

AGE DIVERSITY

WHY IT MATTERS FOR COACHES

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Institute of Coaching
McLean, Affiliate of
Harvard Medical School



MY GOAL TODAY IS TO HELP YOU...

- Think differently about diversity and inclusion, and how **AGE** plays an essential and invaluable role
- Understand why EVERY age is an asset, particularly in the field of coaching
- Be in a stronger position to make a significant, positive impact on the field of coaching and the world — by leveraging the power of age/generational diversity in your practice

“

“For what it's worth: it's never too late or, in my case, too early to be whoever you want to be.
There's no time limit.
Stop whenever you want.”

BRAD PITT CATE BLANCHETT
The Curious Case Of
BENJAMIN BUTTON



"A Movie That Must Be Experienced.
A MONUMENTAL ACHIEVEMENT."
- Rex Reed, *THE NEW YORK OBSERVER*

WINNER
3 ACADEMY AWARDS®
INCLUDING BEST VISUAL EFFECTS 2008

A woman with dark hair, wearing a light-colored, button-up top, is smiling and looking towards an elderly man. The man, wearing glasses, a patterned vest, and a tie, is also smiling and looking towards the woman. They appear to be dancing or moving together. In the background, there are other people, including a man in a dark suit and a woman in a white shirt, and a string of warm-toned lights hanging from the ceiling. The overall atmosphere is warm and social.

You're Never too OLD... or too YOUNG to thrive



DIVERSITY MATTERS

- Improves performance and productivity
- Increases faster and better problem solving
- Combines complementary skills, experiences, abilities, perspectives, and networks within your talent pool
- Provides an advantage of higher EBIT and more long-term value creation

A large, diverse crowd of people of various ages and ethnicities smiling. The image is a dense, multi-layered group of people, with many faces visible in the foreground and background. The people are of various ages, from young adults to older adults, and represent a wide range of ethnicities and cultures. They are all smiling and looking towards the camera. The background is a solid dark blue color.

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However...

- According to a recent study by PWC... **only 8%** of diversity and inclusion efforts include **age**.
- A national Forbes Insights study concluded **only 28%** of more than 300 senior executives from large global companies said managing the cross-generational issues was a focus.
- And according to AARP research — **nearly 2 out of 3 workers** in the United States over the age of 45 experienced or witnessed age discrimination.



AGEISM

**“TREATED
LIKE I WAS
SENILE”**

—Liz DiMarco
Weinmann

**“PASSED OVER
FOR ‘BEING NEAR
RETIREMENT’”**

— Joseph Bednarik

**“BERATED
AND CALLED
‘A WASTE OF
TIME’”**

—Kenneth Taylor

Ageism is Alive and Real

- The Age Discrimination in Employment Act (ADEA) forbids age discrimination against people who are age 40 or older.
- Yet, it does not protect workers under the age of 40, although some states have laws that protect younger workers from age discrimination. (Age discrimination does apply both ways)
- In certain industries such as tech and advertising, discrimination against 40-plus talent unfortunately is very prevalent.



“We all need to sit back, and think about when we hire people...
Let’s not exclude someone because of the way they look, or their **AGE**...
Talent is talent.”

Unconscious... and Conscious Age Bias



- 40 is the new 20
- 50 is the new 30
- "You look good for your age!"
- "Ok Boomer!"

What would happen if people replaced the word "Boomer" with a descriptor based on race or gender?



Arun Mathur FCPA, FCA (He/Him) • 2nd

2mo ...

International speaker and corporate trainer ■ I speak to CPAs and ...

Adrion Porter inspiring thoughts Adrion. I heard a team leader and manager say his older workers didn't know how to use the current technology and the younger ones were unwilling to work. Life is all about attitude. Those willing to learn and adapt will prosper in this age of disruption. There is a huge need for gaining new skills.

There Are up to FIVE Generations in Today's Workforce!



TRADITIONALS



1900-1945

- loyal employees
- have willpower

Photos: Pixabay

BABY BOOMER



1946-1964

- strong work ethic
- team oriented

GENERATION X



1965-1980

- achieving
- work life balance
- entrepreneurial tendencies

MILLENNIALS



1981-1996

- information age
- digital technologies

GENERATION Z

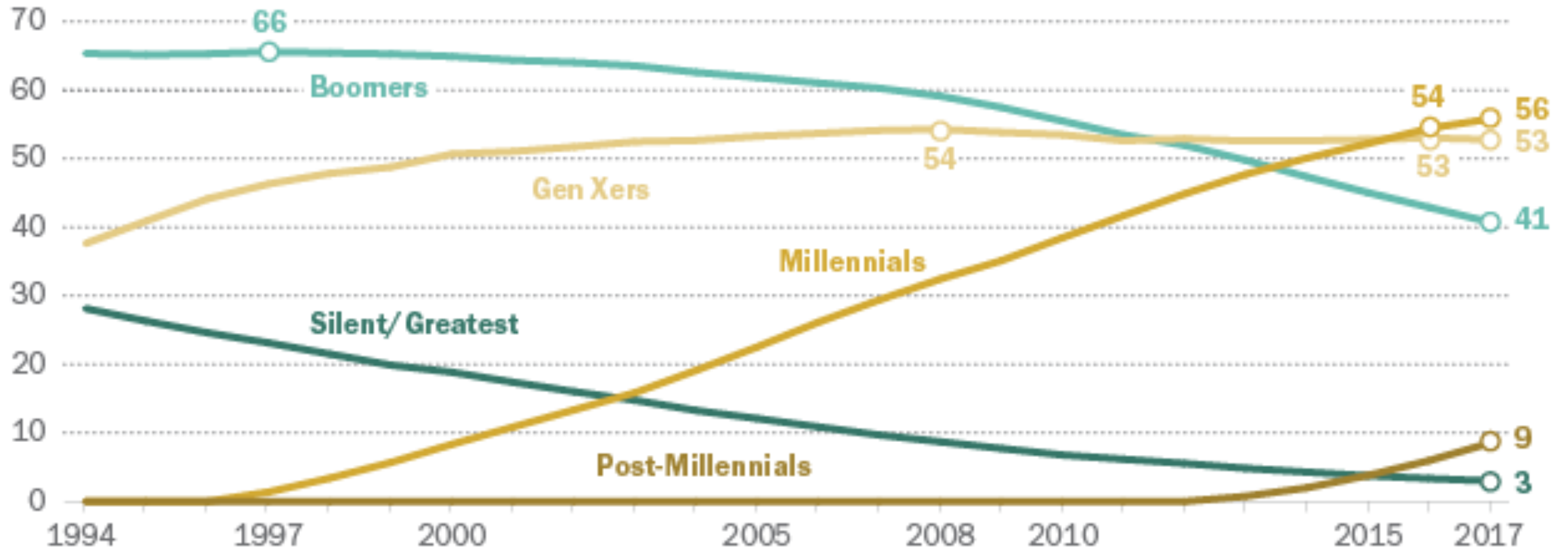


1997-2015

- cool products over cool experiences
- entrepreneurial & tech-savvy



U.S. Labor Force, in millions

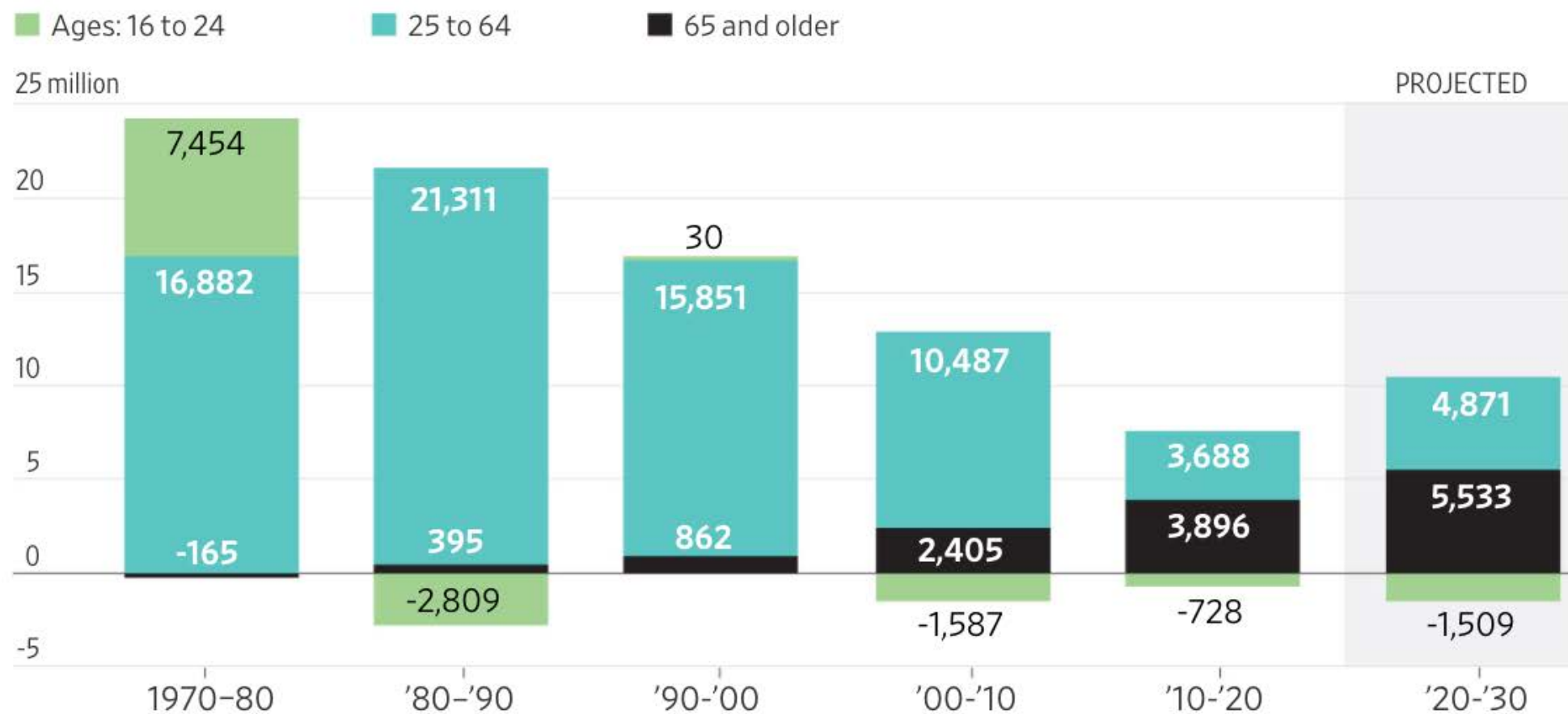


Note: Labor force includes those ages 16 and older who are working or looking for work. Annual averages shown.
Source: Pew Research Center analysis of monthly 1994-2017 Current Population Survey (IPUMS).

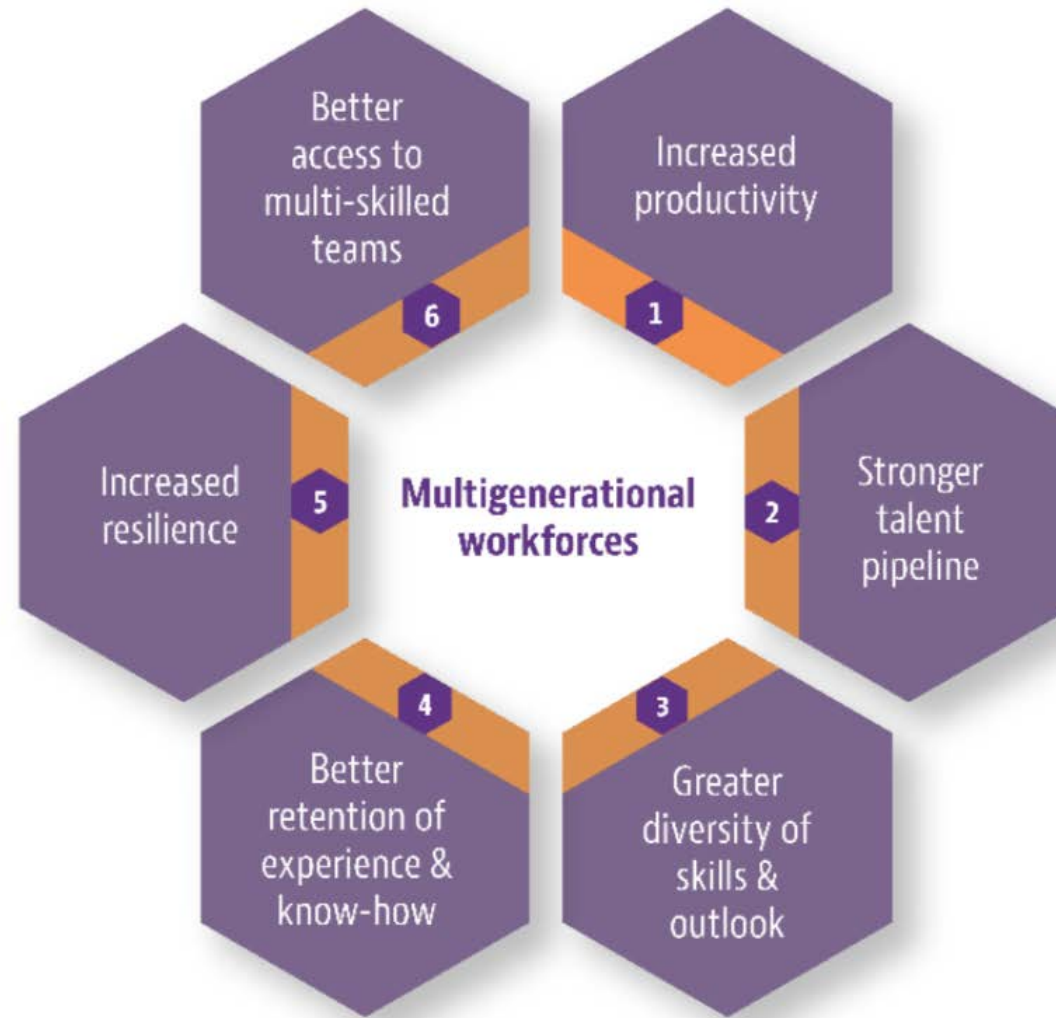
PEW RESEARCH CENTER

A Growing Cadre of 65+ Workers

Workers 65 and over will account for more than 60% of projected labor-force growth from 2020-30. Before 2010, almost all labor-force growth was driven by ages 25-64. Below, labor-force growth by age group over time:



Source: U.S. Bureau of Labor Statistics.



Source: 2020 OECD Report on Promoting an Age Inclusive Workforce

GENERATION GUIDELINES

DEFINED BY BIRTH YEAR

The Silent Generation:
Born 1928-1945 (73-90 years old)

Baby Boomers:
Born 1946-1964 (54-72 years old)

Millennials:
Born 1981-1996 (22-37 years old)

Post-Millennials:
Born 1997-Present (0-21 years old)

SOURCE:
Pew
Research
Center

BUZZFEED NEWS:

ARE MILLENNIALS "THE BURNOUT GENERATION?"
BABY BOOMERS AND SILENT GENERATION DEALT WITH THEIR OWN NATIONAL, INTERNATIONAL CRISES

©CBSN

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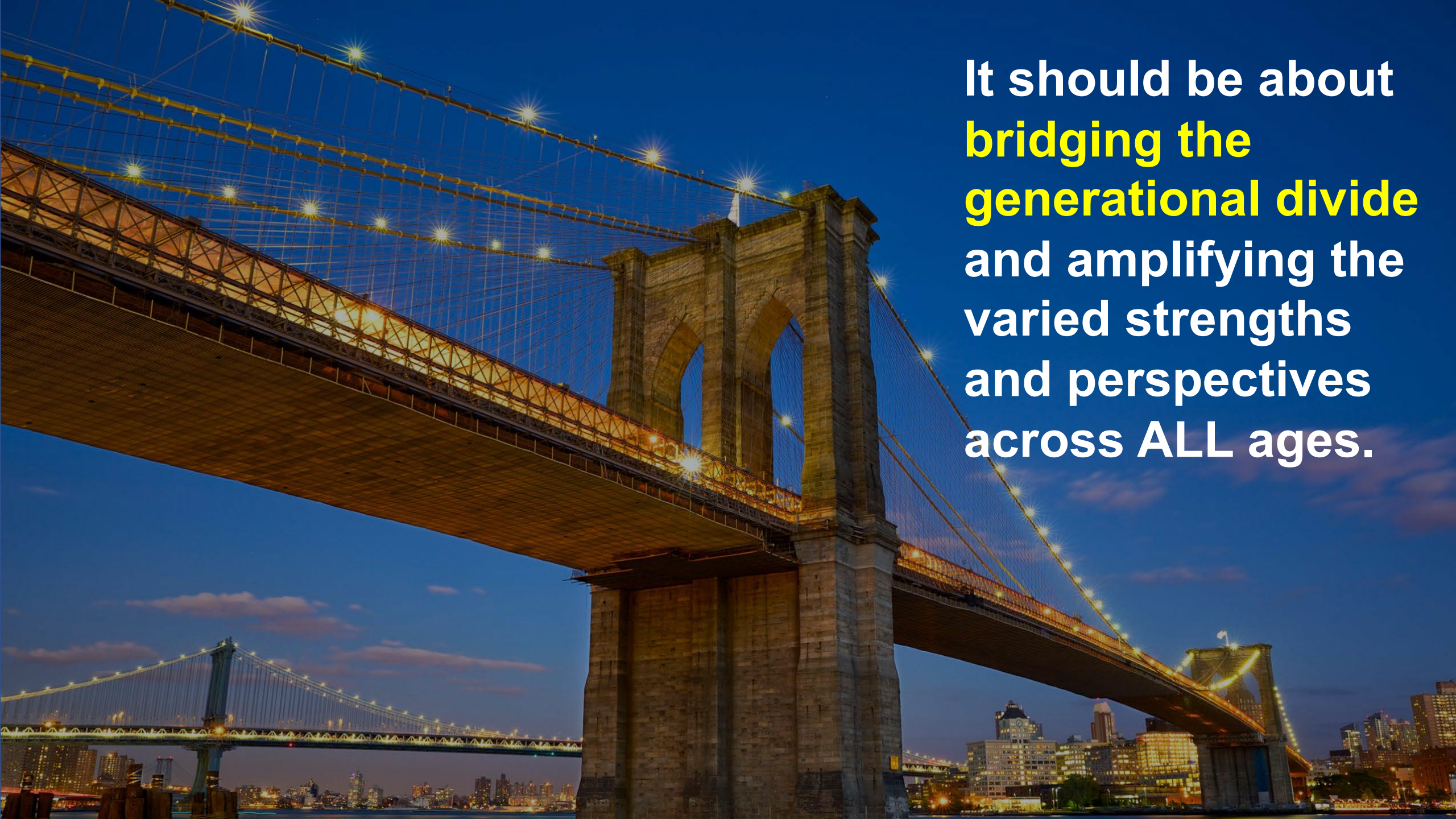
GEN X AMPLIFIED

WITH ADRION PORTER

THE PREMIER PODCAST DEDICATED TO GIVING A VOICE TO THE **POWERFUL** GENERATION
BETWEEN THE BOOMERS AND MILLENNIALS



GENXAMPLIFIED.COM



It should be about
**bridging the
generational divide**
and amplifying the
varied strengths
and perspectives
across ALL ages.

So Why Does **AGE DIVERSITY** Matter for Coaches?



1.

The Post-Pandemic World of Work

AGE DIVERSITY: WHY IT MATTERS FOR COACHES



Oldest Workers Hit Hardest

In a typical recession, older workers are less likely to lose their jobs because of their tenure and experience. But the recession caused by the coronavirus pandemic has been anything but typical.

Age	Number Employed February 2020	Number Employed May 2020	Percentage Change
25-54	98.8 million	87.5 million	-11.4
55-64	27.2 million	24.4 million	-10.5
65+	11.1 million	9.2 million	-16.6

HOW THE PANDEMIC HAS HIT MIDCAREERS

COVID-19 has harmed employment opportunities for midcareers, and has worsened employment conditions for midcareers and other workers alike.

According to 37 percent of midcareer switchers and over 50 percent of midcareer seekers, COVID-19 has had a major impact on their employment status. Close to half of employers have reduced pay increases and stopped offering certain benefits since the COVID-19 pandemic began.

Among employers, 56 percent believe that their employees have a worse work-life balance resulting from COVID-19. Within small companies in particular, 70 percent of hiring managers believe their employees have a worse work-life balance than before, and 58 percent believe that employees have more mental health challenges.



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have a worse work-life balance
resulting from COVID-19.

This is a RESET Moment

Personal and professional growth transformation has become priority number one.

- “The Great Resignation” is really about **reflection** and **reinvention**... across ALL ages.
- Generational dynamics and conflicts became pronounced during the pandemic — and it will continue.
- Opportunity for clients to up-level skills (both technical and transferable/human skills)
- Considerations of age and lifestyle impact (older workers, mothers, diverse communities, work-from-home/hybrid models)

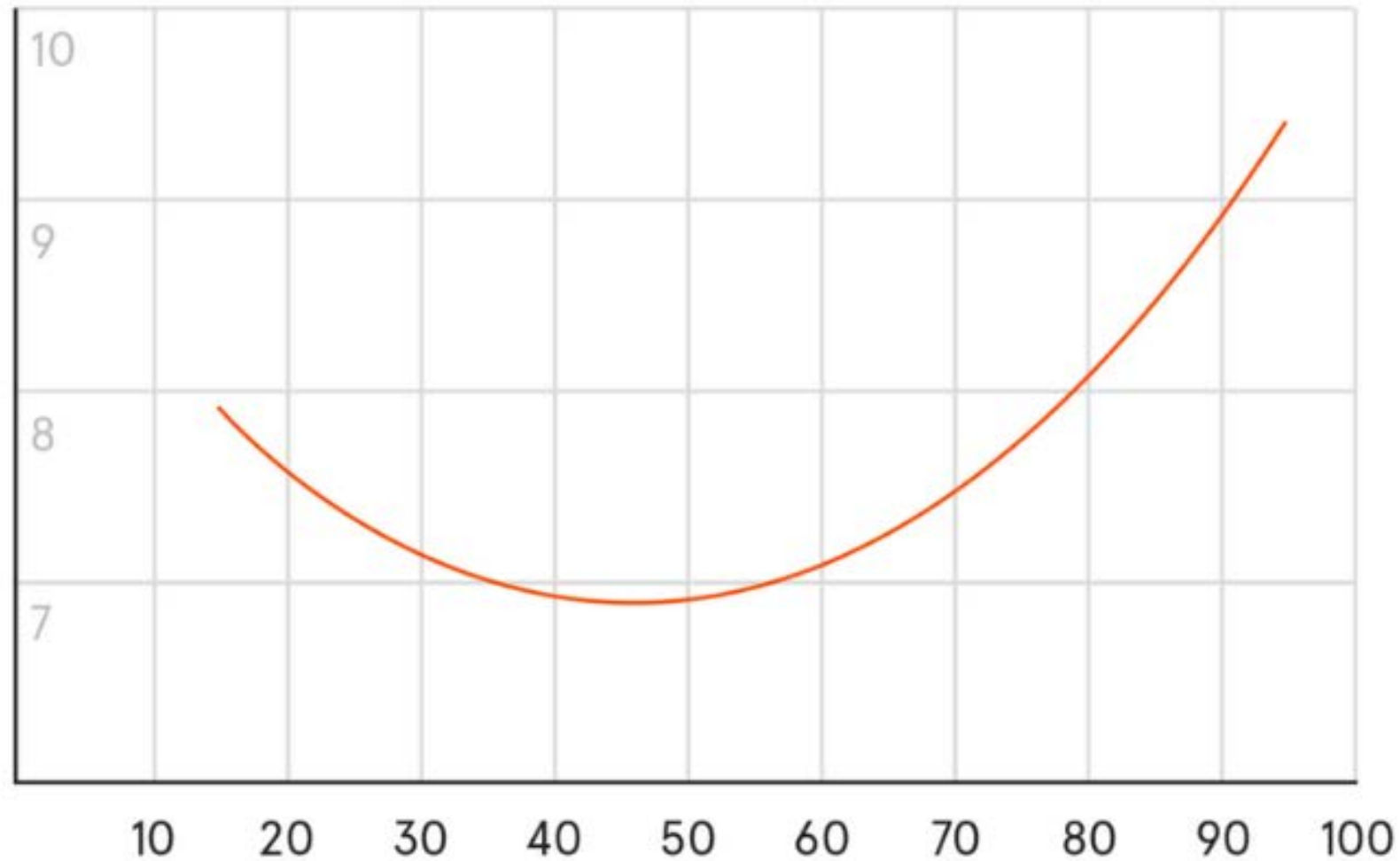
2.

The Midlife/Mid-Career Malaise is REAL

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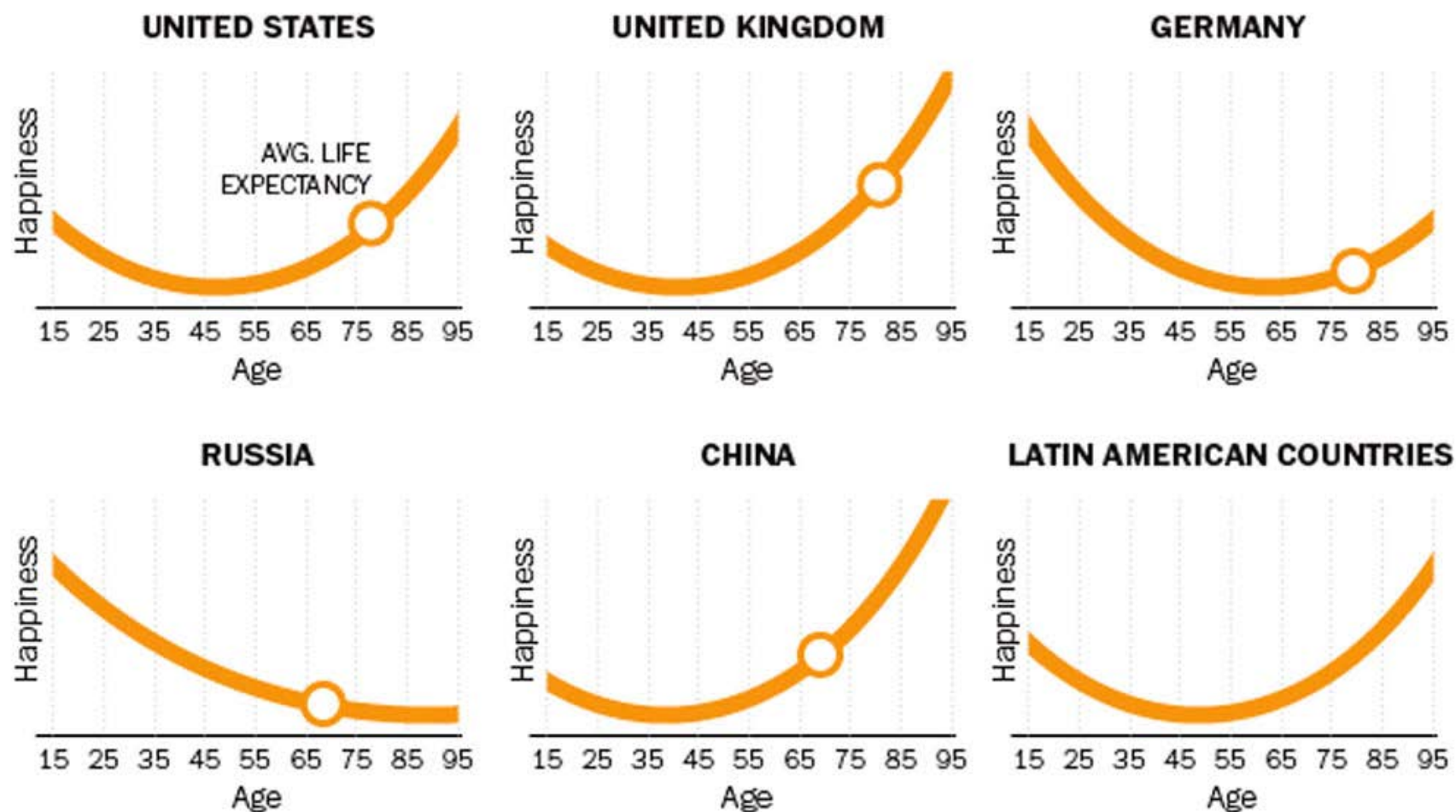
How Americans Rate Their Happiness, By Age



SOURCE: "HAPPINESS, STRESS, AND AGE: HOW THE U CURVE VARIES ACROSS PEOPLE AND PLACES," JOURNAL OF POPULATION ECONOMICS, JANUARY 2017

Some countries have more to smile about than others

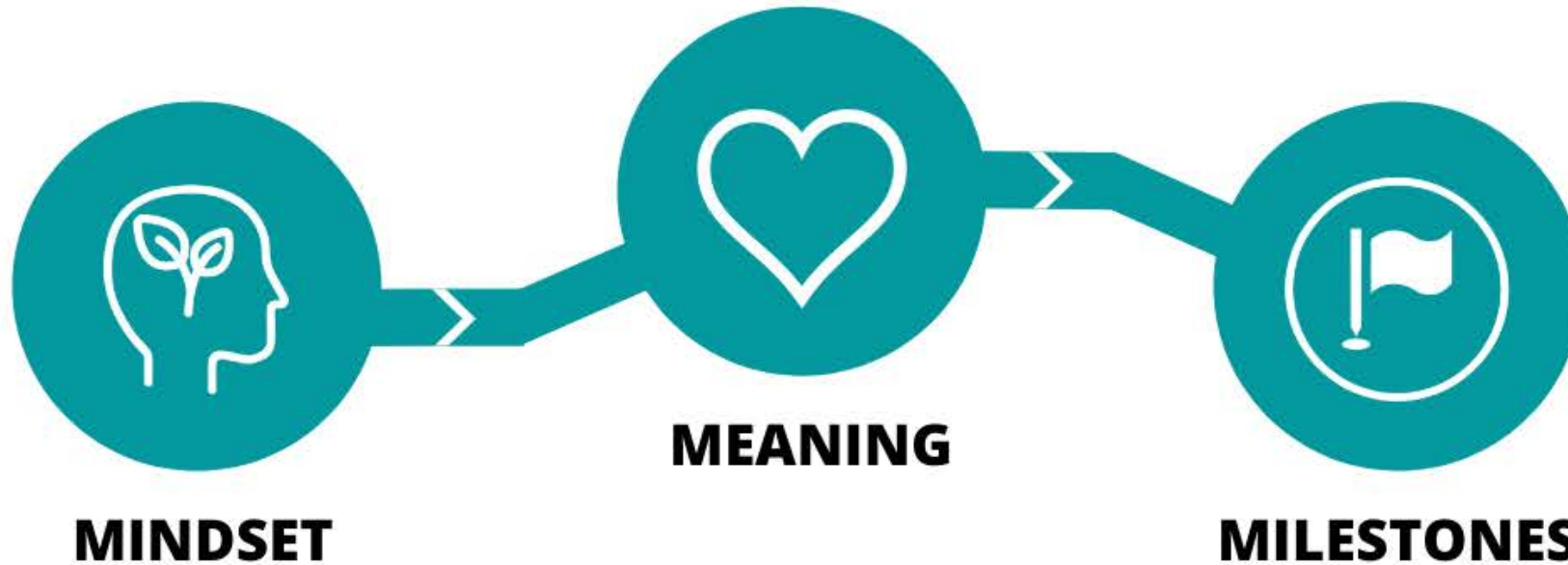
Relationship between happiness and age, 2010-2012 (note: values are not comparable between countries)



SOURCE: Carol Graham and Milena Nikolova, The Brookings Institution. Based on Gallup World Poll data
GRAPHIC: The Washington Post. Published April 1, 2014

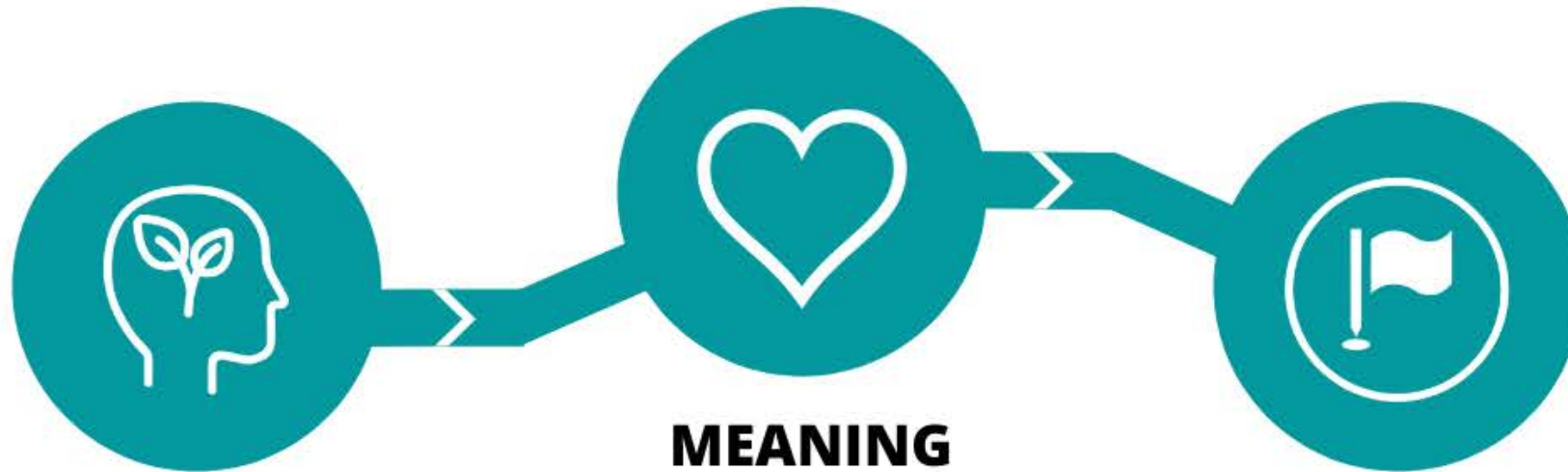
The Three Pillars of *Getting Unstressed & Unstuck*™

A PRACTICAL FRAMEWORK FOR TRANSFORMING MALAISE TO MASTERY IN YOUR MIDDLE YEARS



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MINDSET

(Reframe & Reset)

- Have a *Growth* Mindset
- Re-define attitudes and expectations about your “age”
- Embrace gratitude daily

MEANING

(Discover & Define)

- What your *purpose*?
- Connect-the-dots
- Explore fulfilling work
- Lean into community (find your people!)

MILESTONES

(Establish & Achieve)

- Both micro and macro
- Define actionable markers for success
- Incorporate a reward system (celebrate achievements)

3.

Coaches are the Perfect Age Inclusion Allies

AGE DIVERSITY: WHY IT MATTERS FOR COACHES



**“I really advocate that
any meeting, any
committee, any team
you form...
has got to have
EVERY generation.”**

- Lindsey Pollak

**NY Times Bestselling Author |
Career & Workplace Keynote
Speaker | 100 Coaches Member
(MG100)**



EPISODE 055

**GEN X
AMPLIFIED**


WITH ADRION PORTER

LINDSEY POLLAK

**ON SUCCEEDING IN TODAY'S
MULTIGENERATIONAL WORKPLACE**

Coaching is an interpersonal process that helps people achieve positive **change** and **growth**. *(source: Institute of Coaching)*

- Your client base more than likely will represent a tapestry of multiple generations now and in the future
- Remember... there is no minimum or maximum age limit for growth
- Coaches are best positioned to encourage "mutual mentoring" between intergenerational teams.
- Also, an opportunity for a cohort of coaches across generations to align with different superpowers to provide solutions accordingly



Tony Stark (Iron Man) - 49
Steve Rogers (Captain America) - 101
Natasha Romanoff (Black Widow) - 35
Sam Wilson (Captain America) - 45
Peter Parker (Spiderman) - 16
Dr. Stephen Strange – 42... but could be immortal.
Thor - 1,500 years old
Bruce Banner (Hulk) - 50

SOURCE: CBR.COM



Mike Wise • 2nd

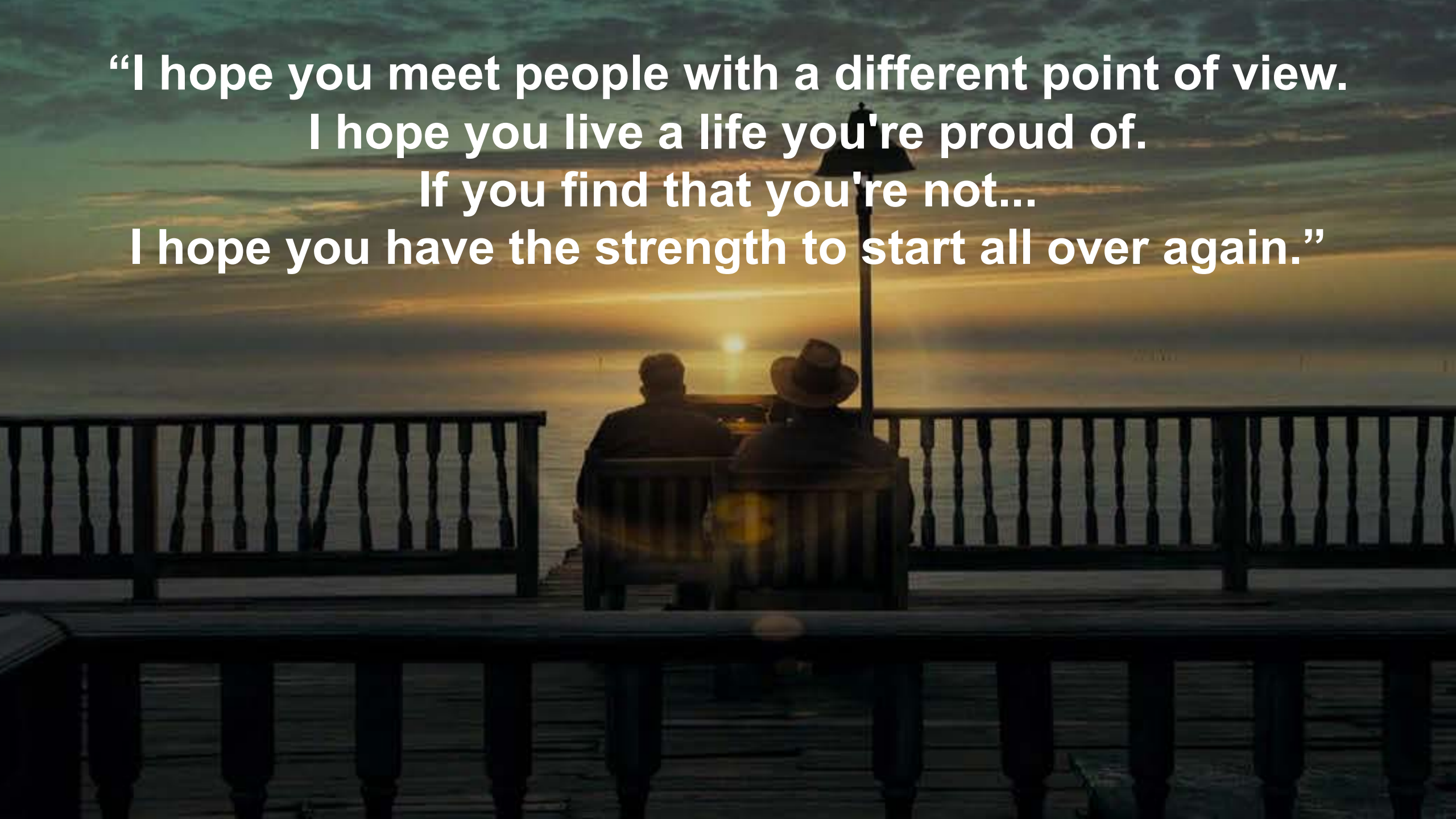
2mo (edited) ...

Global Executive Strategy Consultant | Blockchain | DLT | Payment...

Good weekend read. At 58, I took the online MIT Sloan School of Management course on [#Blockchain](#) Technologies. That decision, plus a few others, has launched a whole new phase of usefulness and application, highlighting the concept of turning knowledge into wisdom - most needed by those coming along behind. DON'T "RETIRE"! The world needs the wisdom of the OG. Figure out a way to stay in the game and bring the younger crowd along. Yeah, it's frustrating and hard. But that's life. Don't check out.

[#TheGreatResignation](#) [#career](#) [#careerchangers](#) [#cryptocurrencies](#)

**“I hope you meet people with a different point of view.
I hope you live a life you're proud of.
If you find that you're not...
I hope you have the strength to start all over again.”**



thank you!

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