



Unlocking the Power of a **Multi-Generational** Workforce



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

top of the global business agenda, with many organisations realising that they need to prioritise the wellbeing of all their people. Whether it's helping children and

Over the past few years, diversity, equity and inclusion has risen to the

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.

socially acceptable discrimination: ageism,

and explore the crucial role healthcare must play in supporting the individual needs of people in a growing multigenerational workforce including Gen Z, Millennials, Gen X, and Baby Boomers.

Now is the time to address the last

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.

Silent Generation 1925 - 1945 Resilient Value stability Financially prudent

1946 - 1964 Optimistic Enjoy mentoring Strong work ethic

Baby Boomers

1965 - 1979 Independent Innovative Strong

Gen X-ers

1980 - 1995 Tech-savvy Collaborative Focused on the **Greater Good** Key takeaways from the UAE survey

Millennials

Gen Z-ers Born after 1996 Digitally fluent Practical Flourish in diverse workforces

Importance of Age Diversity

70% of senior executives and decision makers **prioritise** age diversity and inclusion

junior-level employees share the same view

of mass and

Shift in Workforce Dynamics



work side by side in many industries across the world



of employees

Defining Age Diversity



think Age diversity in the workplace means "Acceptance of all ages"



a source of knowledge transfer and fundamental to business success

Health and Wellbeing Priorities



is a top priority for

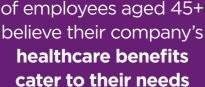
41% of respondents





24% of companies

Challenges in Retaining a Multi-Generational Workforce



Only two thirds (69%)

Empowering Employees for Health Choices of all employees of employees





Retaining Talent with **Health Benefits**

this sentiment influence over what is included in their

healthcare coverage

want significant

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

aged 45+ share

package when of those changing jobs aged 21-24

40%

of respondents

consider the quality

of their healthcare

Healthcare

benefits are

crucial for

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

care for chronic diseases in older individuals.

a first-mover advantage and establish

Businesses that embrace these changes will gain

life stages like maternity and menopause, and improved

Globally, organisations and governments must act

 The UAE, despite its youth, will see multi-generational teams as the new norm, erasing traditional retirement ages, and individuals embarking on multiple careers.

sustainable future-ready models. Solutions for a Healthier, Inclusive Future

Shift from intervention to

wellbeing for all ages and

starting early to ensure a

healthier aging population.

more manageable through

early preventive support.

Aim to make chronic diseases

prevention, focusing on

Broaden healthcare coverage beyond one-size-fits-all, addressing

age-related conditions like chronic

diseases and menopause across

an individual's lifespan.

Explore diverse offline

methods for accessibility.

and online support





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

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

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.

About the survey

employees, encompassing a wide range of age groups, industries, and backgrounds



