

Powerful Content That Builds Trust

- Client:** AchieveGlobal
- Project:** Editing for research paper on age-based stereotypes (10 pages)
- Objective:** Provide thought leadership to build awareness in their market
- Key Components:**
1. Provide an engaging, thought-provoking paper
 2. Raise awareness about the issue of stereotypes
 3. Offer steps on eliminating stereotypes in the workplace

Copy Close-Up #1

BEFORE

Review of Ageism's Effects in the Workplace

Put simply, the generational stereotypes perpetuated in pop-culture media outlets, in unscrupulous organizational training programs, and in workplace lunchroom conversations have very little basis in fact. Nonetheless, people at all levels of organizations hold these stereotypes about workers from different age groups. Organizationally, these stereotypes are harmful to interpersonal relationships, to collaboration among individuals from different age groups, to workers' views of themselves, to clients when employees of an organization treat them as a stereotype, and to people of all ages who are limited cognitively and emotionally by widespread beliefs that they are a certain way when in fact they are not.

Ageism is a system of stereotypes, policies, norms, and behaviors that discriminate against, restrict, and dehumanize people because of their age. Ageism manifests itself within organizations in various ways, perhaps initially in false beliefs, or stereotypes, about workers from various age groups. Whether or not these types of ageist stereotypes are true, their presence has a real effect on workers and on organizations. When ageist stereotypes are widely endorsed at multiple levels of an organization, workers begin to internalize those stereotypes about themselves and then conform to the stereotypes, creating a self-fulfilling prophesy (Levy, Slade, Kunkel, & Kasl, 2002).

Copy Close-Up #2

BEFORE

In today's diverse workforce, four generations must contribute to organizational results every day. However, with the strong presence of theoretical age differences resulting in workplace conflict, organizations are at risk. At risk for such things as lower employee productivity levels, lost or missed revenue due to client mistreatment, and reputation damage. This workplace conflict stems from the emergence of numerous generational theorists claiming that major generational differences exist in today's workforce.

Are people really that different across age groups? Or is it the perception of those differences—the assumptions people make about themselves and others—that gets in the way?

AchieveGlobal researchers set out to answer these questions through a rigorous review of existing scholarly literature. They discovered that the vast majority of these assertions has little basis in science. Instead, these assertions come from stereotyping, overgeneralization from isolated examples, biased research methodology, and prejudice and discrimination toward both older and younger workers that create tensions among generations.

Age differences in the pop literature are stereotypes, not actual differences that stand on a scientific foundation. In fact, recent studies have highlighted key similarities across age groups in terms of motivations and values.

It's time to debunk the myths and take full advantage of the unique strengths, talents, and experience each individual has to offer—regardless of age—to improve our workforce.

The Generational Divide – A Picture Painted by Pop-Culture Theorists

A generation is a group of people born in the same general span of time who share critical life experiences, such as major historical events, pastimes, heroes, and early work experiences (Weston, 2008).

Over the past decade, numerous pop-culture theorists, authors, organizational trainers, and university researchers have argued that these shared life experiences generate a common set of assumptions, attitudes, beliefs, and group cohesiveness and identity.

Many of these generational theorists argue that the values and behavioral patterns established in people's formative years

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AFTER

Ageism's Impact on the Workplace

Even though generational stereotypes have very little basis in science, their strong presence, perpetuated in pop-culture media outlets, organizational training programs, and workplace lunchroom conversations, has impacted corporations worldwide. When people buy in to age-based stereotypes, they are at a much greater risk of experiencing workplace conflict.

Additionally, when these stereotypes are widely endorsed at multiple levels of an organization, workers begin to internalize those stereotypes about themselves and then conform to the stereotypes, creating a self-fulfilling prophesy (Levy, Slade, Kunkel, & Kasl, 2002). Age-based stereotypes are harmful to:

- interpersonal relationships;
- collaboration among individuals from different age groups;
- workers' views of themselves;
- clients when employees of an organization treat them as a stereotype; and
- people of all ages who are limited cognitively and emotionally by widespread beliefs that they are a certain way when, in fact, they are not.

Today's workforce is more diverse than ever. Age diversity is one ingredient in the mix. Four generations are productively contributing to organizational results every day. For the past decade a number of pop-culture theorists, authors, organizational trainers, and at times even university researchers have reported major generational differences in today's workforce. Reports and articles have spotlighted friction, conflict and collisions between age groups, heralding diminished productivity and missed opportunity.

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AFTER

In today's diverse workforce, four generations must contribute to organizational results every day. However, with the strong presence of theoretical age differences resulting in workplace conflict, organizations are at risk. At risk for such things as lower employee productivity levels, lost or missed revenue due to client mistreatment, and reputation damage. This workplace conflict stems from the emergence of numerous generational theorists claiming that major generational differences exist in today's workforce.

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