



# GENERATIONAL DIVERSITY: HARNESSING THE POWER OF COLLABORATION

Edition 2.0 | CDAO Jakarta 2023



# GLOBAL TALENT GAP: A CHALLENGE IS ALSO AN OPPORTUNITY

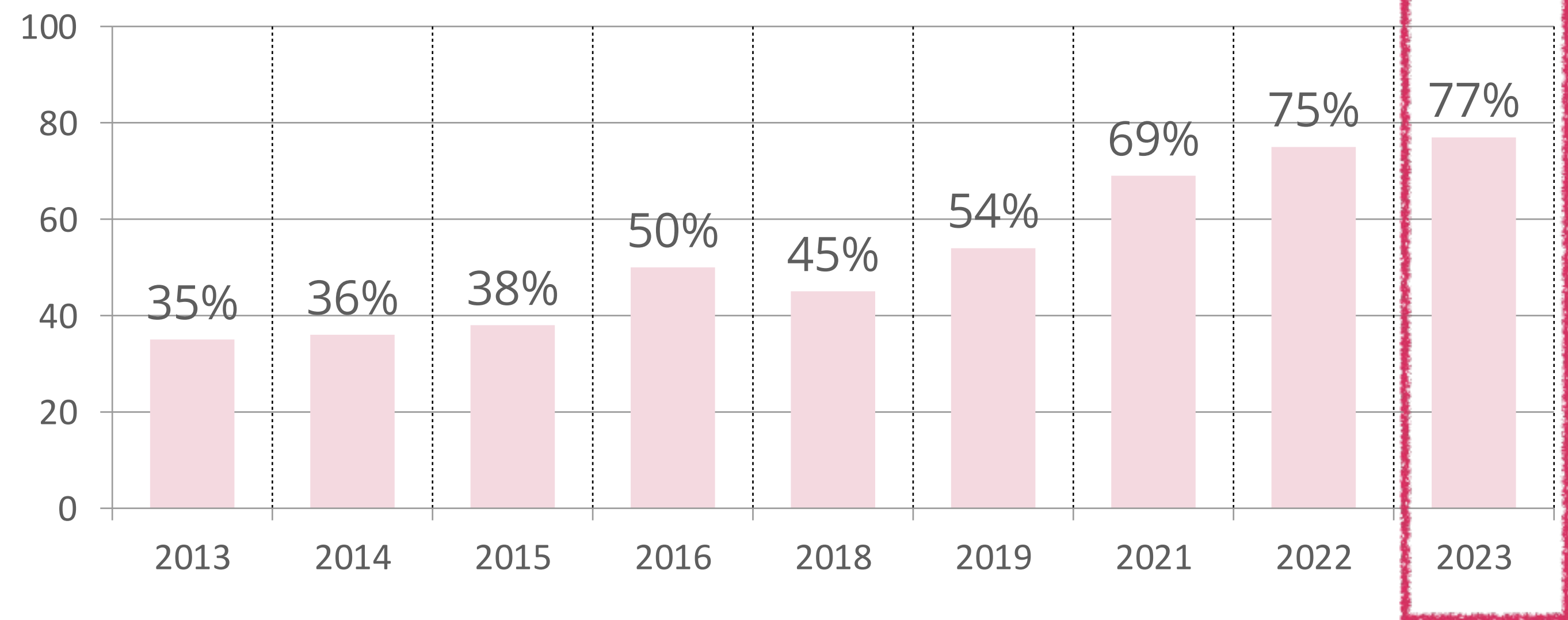
By 2030,  
85 MILLION JOBS  
could go unfilled

This is equivalent to  
US\$ 8.5 TRILLION!

Source: Korn Ferry The Future of Work series  
[\[2023 Study\]](#)

## Global Talent Shortage Reaches a 17-Year-High

Nearly 4 in 5 employers globally report difficulty finding the skilled talent they need in 2023, strengthening +2 percentage points year-over-year and more than double the difficulty in 2015 (38%).



# WHAT IS THE SHE LOVES DATA & COURAGE COUNCIL?

**Meiro Customer Data Platform** is a tech company that creates business value out of consolidated customer data.

**She loves data** is a global non-profit social movement to equip women with tech/digital literacy & to enable more of them step into tech and leadership positions.

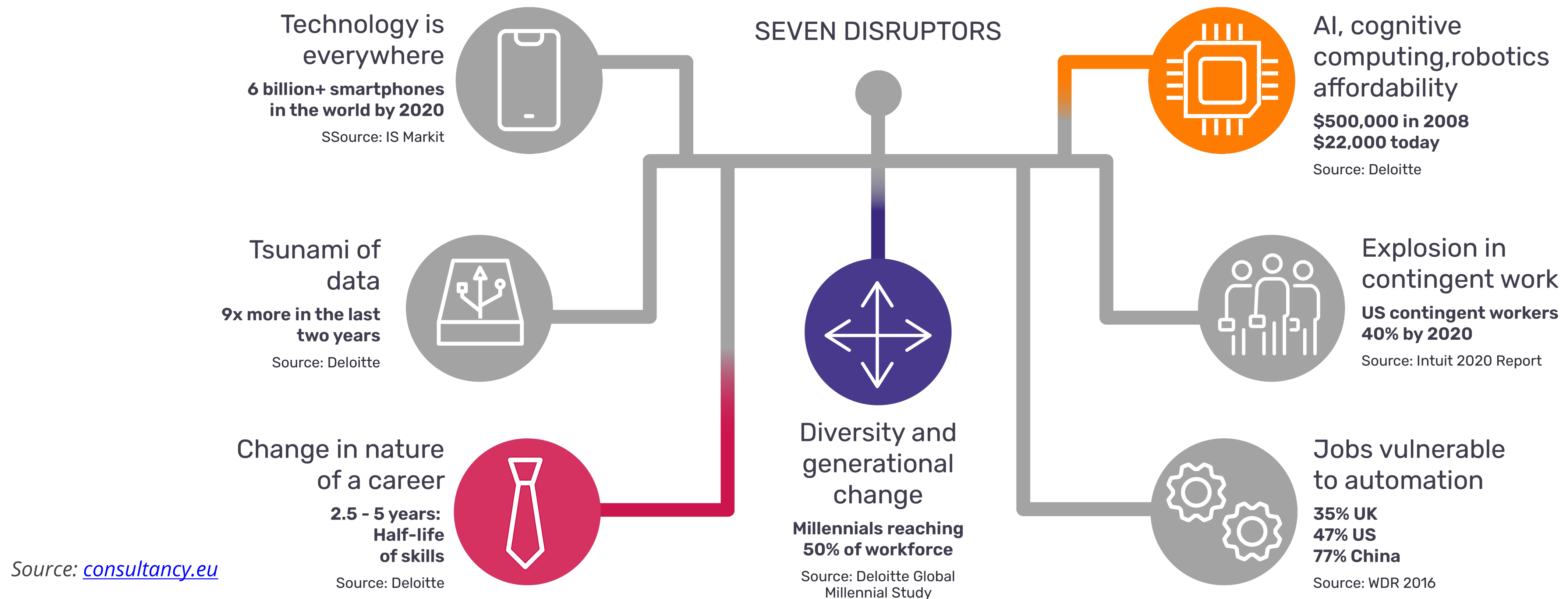
**The Courage Council** is a community-led approach to solving societal issues concerning Data, Tech and the Future of Work.

- Identify the top challenges to an issue
- Suggest solutions in a report
- Implement and track the impact of these recommendations



# MAJOR DISRUPTORS

## The 7 disruptive trends shaping the **Future of Work**





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General Manager,  
Data Platforms,  
Westpac Group



**PIER LUIGI CULAZZO**  
Group Chief Data Officer,  
Standard Chartered  
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**LADANA EDWARDS**  
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**HARESH KHOOBCHANDANI**  
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**CELINE LE COTTONNEC**  
Chief Data and  
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**GEORGES MAO**  
Head of Marketing  
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**GERALDINE WONG**  
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**JUANITA WOODWARD**  
Principal,  
Connecting the Dots



**JANA MARLÉ-ZIZKOVÁ**  
Co-Founder & Volunteering CEO,  
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Co-Founder and CEO, Meiro



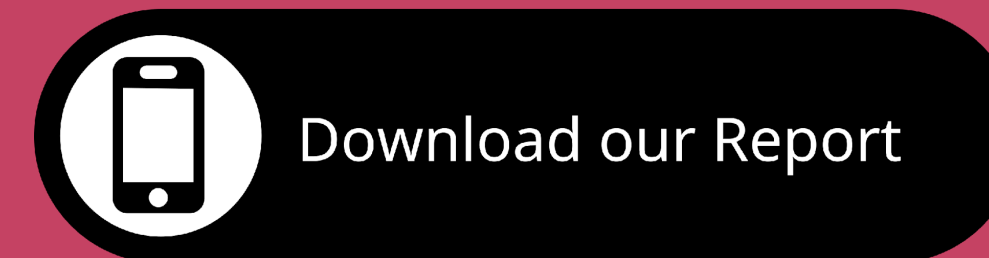
**TRACY QUAH**  
Vice President, Marketing,  
Asia Pacific and Japan,  
Informatica



**PATRICIA MULLES**  
Director and Global Head  
of Partnerships,  
She Loves Data

# COURAGE COUNCIL EDITION 1.0, NOVEMBER 2021 VIRTUAL ROUND TABLES

#DiversityattheTop



#GenerationalDiversity



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MD and Head, Digital Channels and  
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Standard Chartered Bank



**EWEN PLOUGASTEL**  
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**CHRISTINA MAYNES**  
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Chief Data and Innovation Officer  
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she loves data



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**COURAGE COUNCIL EDITION 2.0,  
NOVEMBER 2022, LIVE FORUM  
AT MARINA BAY SANDS,  
NOVEMBER 2022**

**#GenerationalDiversity**



she loves data



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#GenerationalDiversity

## SOME TRENDS



- Older workers are working longer (prolonged life expectancy: The 100 Year Life)
- GenZs – digital native generation - are working earlier (enabled by tech)
- 5 generations with different motivations, communication styles, expectations

# WHAT IS GENERATIONAL DIVERSITY?

## Multiple generations at work



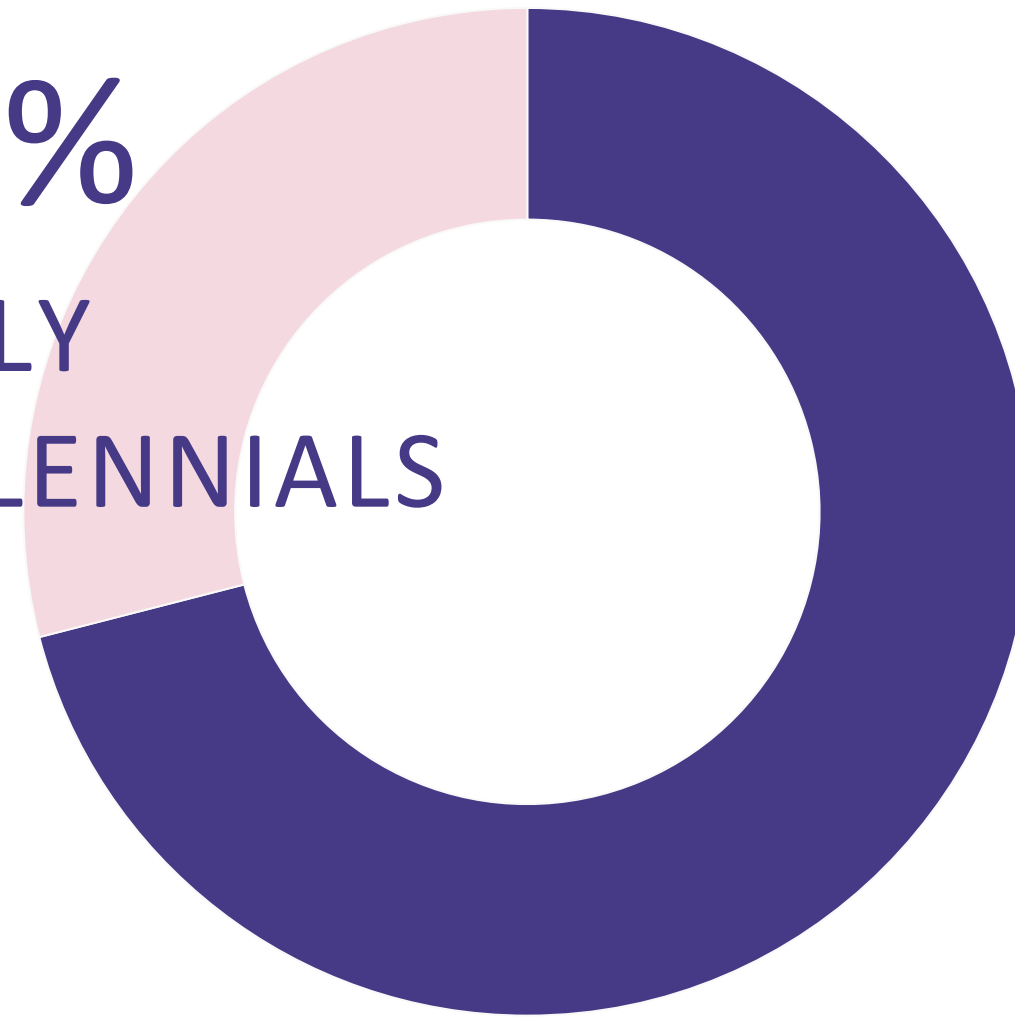
TRADITIONALISTS Pre-1945	BOOMERS 1946-1965	GEN X 1966-1977	MILLENNIAL 1978-1995	GEN 2020 After 1995
<p><b>EXPERIENCED:</b> Great Depression, WWI and I, GI Bill</p> <p><b>WORK IS:</b> An obligation</p> <p><b>ASPIRATION:</b> Home ownership</p> <p><b>CHANGING JOBS:</b> Stay for life</p> <p><b>CAREER PATHS:</b> Slow and steady</p>	<p><b>EXPERIENCED:</b> Television, Moon Landing, Watergate, Vietnam War</p> <p><b>WORK IS:</b> Expected</p> <p><b>ASPIRATION:</b> Job security</p> <p><b>CHANGING JOBS:</b> Loyal to employer; connecting to values</p> <p><b>CAREER PATHS:</b> Upward mobility</p>	<p><b>EXPERIENCED:</b> MTV, Nintendo, PC's</p> <p><b>WORK IS:</b> A difficult challenge</p> <p><b>ASPIRATION:</b> Work-life balance: independence</p> <p><b>CHANGING JOBS:</b> If necessary for compensation</p> <p><b>CAREER PATHS:</b> Need to know options now</p>	<p><b>EXPERIENCED:</b> Natural disasters, diversity, mobile technology</p> <p><b>WORK IS:</b> A means to an end</p> <p><b>ASPIRATION:</b> Freedom and flexibility</p> <p><b>CHANGING JOBS:</b> Is expected</p> <p><b>CAREER PATHS:</b> Switch frequently and fast</p>	<p><b>EXPERIENCED:</b> Economic downturn. Global Warming</p> <p><b>WORK IS:</b> Consistently evolving</p> <p><b>ASPIRATION:</b> Structure and stability</p> <p><b>CHANGING JOBS:</b> Constantly</p> <p><b>CAREER PATHS:</b> Career "multitaskers"</p>

MILLENNIALS AND GEN Z:

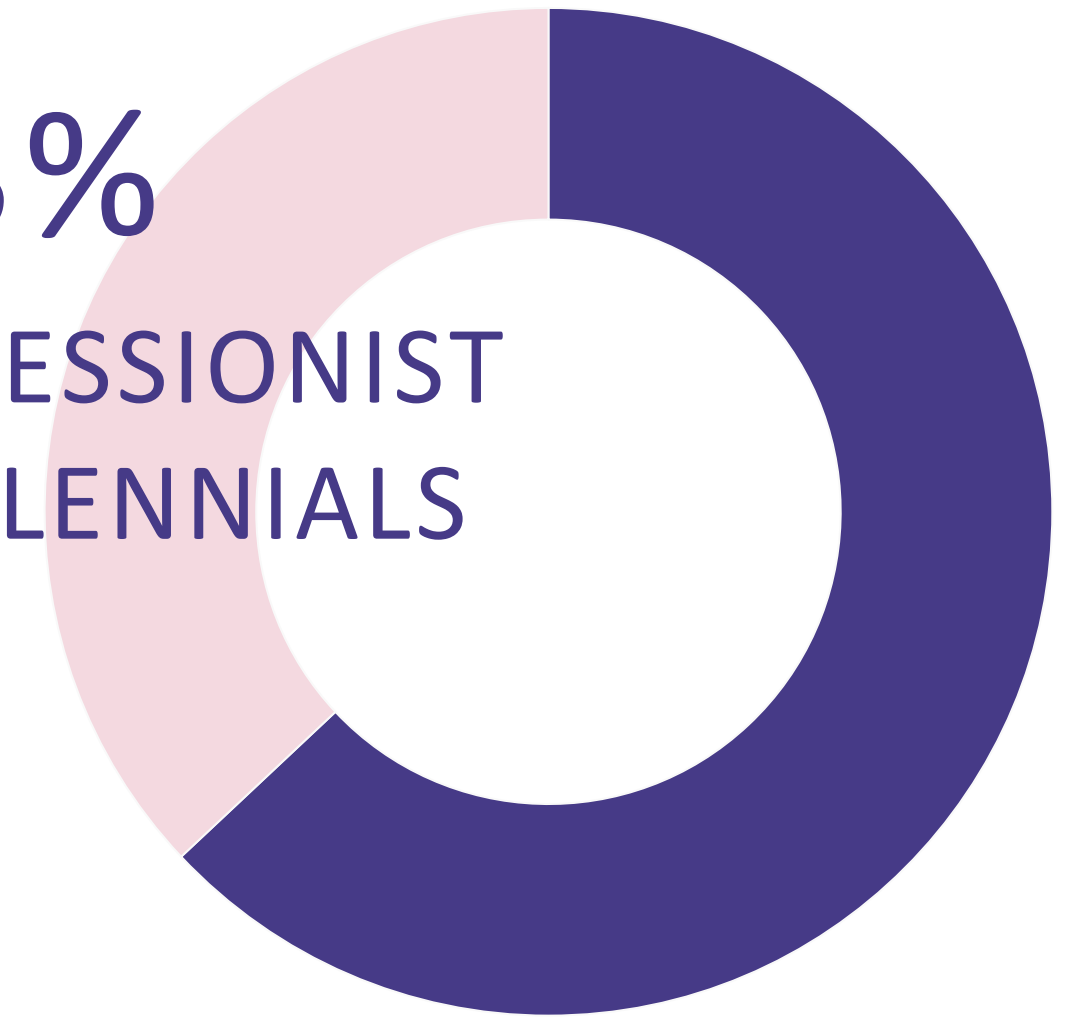
“We would prefer  
work life balance over  
a well-paid job.”

*Source: Adapted from Deloitte*

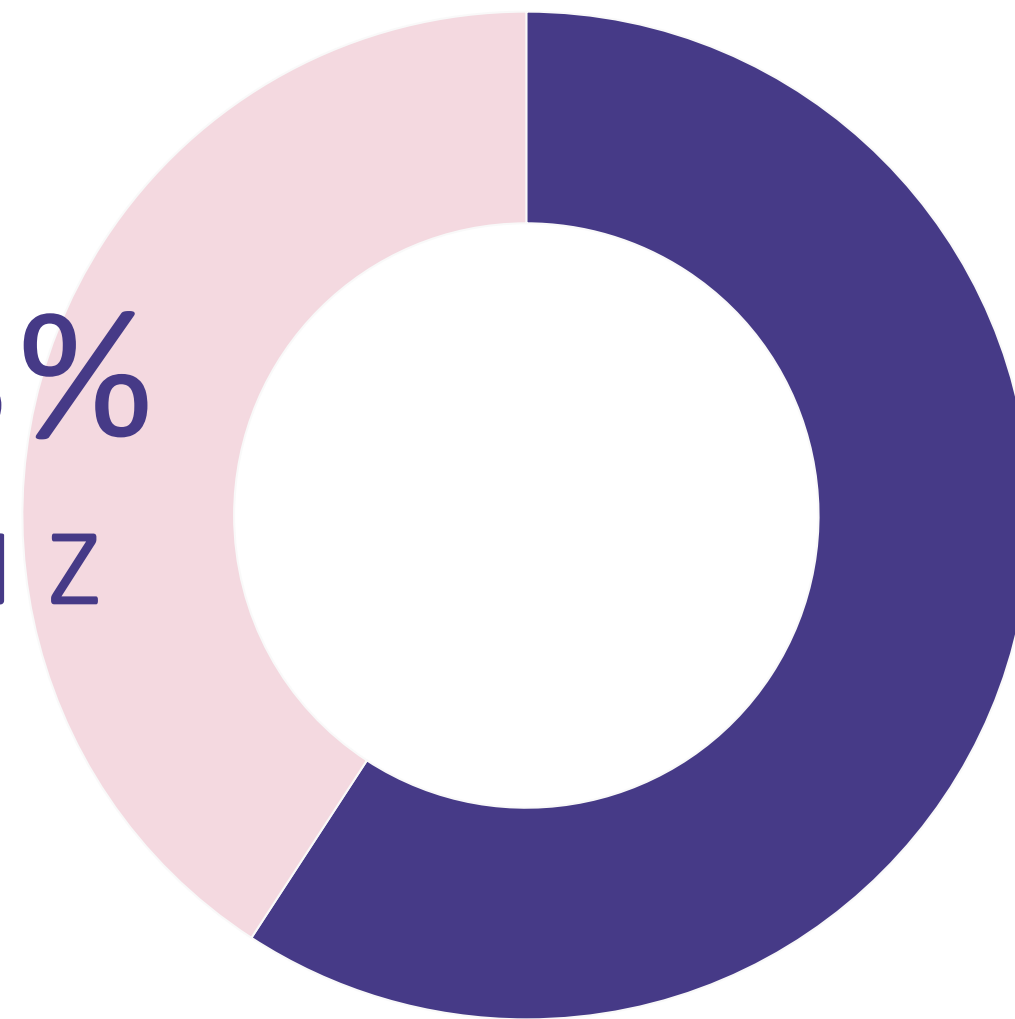
71%  
EARLY  
MILLENNIALS



63%  
RECESSIONIST  
MILLENNIALS



58%  
GEN Z



# What challenges do you see with multi-generational workforces?

Tick all that apply.

Source: She Loves Data Workforce Diversity Survey [Aug to Nov 2022]

Total Respondents: 2,547

## TOP CHALLENGES:

Different work ethics & communication styles

COMMUNICATION STYLES 39.5% 858

How to motivate given different life stages and priorities

HOW TO MOTIVATE: DIFFERENT LIFE PRIORITIES 60.9% 1,325

Ingrained biases against younger or older workers

INGRAINED BIASES 56.0% 1,217

Outdated or ineffective hiring policies

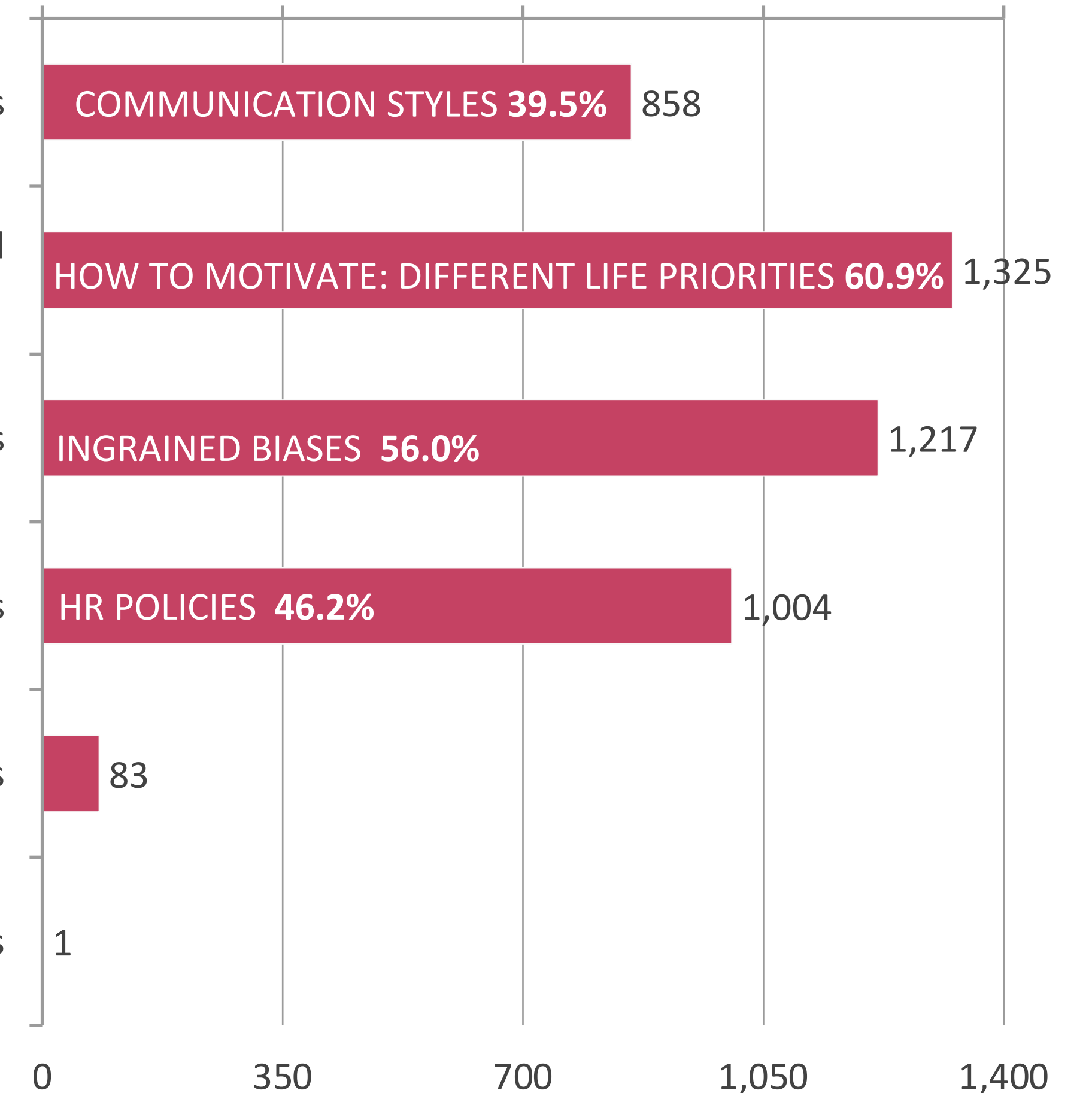
HR POLICIES 46.2% 1,004

I see no challenges

83

Others

1

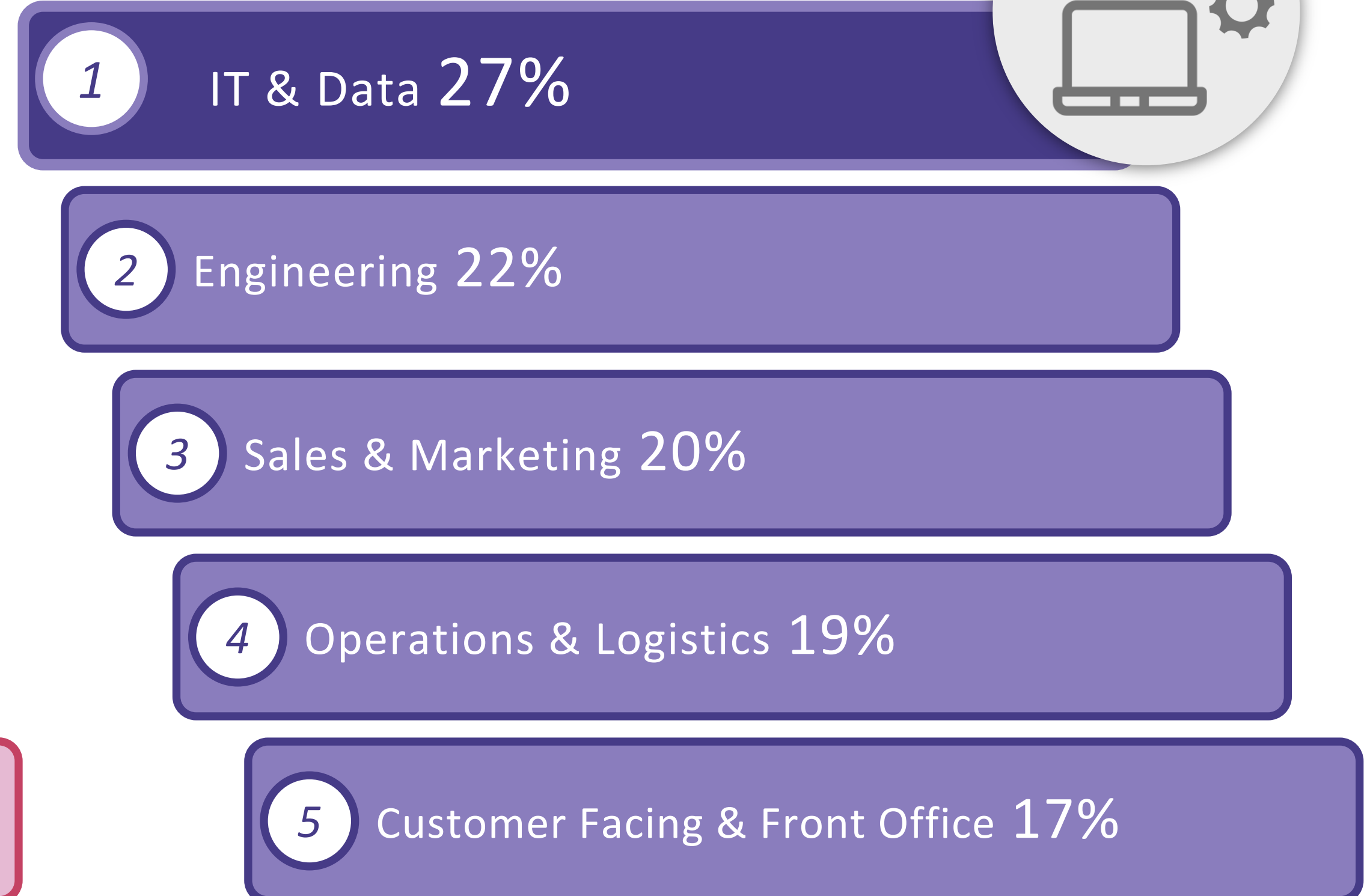


# GLOBAL TALENT GAP: A CHALLENGE OR OPPORTUNITY?

## Top 5 Soft Skills



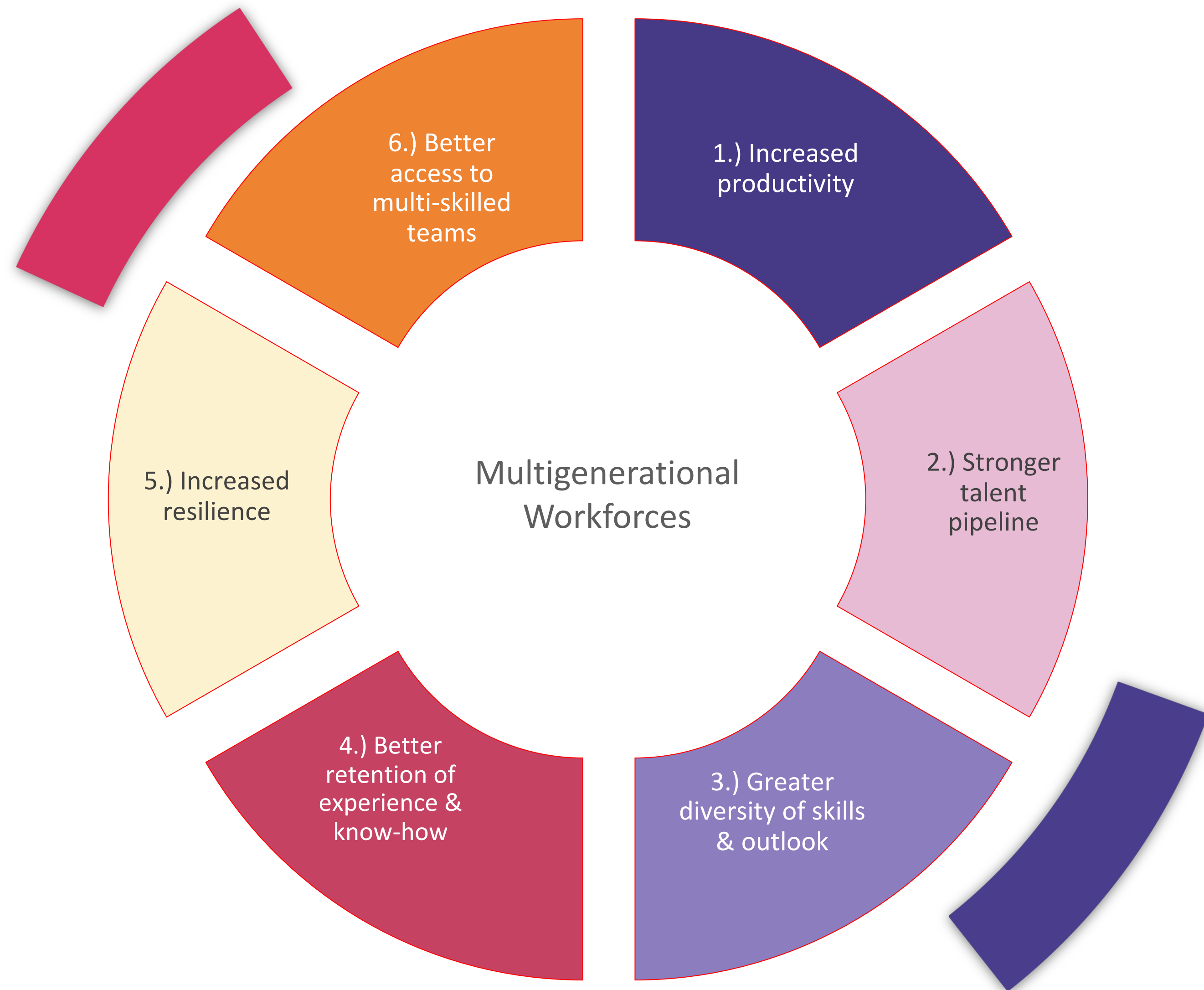
## Top 5 Technical Skills



## WHY IS GENERATIONAL DIVERSITY BENEFICIAL?

Will raise Global GDP  
per Capita<sup>1</sup> by almost  
19% in 3 decades

Source: [Promoting an Age-Inclusive Workforce: Living, Learning and Earning Longer](#) by [WeForum.org](#) and  
OECD (2020)



What we can be done to work harmoniously & align to a common goal? Tick all that apply.

Source: She Loves Data Workforce Diversity Survey [Aug to Nov 2022]

Total Respondents: 2,547

## TOP SOLUTIONS:

Neutral communities educating companies

COMMUNITY-DRIVEN (EXTERNAL) 60.4% 1,539

Company workshops to understand and manage each generation

COMPANY-DRIVEN (INTERNAL) 67.2% 1,712

Lobby governments, companies and NPOs for multigen friendly hiring

COMMUNITY DRIVEN 37.7% 959

Create a multi-generational committee or public forum

COMPANY-DRIVEN 25.1% 640

Others 7

0 450 900 1,350 1,800



# TOP CHALLENGES & SOLUTIONS FROM OUR LIVE FORUM

1 Ingrained biases

2 Ageism

3 Ableism

4 Inflexible and outdated hiring policies

5 Cultural norms – “just follow your elders”

1 Hiring: think outside the box.

2 Consistent, frequent, and open conversations (conversation cafes, workshops, etc.).  
*Also, language sensitivity training.*

3 Welcome retirees and returnees.

4 Reverse mentoring. Sponsor a younger leader. Buddy up with someone not your age.

5 Go out of your comfort zone and embrace people and ideas different from you.

6 Own your own work-life balance.

It is everyone's responsibility.

We need the entire ecosystem to move the needle and for true diversity and inclusivity to happen. Economic progress and success with an AI and data informed world will not be possible otherwise.





OUR  
PARTNERS

SHE LOVES DATA Bridges these Gaps  
and Connects Communities

OUR  
MEMBERS

## OUR FOCUS PILLARS

### COMPETENCE GAP (Tech & Data Skills)

70%  
of SLD  
Programs

- Learning Path Certification Programs
- (Private) Employee Training Programs
- Hiring Events
- Web: SLD Job Board and Learn Site
- Job fairs

### CONFIDENCE GAP (Essential Skills)

15%  
of SLD  
Programs

- She Leads Mentorship Program (new and upcoming)
- Global Networking (Virtual)
- Local SLD Events and Support Groups
- Essential Skills Training

### LEADERSHIP GAP (Leadership & Networks)

15%  
of SLD  
Programs

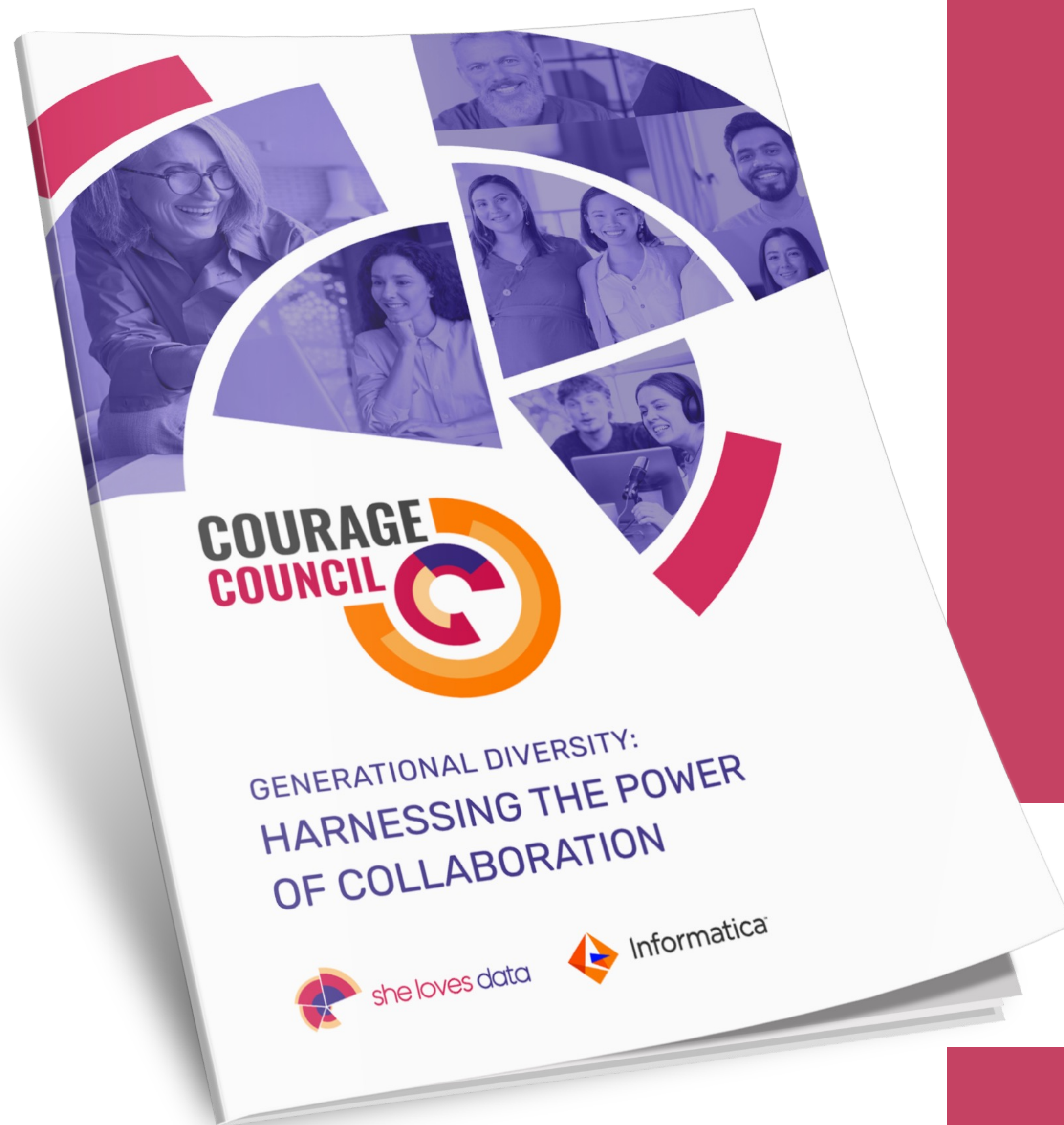
- Thought Leadership Webinars & Podcasts
- Future Female Leaders (new and upcoming)
- [Annual Courage Council](#)
- Annual SLD Anniversary Conference - celebrate SLD Ambassadors



## ANONYMOUS POLL NO.1

Recommend one solution  
to achieve a harmonious  
multigenerational workforce.

[VIEW RESULTS](#)



SCAN ME  
to get the  
#GenerationalDiversity  
report,  
or if you want to  
support





# Thank you for listening!



JANA MARLE ZIZKOVA

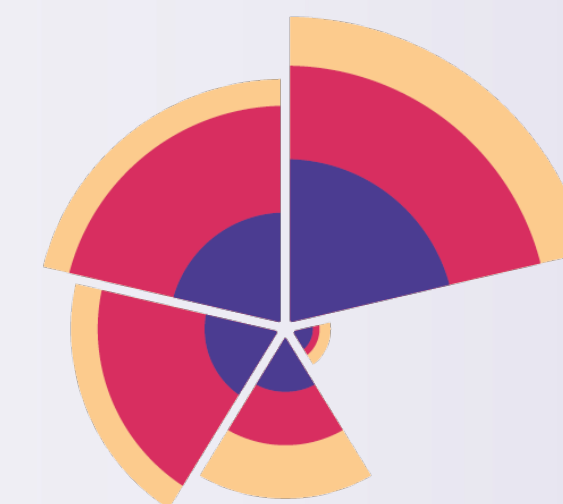
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