



Generationen-Management: Konzepte, Instrumente, Good-Practice-Ansätze (German Edition)

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?Studien zufolge erleben Unternehmen die Veränderung der Altersstruktur, aber auch die Veränderung der Wünsche innerhalb der Belegschaft als erste Folgen des demografischen Wandels. Dessen ungeachtet liegt die Priorität im Demografiemanagement oftmals immer noch auf Gesundheitsförderung und Nachwuchsgewinnung. Dies reicht jedoch nicht aus, um eine wettbewerbsfähige Belegschaft nachhaltig aufzubauen. Gerade Führung und Arbeitsorganisation bedingen nicht nur die Arbeitsfähigkeit, sondern auch das Commitment der Mitarbeiter. Systematisches Generationen-Management schafft die Rahmenbedingungen, um das Unternehmen als attraktiven Arbeitgeber bei allen relevanten Mitarbeitergruppen zu positionieren und somit Wettbewerbsvorteile aus einer Generationenvielfalt zu ziehen. Hierbei zeigen sich drei Handlungsfelder als wesentlich: organisationale und arbeitspolitische Rahmenbedingungen gestalten, lebenslange Leistungsfähigkeit fördern und die intergenerative Wertschätzung und Zusammenarbeit stärken.



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