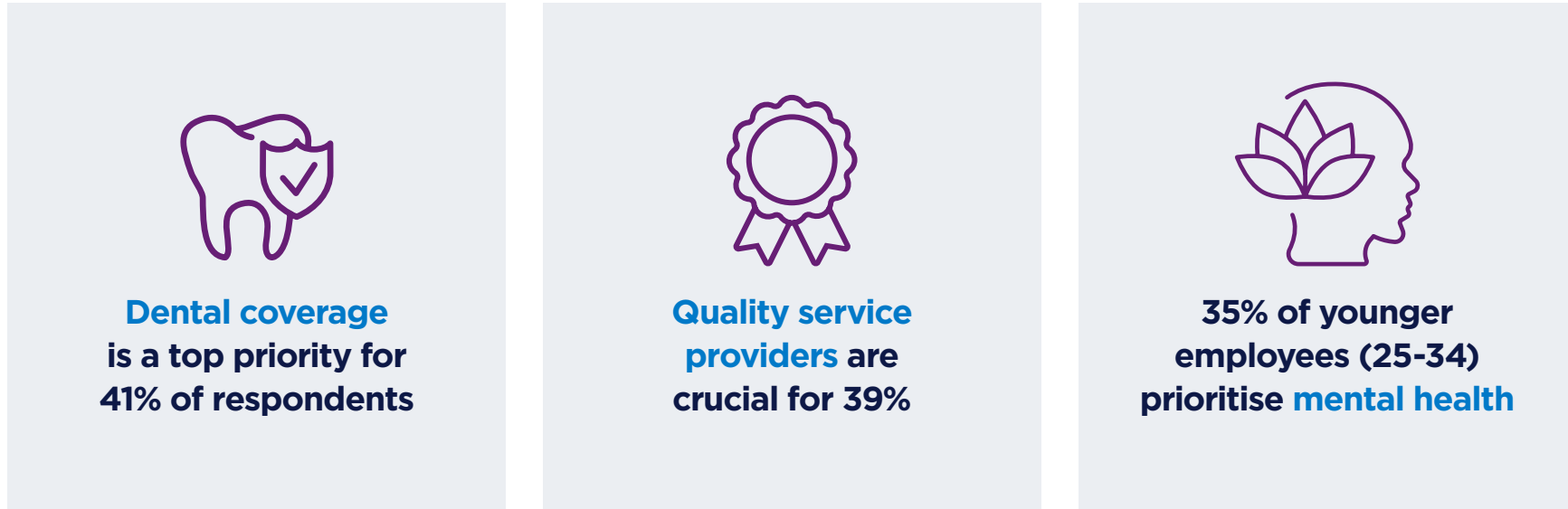
### Shift in Workforce Dynamics



## Defining Age Diversity



## Health and Wellbeing Priorities



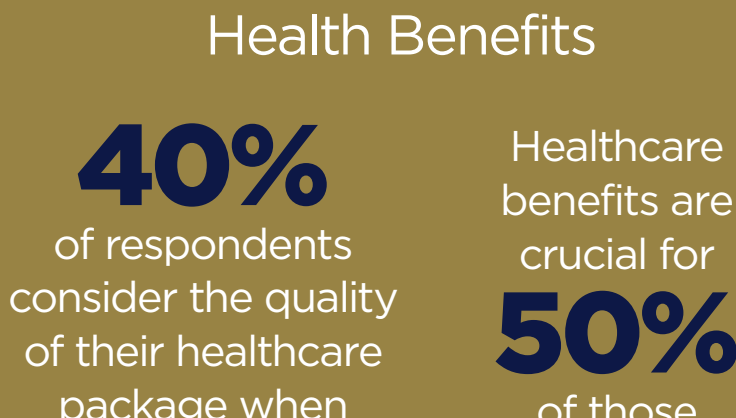
## Challenges in Retaining a Multi-Generational Workforce



### Empowering Employees for Health Choices



### Retaining Talent with Health Benefits



## UAE's HR Community: Adapting to a Multi-Generational Workforce

- The UAE, despite its youth, will see multi-generational teams as the new norm, erasing traditional retirement ages, and individuals embarking on multiple careers.
- Globally, organisations and governments must act now, and HR teams should be prepared for innovative work practices, structures, and benefits that encourage individuals to prioritise lifelong health and wellbeing. This includes mental health support for young adults, assistance for women during significant life stages like maternity and menopause, and improved care for chronic diseases in older individuals.
- Businesses that embrace these changes will gain a first-mover advantage and establish sustainable future-ready models.



## Solutions for a Healthier, Inclusive Future



## Embrace, Include, Excel: The Diversity Imperative

In a world where generations coexist and wisdom transcends age, embracing age diversity is the key to fostering a workplace that thrives on unique perspectives and experiences. As the UAE's workforce continues to evolve, organisations that prioritise inclusivity and cater to the diverse needs of their employees across generations are poised for success.

Let's celebrate the richness of age diversity and build a brighter, more inclusive tomorrow together.

### About the survey

The survey on age diversity and inclusion in the UAE workplace was conducted by Sukoon and Bupa Global through an online survey by YouGov. It took place from September 21st to September 27th, 2023, and reached a total of 405 full-time employees, encompassing a wide range of age groups, industries, and backgrounds.