

WORKING ACROSS GENERATIONS IN THE AGE OF DIGITALISATION: CHALLENGES FOR FUTURE-PROOF LEADERSHIP

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ABSTRACT

This publication takes a closer look at cross-generational working in the age of digitalisation. It focuses on the challenges that arise when four different generations work together and the question of how future-proof leadership can respond to this diversity. In order to achieve the desired results, the methodology of literature research is applied. The studies show that, above all, management measures are needed that focus on transparent, clear and open communication, diversity and the needs of the different generations in the workforce. The company and management need to create a mindset that accepts different generation-specific perceptions of certain values. Generation-specific strengths and weaknesses must be treated with sensitivity. This applies, for example, if there are different levels of understanding of digital technologies within the company. In addition, an efficient symbiosis must be achieved between the knowledge and experience of older employees and the technical expertise of primarily younger employees.