



The Multigenerational
Workplace - 5 Insights Every
CIO Needs Today

www.nfs-hospitality.com

www.myrendezvous.net

UK: +44 (0) 800 731 8451

USA: +1 602 412 3602

SA: +27 11 394 9554



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For the first time in history, we are seeing people from up to five different generations in the workplace. They may share the same managers, rub shoulders in the same spaces and collaborate on the same projects - but their attitudes, abilities and mindset may be very different, and that can cause conflict and misunderstanding.

Find about how each generation ticks – and how technology can promote efficient collaboration and help each person shine.

Meet The Different Generations

The world of work is changing. Today's workforce is more generationally diverse than ever before.



More professionals are delaying retirement — by choice or necessity — while new younger staff continue to enter the workplace. That means today's companies can have employees with an age range of up to 50 years, and while they have much in common their values, needs and drivers can differ.

It's a mistake not to recognise this, creating low motivation and potential friction – both of which can be costly to a business. So take a moment to understand each generation's mindset and find out how to help them work together.

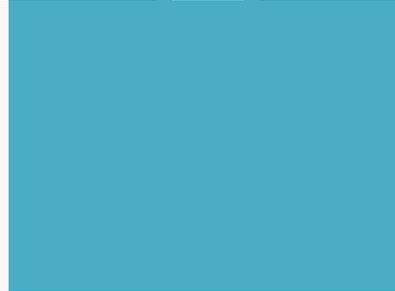
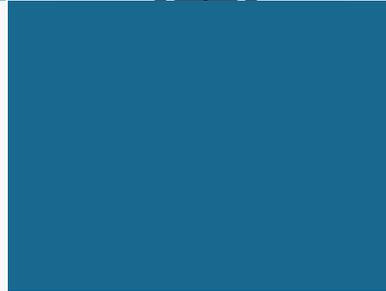
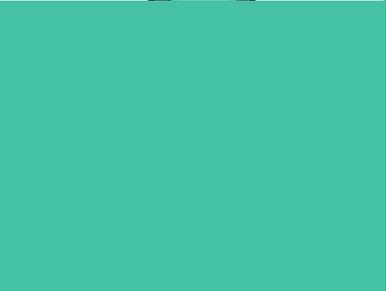
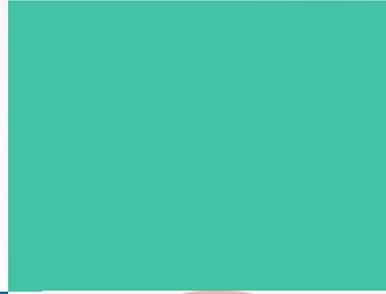


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“Organisations who make the most of the diversity of their workforce can reap tremendous benefits.”

Luis De Souza
CEO, NFS Technology Group



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Maturist

Born before 1945, Maturists consider jobs for life and as a way of keeping active and being socially included. Because work is valued in itself, work-life balance is not a great issue, and the social element of face-to-face meetings is preferred.

Baby Boomers

Born between 1946 and 1960, Baby Boomers place a high value on career and so thrive on money and title recognition, with work-life balance taking a back seat. Feedback is seen as non-essential – and the group happily turns to telephone or email if face-to-face communication is not an option.

Generation X

This confident generation, born between 1961 and 1980, is extremely self-reliant and sceptical. Generation X people have seen digital communications develop in their lifetime, and prefer to use email and text messages, with face-to-face meetings only occurring if time permits.



Generation Y

This generation was born between 1981 and 1995, and has grown up with digital technology. They are the first to adopt tablet and smart phone technology, and like to feel they work *with* organisations rather than *for* them. Preferred communication is via text and social media – although they still prefer face-to-face meetings where financial decisions are involved.

Generation Z / Millennial

The newest generation to enter the workforce. Having seen the consequences of the economic downturn, Millennials treasure security and stability. As ‘technoholics’, their communication preferences – even when it comes to money - are digital, via hand-held devices. Millennials are real career multitaskers, happy to move between organisations.



So how can high-achieving organisations make sure their different generations are working efficiently together for the greatest productivity and collaboration?

Technology – in these four significant areas:

- Mobile
 - Digital
 - Self-service
 - Video conferencing
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Read on to find out how successful organisations are reaping the benefits of a digital revolution – and how to encourage successful adoption across all your staff generations.



Mobile

The mobile revolution adored by Millennials and accepted by Baby Boomers has already transformed the workplace.

In 2012 mobile browser usage was 8%. Just 3 years later, those numbers have changed dramatically. Mobile browser usage now sits at 33%, while desktop browser usage has dropped to 66%. We can expect this trend to continue over the next few years.

The benefits can be huge – a workforce using mobile devices such as smartphones and tablets is more flexible. Because staff can access data and systems online, they may not need to come into a head office, saving time, travel and costs.

But there's also a downside – the need for security, data and IT management rises, particularly if your business allows people to use their own devices at work.

So companies need to combine a faster and more reliable wi-fi infrastructure with policies that support the use of mobile devices and enable the flexibility demanded by the younger generations. Get it right, and the potential – both for boosting your turnover and keeping your workforce engaged and motivated - is huge.

Digital

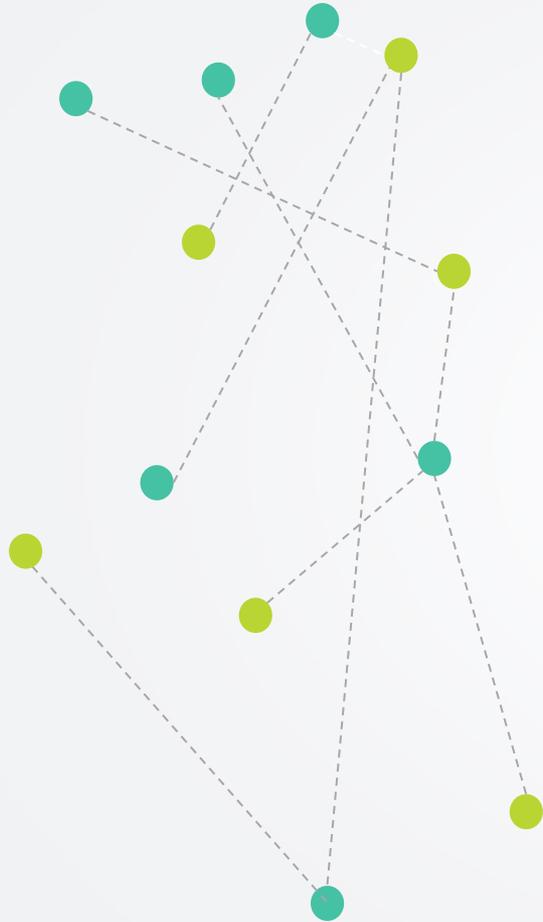
Digital technology in the multigenerational workplace can transform how companies operate on the front line. All generations can use and enjoy digital systems that make their jobs easier, as long as they are user-friendly and easy to learn.

Digital technology helps employees collaborate much more effectively than in the past – you no longer need to be in the same place as your colleagues to hold a worthwhile meeting.

But this does require the integration of core technologies such as booking systems with digital signage, VC, and the latest display technologies for collaboration.

And while digital matters were once left up to the IT or AV team, they're now woven into the activities of the whole organisation.





Digital

That means responsibility for digital communications should lie with the business leaders of each key department. That way, you can be sure communication and collaboration within the company and with customers are constantly improved.

Your staff will find themselves in a digital environment where they can find information they need and share it effortlessly, regardless of device or location.

And while it's quite a challenge to move to a truly digital workplace, companies who have made the move report a clear advantage in productivity, innovation and employee satisfaction across all generations.



Self Service

Most generations are now comfortable with using self-service technology.

For instance, when checking in for flights, we've become accustomed to using self-service machines to read our tickets rather than waiting in check-in queues.

Using kiosks and other self-service technologies can extend that level of ease and efficiency to your business, promoting both efficient working and customer satisfaction.

Video Conference & Collaborative Technology

Is it worth your business making an investment in video conferencing (VC) technology?

Yes – because it your staff save time and hassle in travelling to meetings:

- Your business reduces costs
- Staff is less stressed
- They can collaborate more easily
- This makes them more productive and innovative

In addition, using video conferencing reduces your organisation's carbon footprint. It all adds up to a boost to any business' bottom line.

Google, for example, have found it so beneficial that they make 6500 to 10,000 video conferences per day - eliminating voice completely.

They are not alone. Adoption is prolific - this year alone nearly 200 million people will be collaborating via video; Cisco estimates this number to grow steadily by nearly 20% over the next 3 years.



Video Conference & Collaborative Technology



If you select the right VC technology, it can be easy and appealing to use, making it more than palatable to every generation of workers. Maturists appreciate its face-to-face qualities, while Millennials enjoy the technology.

So to choose VC technology that your staff will adopt enthusiastically, make sure it has a user interface that is intuitive and appealing.

It's also important that your VC system connects to your meeting scheduling software. That way, changes in time, location, services required or people attending can be notified immediately to everyone taking part in the video conference.

Getting digital buy-in

To get the best out of your digital technology, you need your staff to embrace it – whatever their generation.

Here are 5 simple steps to make sure your staff love your new technology as much as you do:

Understand their concerns and requirements – use this information to inform your technology choice.

Make sure your technology is supported by useful training.

Outline how much the technology will make their daily jobs easier.

Point out how it will play to the different strengths of each generation.

Show them how the technology will improve the business.



Many of today's most successful businesses have realised that a move from traditional models of authority to more collaborative styles can harness the power of the whole team to huge effect.

Inclusiveness has become a modern buzz-word, but it's true that organisations who make the most of the diversity of their workforce can reap tremendous benefits.

Not only do they help their staff make the most of their varied experience and skills, but they also create an appealing workplace that attracts and retains talent.

Deploying the right technology can create a working environment with flexibility that plays to *everyone's* strengths, and empower the whole team to work together to the benefit of all - and the profitability of the company.

Answer these important questions

Have you deployed collaborative technology, such as VC, or do you plan to within the next 12 months?

Do you know how many generations work within your organisation?

If you have invested in VC technology, are your staff using it?

Do you have a mobile strategy to support better team productivity?

Are you using digital media and self-service technology to maximise efficiency and multi-generational collaboration?

If you have fewer than 3 yes responses, it's time to reflect on the business impact of multiple generations and new technologies!

Stay in Touch

Want to discuss the technology needs of your organisation and how you could boost collaboration, innovation and productivity?

Our experts are on hand to help:



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NFSSoftware



info@nfs-hospitality.com



+44 (0) 1992 514 555



[company/nfs-hospitality](https://www.linkedin.com/company/nfs-hospitality)



+1 602 412 3602



+27 11 394 9554