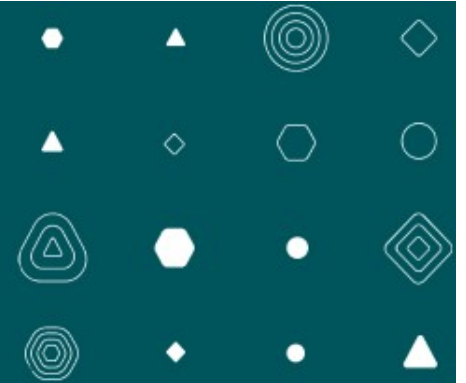


# Tailoring your communications for the multi-generational workforce



The  
generation  
game

Your  
challenges

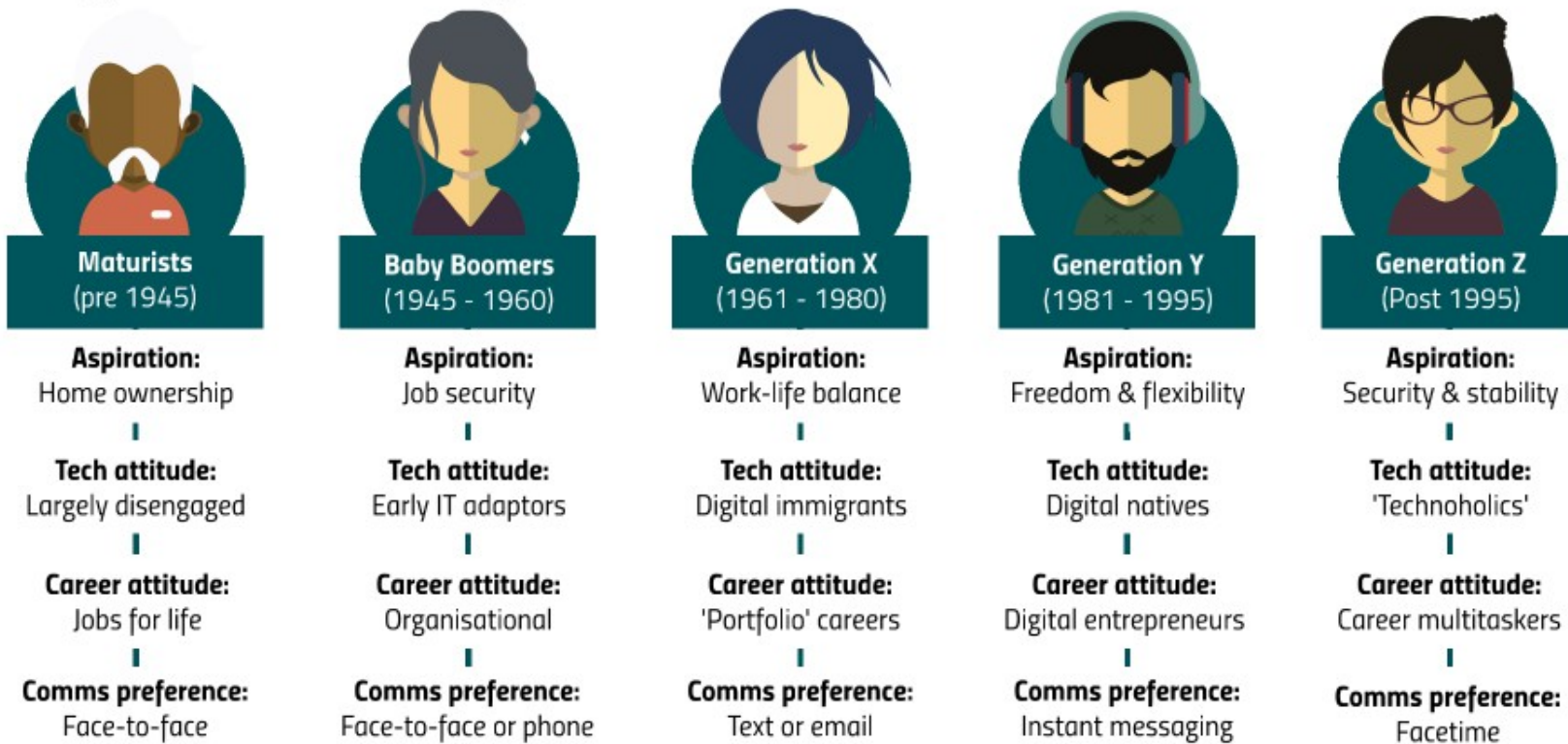
Facing the  
challenge

Healthcheck

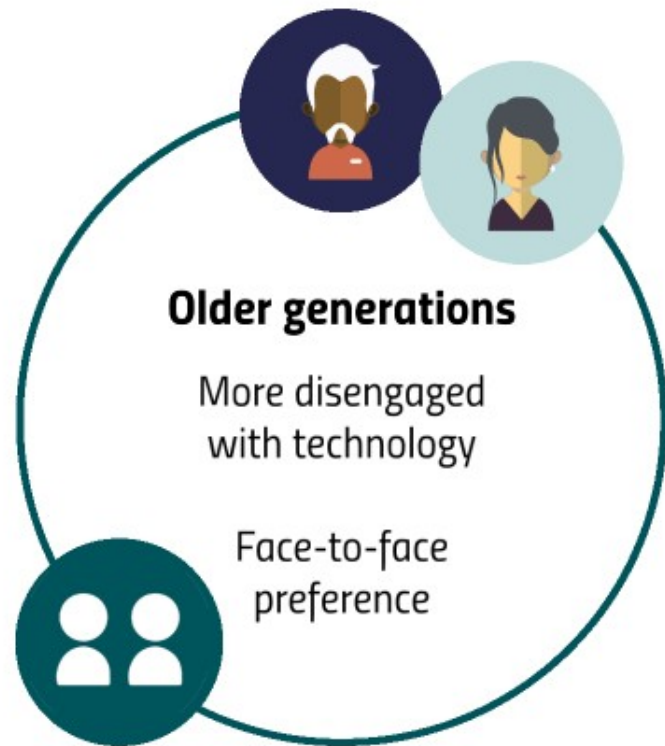
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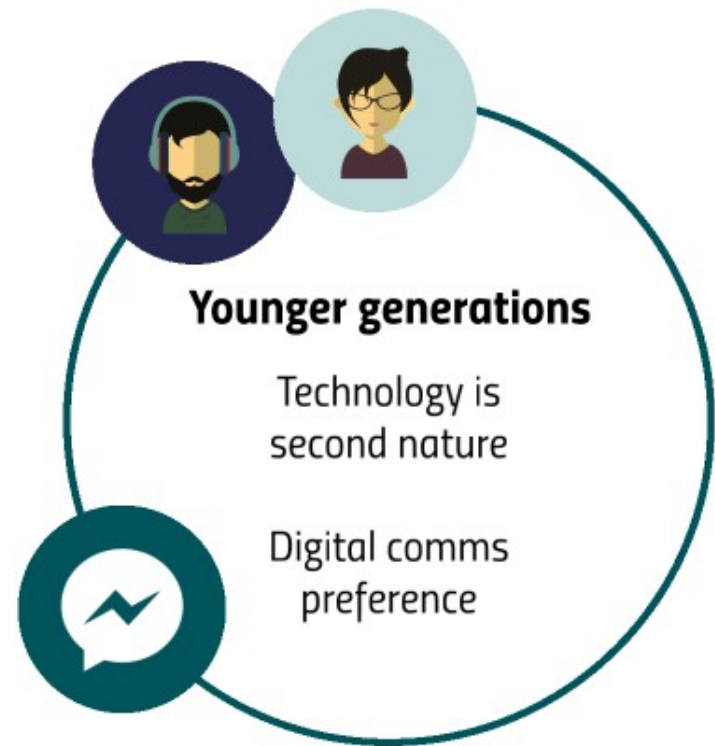
# The generation game



# The generation game



VS.



# The changing workforce

How will increased age diversity change the benefits you provide?

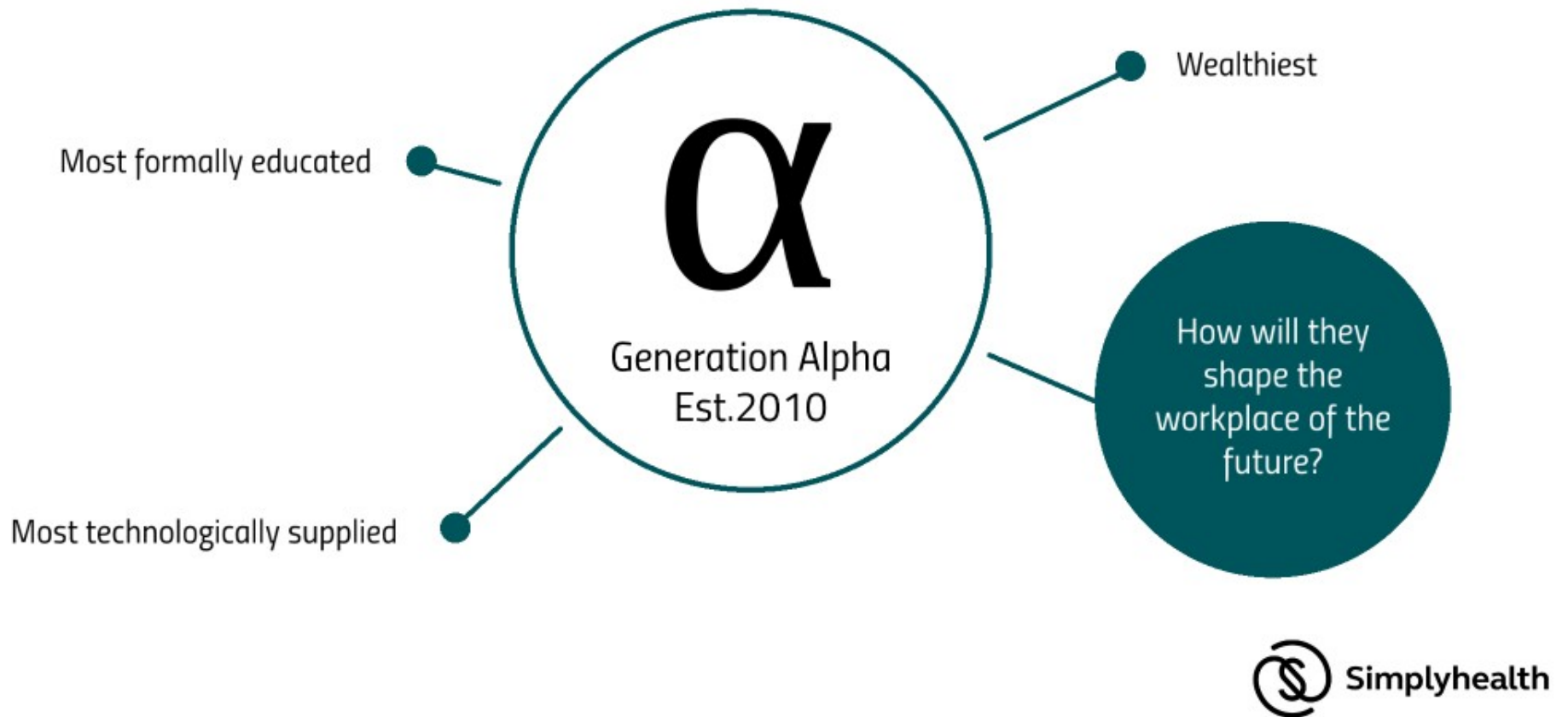
UK workforce by age group **2017**



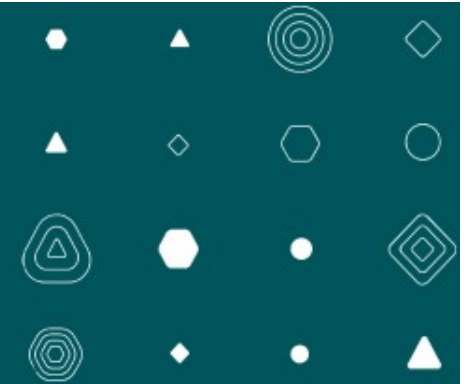
Predicted workforce of **2025**



# What's next?



# Tailoring your communications for the multi-generational workforce



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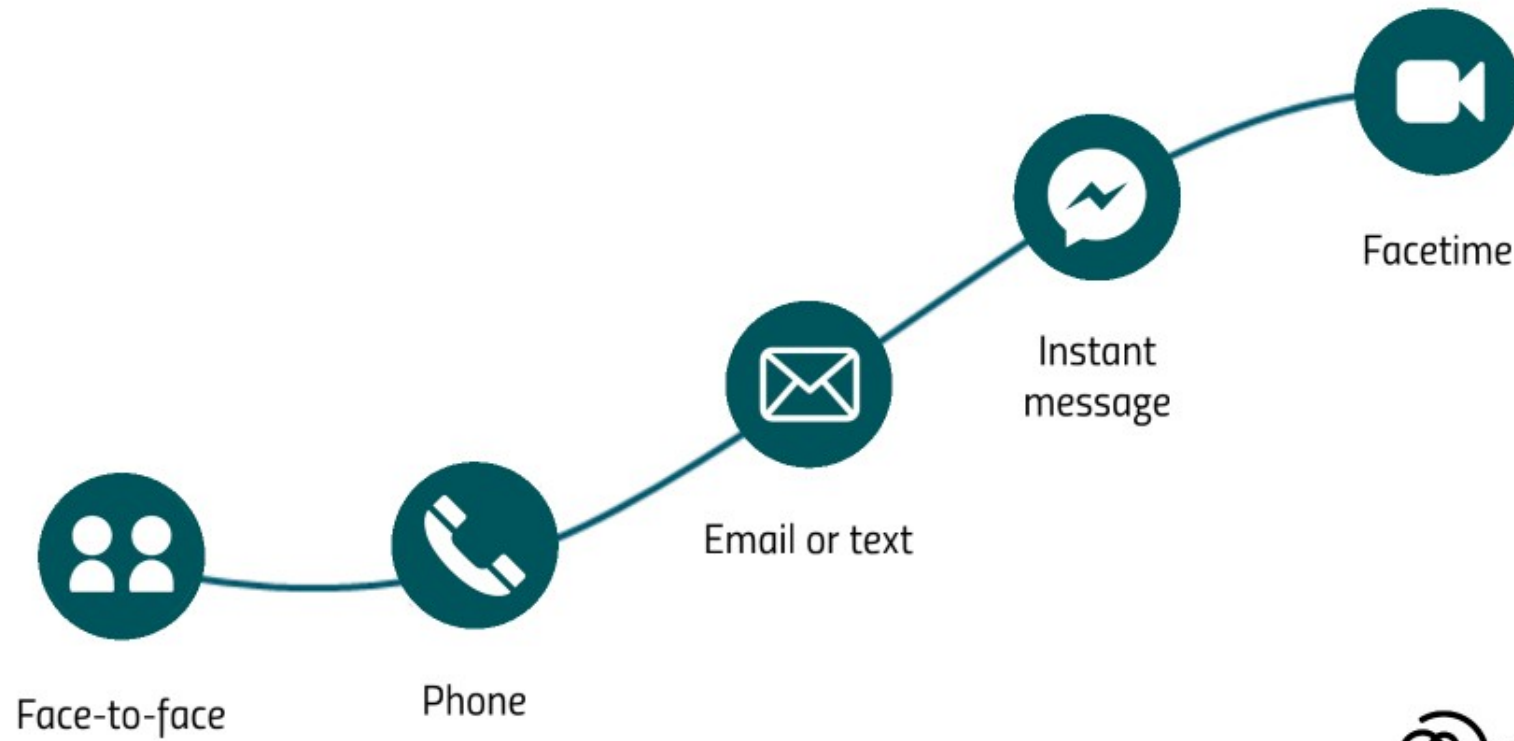


# Your challenges



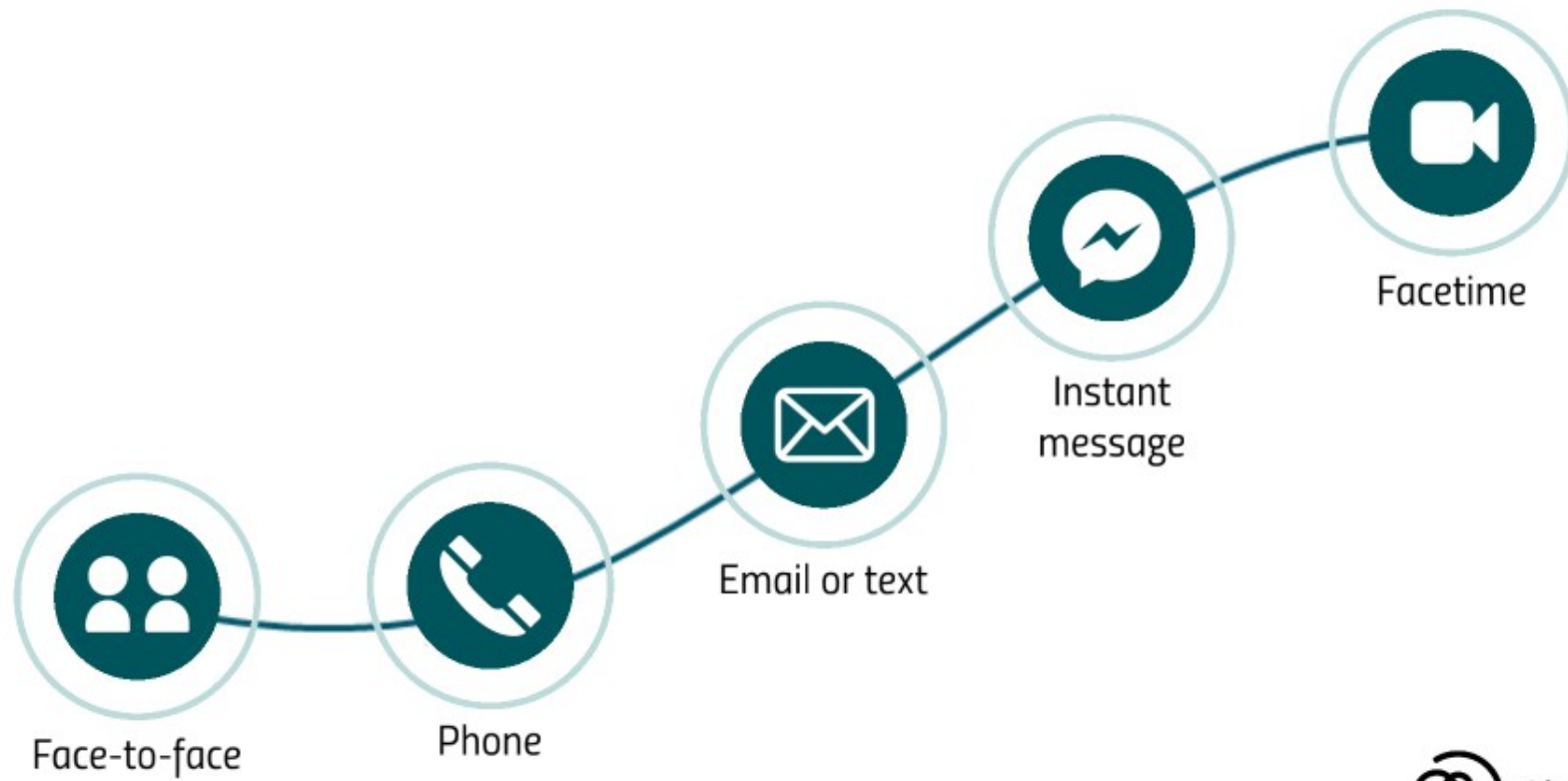


# Communication style

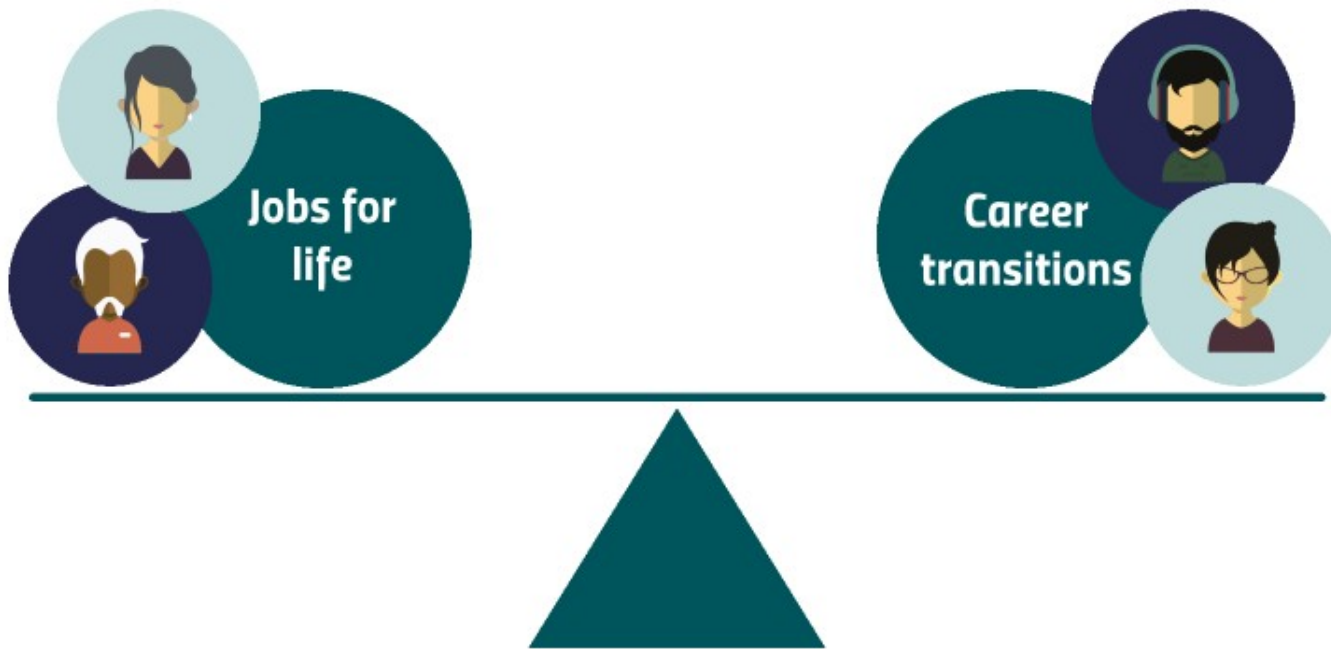




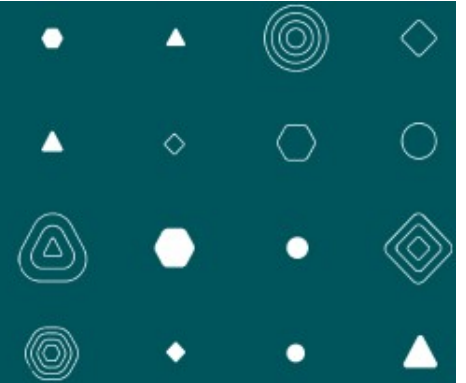
# Communication style



# Cultural expectations



# Tailoring your communications for the multi-generational workforce



The  
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challenges

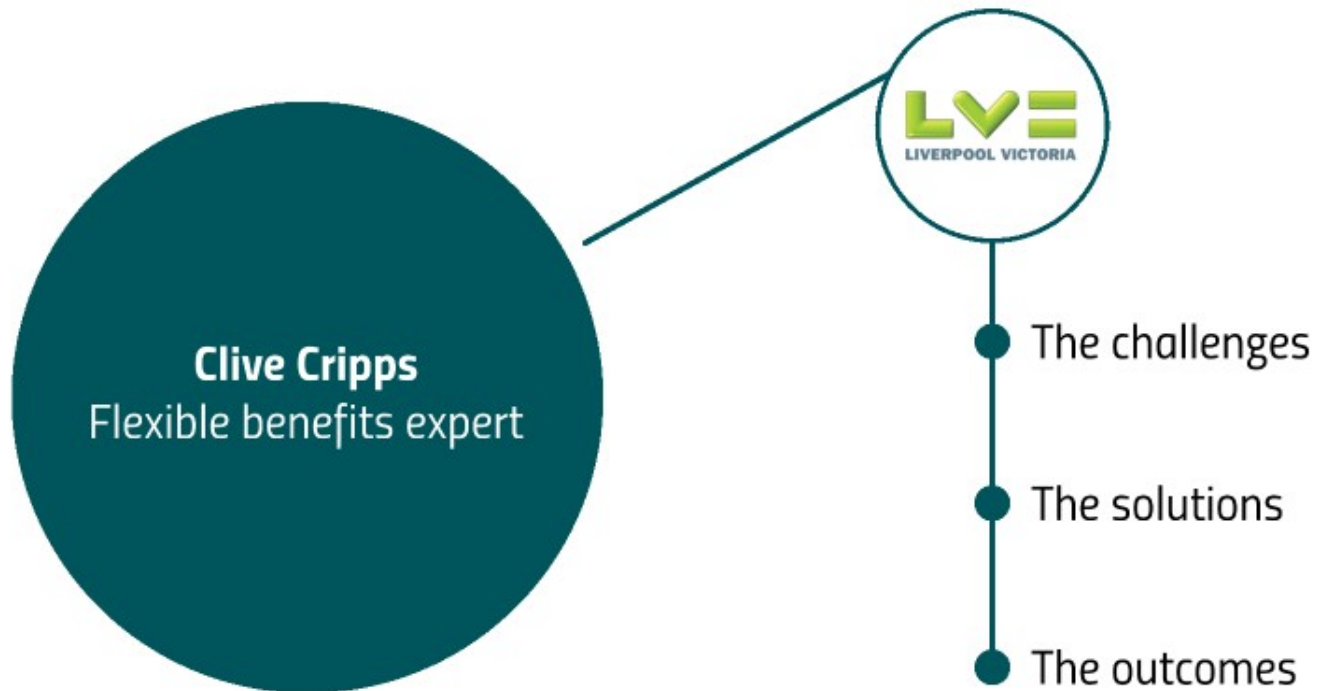
Facing the  
challenge

Healthcheck

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# Facing the challenge



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# Healthcheck



Are your  
employees  
engaged with the  
benefits on offer?



Do the benefits  
support the  
company  
objectives?



Are the benefits  
you provide  
meaningful to  
employees?



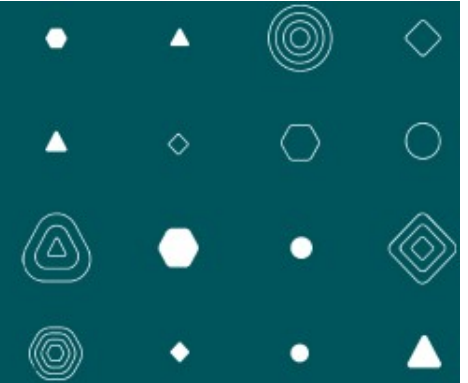
**Let's continue the conversation...**

Pam Whelan | Director of Corporate  
pam.whelan@simplyhealth.co.uk | 07974 823901





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