

1 Relevance



Heritage companies are deeply rooted in their history. Their decisions are guided by **values** and **traditions**.

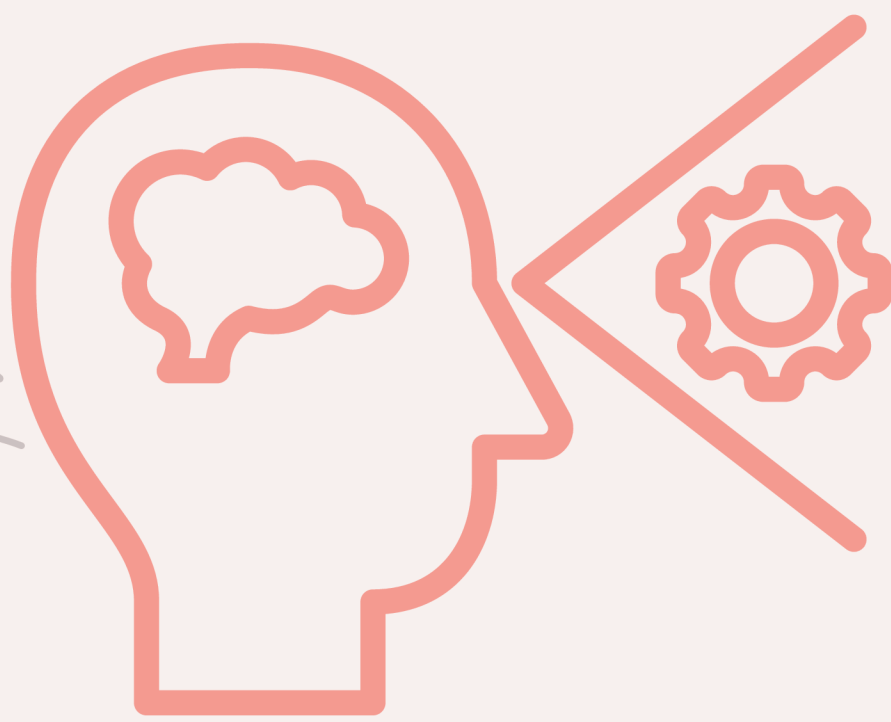


But the **world** is constantly **changing**. These changes bring **different** **generational expectations**.

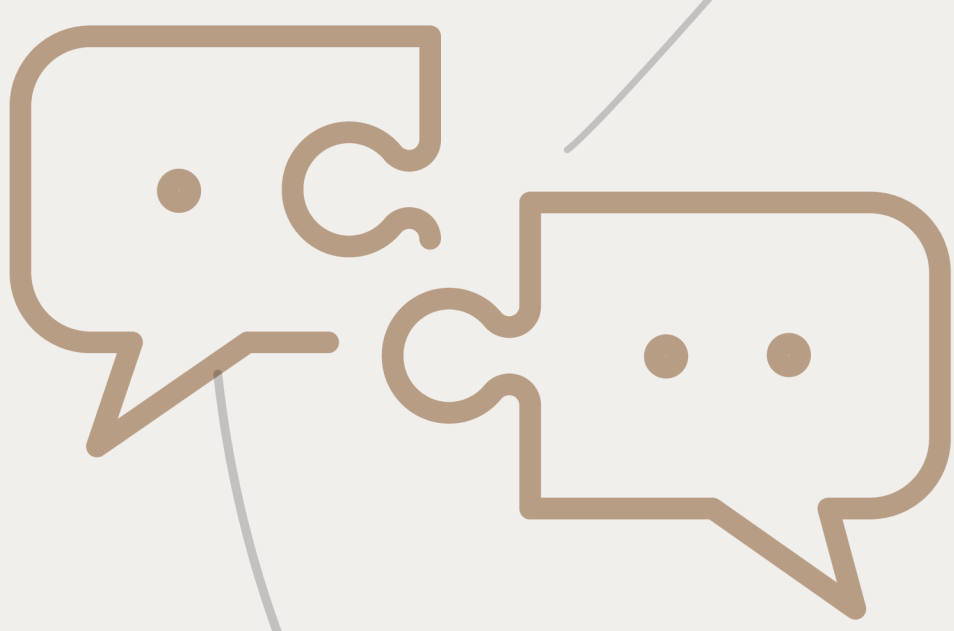


If heritage companies fail to **adapt to change**, they risk their **future relevance**.

2 Focus Area



To be able to adapt to change, **understanding different viewpoints** is essential. Without understanding each other, **generational misunderstandings** and **biases** build up.



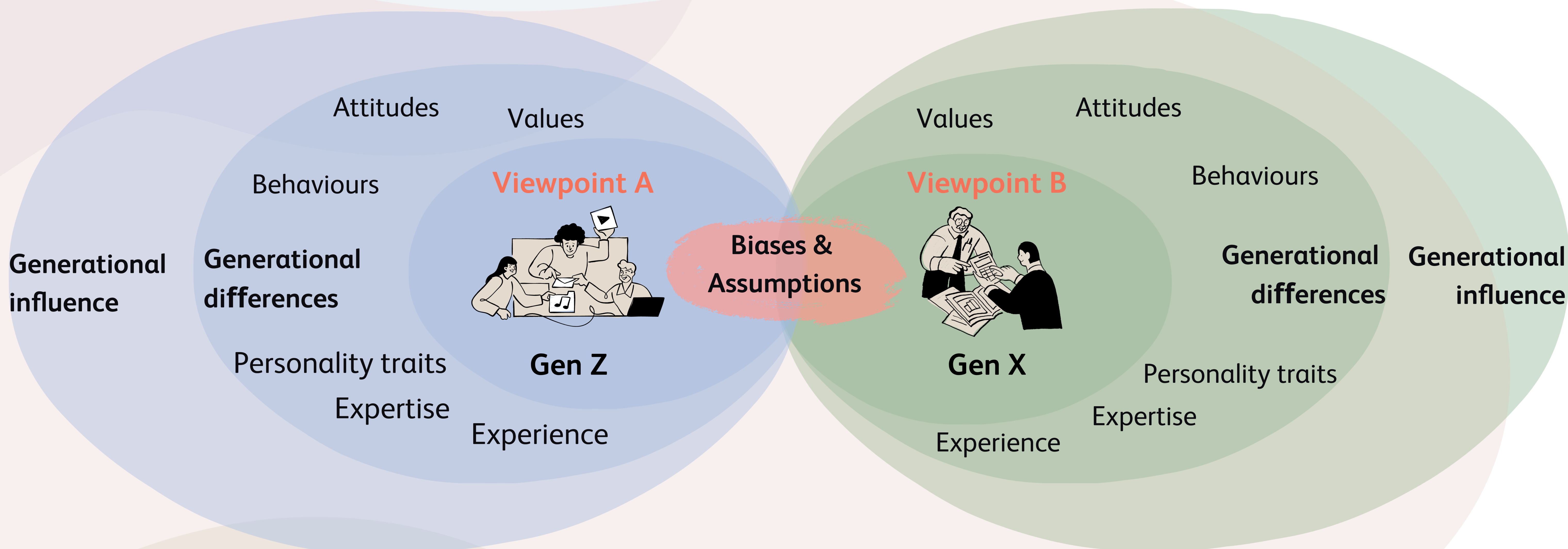
Due to Silos and a large workload, **younger** and **older employees** often don't have the **space or time to talk freely**.



Most conversations happen among departments in structured meetings, where there's **pressure to have answers** and **reach decisions**. This leaves little room for **open dialogue** or **curiosity** about **different views** on a topic.

The era when you were born has a substantial influence on your behaviors, attitudes, values, and personality traits.

— Jean M. Twenge



3 Proposed Intervention

Dialogue Sessions

These sessions aim to bring together people from different generations and departments to exchange views, experiences, and insights. The focus lies not on solving problems, but cultivating mutual understanding and bridging generational knowledge gaps. To broaden the exchange, sessions can also include voices from outside the organisation.

Goal of the Sessions

- Build trust and empathy
- Surface overlooked challenges and opportunities
- Connect long-standing values with new realities
- Strengthen the company's ability to evolve while staying true to its roots



In dialogue, a group explores complex difficult issues from many points of view. Individuals suspend their assumptions but they communicate their assumptions freely. The result is a free exploration that brings to the surface the full depth of people's experience and thought, and yet can move beyond their individual views.

— Peter Senge