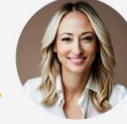




**Josephina Smith,**  
Reward & Benefits  
Director,  
**British Airways**



**Mariyana Zhou,**  
Human Resource  
Director,  
**Radancy**



**Cai Gold,**  
Chief People  
Officer,  
**YuLife**



**Kate Whitelock,**  
Head of Wellbeing,  
**YuLife**

Wednesday 15 November 2023, 12.00pm - 1.00pm

## Tips, links and challenges shared in the webinar chat

### Useful links:

Link to YuLife's "Build the winning team" report: <https://makeadifference.media/reports/build-the-winning-team-employee-health-wellbeing-survey/>

This webinar follows on from the "Workforce of the future" session which Paul Farmer, Chief Executive, Age UK Chaired at this year's MAD World Summit (you might be interested to listen to [the recording of this here](#) - it starts at 42:16).

Useful articles from [www.makeadifference.media](http://www.makeadifference.media):

- <https://makeadifference.media/mental/understanding-your-multigenerational-workforce/>
- <https://makeadifference.media/design/how-do-you-get-employees-in-a-multicultural-multigenerational-workforce-to-truly-connect-in-the-office/>
- <https://makeadifference.media/culture/older-workers-are-you-missing-a-multigeneration-trick-many-firms-are/>
- <https://makeadifference.media/mental/younger-employees-and-wellbeing/>
- <https://makeadifference.media/mental/paul-farmer-on-a-mission-to-destigmatise-older-workers/>
- <https://makeadifference.media/mental/young-employees-the-balance-of-care-paternalism/>
- <https://makeadifference.media/mental/how-skanska-supports-the-mental-wellbeing-of-older-construction-workers/>

4) Truth, Lies & Workplace Culture podcast:

[Ep35: From Baby Boomers to Gen-Z: A Cross-Generational Talk on the Modern Workplace](#)

### **Attendees' key challenges around supporting the multigenerational workforce:**

I find that the needs seem to change through the generation cycle. It's hard to find that balance of supporting them

That's very true about generation cycle and also generation gap with managers being gen x and working with millennials.

Yes, agree the balance is clear but is key here - employers may be constrained to truly be able to respond to this balance....be interesting to hear how this is managed in SME's.

We have an ageing care workforce (28% locally age 55+) and since covid there appears to be a rise in people looking for jobs with a home working element which is not an option for the care sector workforce, so it can be difficult to encourage younger people into our sector.

Do you have any suggestions on how to avoid the standard stereotypes that come with age groups when deciding possible benefits for staff to cover the age ranges within your company?

#### **On flexibility:**

I couldn't agree more Josephina, considering flexibility means something very different for operational roles and I think we focus too much on remote working rather than shift patterns.

#### **On engagement:**

Interesting to hear how people engage employees with benefits, no matter what we do around engagement we always hear "I didn't know I had access to this benefit"

We have a good sincere wellbeing offer within the organisation. Currently we are building a "Self Serve" area on SharePoint, which will include the 4 buckets of wellbeing - with links to internal and external resources.

We pulled together some digital 'tree of life' health & wellbeing posters with each leaf holding a link to different support such as financial support, sleep techniques, resilience training, relaxation tips, menopause support & local groups plus more. They went down really well as could be accessed easily.

Really interesting point from @CaliGold and building on that; we've found real value and insight through co-creation initiatives.

#### **On supporting colleagues with chronic illnesses:**

Really interesting to hear Maryana talk about chronic illnesses. I have MS and currently in a wheelchair after a fall. My employer has been excellent but are there set rules that the employer have to stick too?

These could be useful resources to refer to:

<https://www.acas.org.uk/reasonable-adjustments>

<https://makeadifference.media/culture/law-relevant-to-workplace-wellbeing/>

<https://makeadifference.media/mental/much-needed-new-guidance-around-reasonable-adjustments-for-mental-health-is-launched/>

#### **On the role of managers:**

What is the panel's views on Line Managers as the "go to" people or Wellbeing Ambassadors or both? We have 15 Wellbeing Ambassadors but take up after 18 months is low - have we focussed on the wrong people?

In our organization we are introducing an empowerment and leadership index for managers. So, it will be a list of things they need to do which is then evaluated by their team

Managers don't need to be experts but should have an understanding of what tools and resources are available to staff so that they can support through signposting.

Managers are the most vulnerable group and must be supported. I agree that it should be a shared responsibility incumbent on everyone.

We are hoping to empower colleagues to take some personal responsibility as well as including a coaching approach to management. we want to ensure that we have valid content around the Wellbeing of everyone. quite a big task but it will hopefully evolve as colleagues share their ideas and suggestions.

Paul Farmer at MAD World had some interesting suggestions around how to support older workers. One was to ease people towards retirement by providing reduced hours contracts, retirement coaching or a retirement club.

### **Thank yous**

Best use of an hour of my time in months - thank you and look forward to the video recording to share with our Line Managers.

It is so refreshing to hear all the great ideas around helping in cement the essential Wellbeing focus within all industries.

Interesting session. Thank you very much!

Value and nurture your teams. Thank you very much for this session very motivating

Many thanks for an excellent session.

Interesting session thank you!

Thank you so very much.

Thank you

Thank you!