

Six Realities Transforming Business:

# Is Your Organization Future Ready?



# Are you leading a future-ready organization?

Workforce demographic shifts, the rise of AI, and the acceleration of hybrid work are just a few of the potent realities transforming the people side of business today. In this ebook, we share our perspective on six interrelated forces driving significant decision points for leaders. Whether or not we're ready, they are already deeply impacting us and our organizations in myriad ways. How you choose to prepare, respond, and signal vision and action will be defining factors in the future success of your business.

We invite you to step forward with us, embrace these realities as opportunities to innovate and lead with conviction, and shape a future where both your business and your people not only adapt – they thrive.



*Cheryl*

**Cheryl Fields Tyler**

Founder and CEO, Blue Beyond Consulting



[Click here to watch the webinar!](#)



# Demography is Destiny

We are amid a generational handover – are we dropping the baton?

For the first time, the U.S. workforce comprises five distinct generations, each bringing its unique set of values, expectations, and working styles.<sup>1</sup> This unprecedented diversity is shaping the dynamics of modern workplaces, posing both challenges and opportunities for today's leaders.

Millennials are set to dominate the workforce for the next two decades. Meanwhile, Baby Boomers continue their exit at an accelerated pace with Gen Z poised to outnumber them, ushering in a new era of workplace demographics.<sup>2</sup> This shift underscores the urgent need for organizations to reassess and realign leadership development strategies.

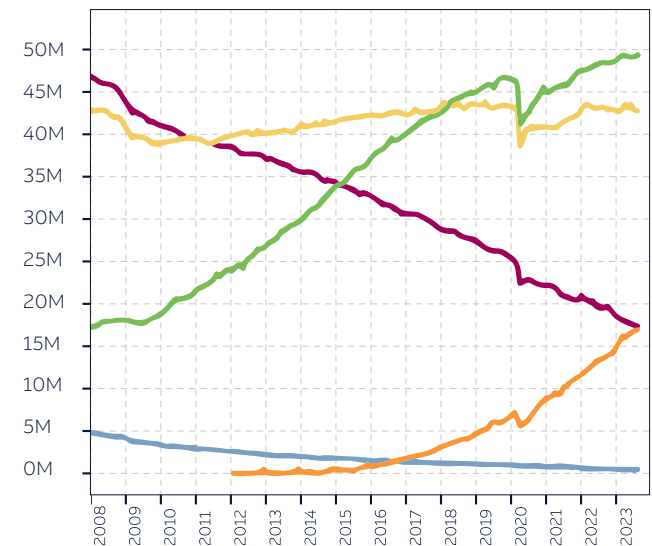
This generational turnover is literally keeping leaders up at night. Half of CEOs report losing sleep worrying about whether the next generation of leaders is ready to carry the baton.<sup>3</sup> Millennials and Gen Z are not just future leaders; their current influence and future dominance make them central to the evolution of organizational culture and success.

Moreover, the priorities of these younger generations are distinctly different from their predecessors. Purpose, well-being, and work-life balance often rank higher than traditional markers of career progression, such as title advancements or senior leadership roles.<sup>4</sup> This shift reflects broader societal changes and highlights the necessity for companies to adapt engagement and retention strategies that cater to evolving employee needs.

"Demography is Destiny" means business leaders must not only proactively understand these demographic shifts in order to ensure that organizations are cultivating a dynamic and adaptable leadership model that bridges the gap between seasoned and emerging executives. We must also demonstrate that we value close work relationships and possess a deep appreciation of employees' individual needs, which are essential to fostering an inclusive and positive work environment.

## MILLENNIALS DOMINATE THE WORKFORCE AS GEN Z OVERTAKES BABY BOOMERS

Full-time (35+ hours per week) employment



- Silent Generation
- Baby Boomer
- Gen X
- Millennial
- Gen Z

Glassdoor Analysis of Census Bureau  
Data Chart: Blue Beyond Consulting

A potential leadership continuity gap?

59

Average age of Fortune 500 CEOs

57

Average age of Fortune 100 C-suite executives

12%

of companies report confidence in the strength of their pipelines

Source: Madison Trust, Wall Street Journal, DDI

## Millennials and Gen Z have reason to prioritize well-being

Millennials and Gen Z are redefining workplace priorities with a strong emphasis on well-being, driven in part by daunting financial realities unique to their generations.<sup>5</sup> These younger cohorts face a landscape dramatically different from previous ones, marked by soaring education costs and escalating student debt burdens.<sup>6</sup>

“Key demographic trends converge to pose very real challenges for younger generations.

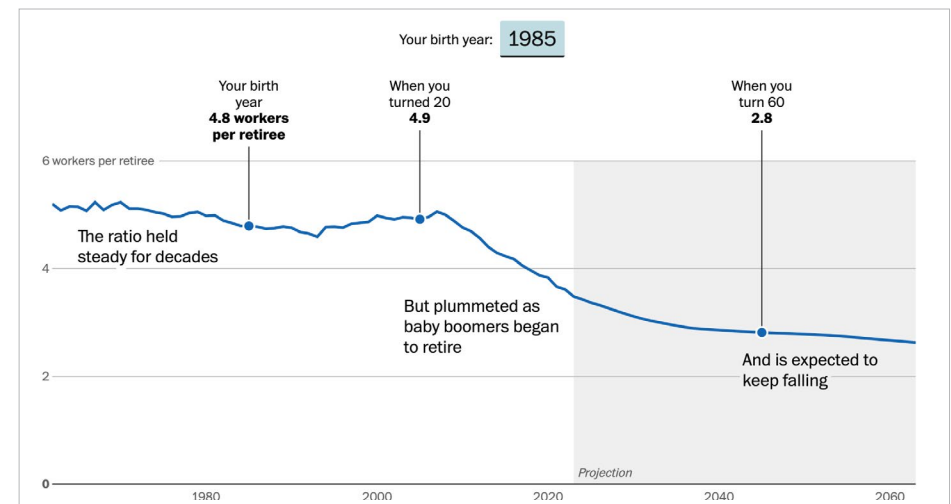
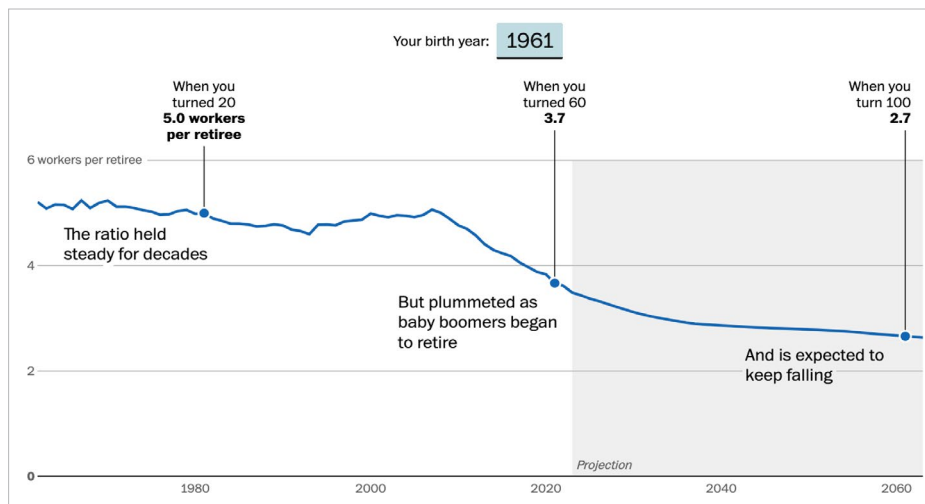
Homeownership, long considered a cornerstone of wealth accumulation in the United States, is increasingly out of reach for many in these

groups.<sup>7</sup> The scarcity of affordable entry-level homes in desirable locations prevents many young professionals from investing in real estate early enough to build significant equity over time.

Raising a family has also become significantly more expensive, with costs increasing by more than 60% in the last 25 years, adjusted for inflation.<sup>8</sup> Healthcare, a major contributor to rising living costs, coupled with longer life expectancies of the Baby Boomer generation, suggests that the anticipated wealth transfer may not be as substantial as hoped. Boomers are consuming more of their savings on health and living expenses, potentially leaving less for inheritance.<sup>9</sup>

Moreover, the demographic shift in the workforce means fewer workers will support more retirees. For instance, when a younger Baby Boomer turned 60, approximately 3.7 workers supported each retiree.<sup>10</sup> However, projections suggest that when Millennials reach that age, the ratio will drop to only 2.8 workers per retiree.<sup>11</sup> This demographic crunch places additional pressure on younger generations.

Understanding these pressures is crucial for leaders seeking to foster an inclusive, supportive workplace that can attract and retain young employees. As the business landscape evolves, so too must strategies that prioritize all aspects of employee well-being, including financial well-being.



Source: The Washington Post

# Well-Being is Not a Fad

Demographic, societal, and workplace factors have converged to make well-being paramount



The importance of well-being in the workplace transcends the COVID-19 pandemic. In fact, as early as 2010, Gallup highlighted a growing awareness of its significance.<sup>12</sup> Today, it's become clear that the emphasis on mental health and overall well-being is not just a trend but an essential pillar of organizational success.

According to a Blue Beyond survey, nearly 9 in 10 respondents now place mental health and well-being at the top of their list of workplace necessities.<sup>13</sup> Millennials and Gen Z increasingly prioritize it, reflecting broader demographic and societal shifts.<sup>14</sup> This changing workforce dynamic underscores a cultural transformation in how employees engage with their work environments and demands a strategic response from employers.



The business case for prioritizing employee well-being is compelling.

The business case for prioritizing employee well-being is compelling. Research shows that for every 4% increase in well-being, there's a corresponding 1% uptick in company profit.<sup>15</sup> Moreover, employees who feel their well-being is supported are much less likely to seek

employment elsewhere or to experience burnout.<sup>16</sup> These statistics make a strong case for well-being initiatives as a core strategy for enhancing organizational resilience and productivity.

Executives increasingly recognize that investing in well-being can yield significant business returns, ranking just behind reskilling initiatives.<sup>17</sup> Contrary to outdated approaches that treated employees merely as consumers of the workplace experience, modern strategies emphasize well-being as a catalyst for fostering a more engaged, productive, and innovative workforce.

**EMPLOYEES WANT COMPANIES TO PRIORITIZE THEIR WELL-BEING**

**9 in 10**

**knowledge workers** say employee well-being and mental health are important to them

**55%**

say they are **VERY important**

Source: Blue Beyond

## Our health is the central issue for many of us

As we've previously highlighted, the pressures of modern life, particularly for younger workers and those with young families, make prioritizing well-being unavoidable. High stress levels, noted in about a third of the workforce, particularly impact physical and mental health.<sup>18</sup> For these employees, workplace well-being programs are not just beneficial but necessary for managing the demands of both their professional and personal lives.

For those midlife and younger employees, the burden of maintaining a balanced life feels heavier than ever. These individuals often find

themselves grappling with the pressures of career and family, all while navigating their own health and/or those of their children.

The impact is particularly notable among younger generations, such as Gen Z and younger Millennials, who face unique challenges in today's fast-paced, highly connected world. Their stress levels not only affect them but also have ripple effects on their parents, typically from Gen X and younger Baby Boomer generations.

Well-being, therefore, is not a fleeting concern, especially as we witness the daily struggles associated with early adulthood, intensified by

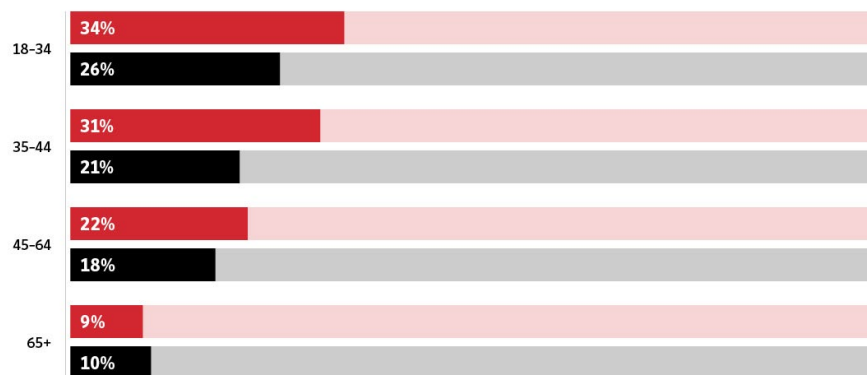
additional pressures unique to our time – the post-traumatic effects of the Covid-19 pandemic, global conflict, racism and racial injustice, inflation, and climate-related disasters are all weighing on Americans' collective consciousness.<sup>19</sup> Given all this, it is imperative that business leaders place the health and welfare of their people at the forefront of priorities.

“Those under 65 – especially those with young and young adult children – must prioritize well-being.”

### PRE- AND POST-PANDEMIC STRESS LEVEL COMPARISON BY AGE

% OF ADULTS WHO RATE THEIR AVERAGE STRESS BETWEEN EIGHT AND TEN\*

■ 2023 ■ 2019



\*Respondents were asked to rate their average level of stress during the past month on a scale of 1 to 10, where 1 means "little or no stress" and 10 means "a great deal of stress"

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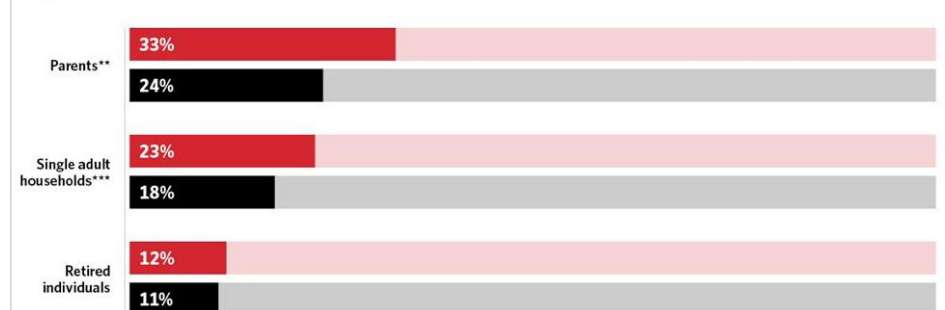
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\*\*Defined as adults who have a child under 18 living in their home at least 50% of the time for whom they are the parent or guardian

\*\*\*Defined as households with one adult (with or without children)

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# If work can be done anywhere, it will be – *and should be*

## Flexible workplace arrangements boost autonomy, productivity, and more

The rapid acceleration of remote work during the pandemic fundamentally shifted the traditional workplace model, especially in the realm of knowledge work. This shift highlights the growing preference for flexibility over fixed office locations, with a significant gap between executive desires and employee preferences: while 83% of CEOs advocate for a return to in-person work, only 10% of employees wish to return full-time.<sup>20</sup>

As of late 2023, the number of companies requiring full-time office attendance dropped from 49% to 38% within a year, emphasizing a clear trend towards remote and hybrid work.<sup>21</sup> This flexibility is not only preferred but studies show that it is proving essential for retaining talent. For instance, employees with the option to work remotely are 2.3 times more likely to stay with their organization, appreciating the autonomy to choose how and where they work.<sup>22</sup>

This autonomy doesn't just boost retention but also contributes to better physical and mental health, improved work-life balance, and substantial cost savings of \$6,000 or more annually on commuting and related expenses.<sup>23</sup>

These benefits translate into higher productivity, increased job satisfaction, and overall happiness, enhancing the quality of output and workplace morale.<sup>24</sup>

### The return on autonomy

People who can work from home at least two days per week report:

- Better mental and physical health
- More work-life balance
- Cost savings of \$6,000 or more per year
- Higher productivity and job satisfaction
- Greater happiness

Source: Josh Bersin, *The Flex Report*

All of these statistics support our strong belief that if work can be done from anywhere, it will be – and should be. Knowledge work is a collaboration – not a “place.” Business leaders have the opportunity to leverage this reality for their businesses now, or ignore it at their peril.



## Knowledge-based work is a collaboration – not a "place"

The shift to hybrid work also necessitates a rethink of how office spaces are utilized. Current data indicate that on the busiest days – Tuesdays and Wednesdays – office buildings in major U.S. cities are only 62% full, with occupancy dropping to 30-40% on other days.<sup>25</sup> This underutilization presents an opportunity to reimagine office space for more effective use, such as fostering collaboration and deepening trust through more meaningful, albeit less frequent, in-person interactions.

It also challenges us to reimagine our investment in physical workspaces. By reallocating even just 10% of the resources currently directed towards traditional office setups, companies could enhance the effectiveness of in-person work, crafting environments that strengthen communication and build cross-geographical connections.

Ultimately, the evolution of hybrid work demands a strategic approach to integrate flexibility with organizational goals, ensuring that the shift enhances both individual and collective productivity. It calls for a balanced view that accommodates diverse employee needs while cultivating a *Deep Trust and High Expectations®* culture and aligning workforce strategies with broader business objectives.



### We need to rethink how we invest in and structure “in-person” work to:

- Foster “lore-creating moments” of in-person collaboration
- Build deeper trust and strengthen communication
- Design and share breakthrough learning experiences
- Build boundary-expanding connections across teams and geographies
- Strengthen shared purpose

#### OFFICE OCCUPANCY IN AMERICA'S BIGGEST CITIES:



Source: Korn Ferry



## REALITY 4

# AI makes humans more essential, not less

Wanted: Ethical, smart, emotionally intelligent people to navigate an AI world

The integration of Artificial Intelligence (AI) into our daily work presents a mix of uncertainty and opportunity, challenging us to rethink the role of human skills in the future workplace. As AI grows increasingly pervasive, it underscores the necessity of human qualities such as ethical judgment, emotional intelligence, and flexibility. Contrary to fears, 82 percent of global leaders recognize that AI will require employees to develop new skills, particularly those related to critical thinking and emotional insights.<sup>26</sup>

In fact, 9 in 10 executives believe that soft skills will gain even more importance as routine tasks are delegated to AI, emphasizing the need for workers who can navigate complex interpersonal dynamics and make nuanced decisions.<sup>27</sup> This shift suggests that AI might enhance productivity and decision-making but also places a premium on the human ability to interpret and manage these advancements ethically and effectively.

Concerns persist among workers, with nearly half fearing job displacement by AI, yet paradoxically, the promise outweighs the threat with 70 percent

willing to use AI to reduce their workload.<sup>28</sup> Still, this ambivalence reflects the broader challenge of integrating this new technology in a way that supports human development and business growth.

The potential for business growth is not lost on U.S. executives, with nearly half believing that generative AI will increase productivity and 40 percent thinking that it will help to unlock more revenue opportunities in the coming year.<sup>29</sup>

In the US, the fastest growing skills since November 2022 are:

**+158%**  
Flexibility

**+120%**  
Professional ethics

**+118%**  
Social perceptiveness

**+83%**  
Self-management

Source: LinkedIn



# Exponentially increasing our need for 'goodness'

The future of AI in the workplace hinges on our ability to steer these technologies towards enhancing human capabilities rather than replacing them. Ethical considerations will become increasingly crucial as AI influences more of our decisions and interactions. The ability to maintain ethical standards and foster a culture of trust and empathy will be vital in leveraging AI's potential responsibly.

Companies like Microsoft are already taking significant steps to address these responsibilities,<sup>30</sup> signaling a broader shift towards conscientious AI use. Moving forward, enhancing our collective capacity for what we refer to as 'goodness' will be critical to ensure that AI contributes positively to society and empowers rather than diminishes human flourishing.

“Developing employees’ soft skills is the key to leveraging AI’s potential responsibly.”

This much is clear: While we still have a great deal to learn about AI, especially in the context of the workplace, we know it will deliver its benefits to society as a whole in direct proportion to the standards we aspire to and the skills we build. Business must take the lead.

### SKILLS ESSENTIAL TO 'GOODNESS':

- Ethical judgment
- Curiosity
- Empathy
- Communication
- Context setting
- Trust building
- Critical thinking
- Understanding and facilitating group dynamics
- Inclusion
- Coalition building
- Foresight
- Self-awareness
- Emotional regulation
- Perspective-taking
- Seeking and receiving feedback



# Leaders' no. 1 job: Amplifying signal and reducing noise

Seeing what is most important now and next – and communicating in ways that make sense – is essential

In today's workplace, employees are really looking to their leaders to signal that we get them, we hear them and that we can respond effectively. Given the dynamics of the market and what's happening around us every day, a leader's number one job must be amplifying the signal and reducing the noise.

Research shows that over 70% of global employees feel their job complexity has increased significantly, especially in the aftermath of the pandemic.<sup>31</sup> This rise is attributed to factors like information overload, constant multitasking, and the rapid pace of organizational change.<sup>32</sup> Such dynamics contribute to what's described as a "popcorn effect" in our brains, where too much information leads to cognitive overload.

A staggering 9 in 10 employees are grappling with navigating this information overload, finding it challenging to efficiently sift through vast amounts of data.<sup>33</sup> Employees report that they are stretched thin by the need to manage multiple projects, teams, and people simultaneously, a situation that not only heightens stress but also demands superior coordination and communication skills.<sup>34</sup>

Further complicating their work life, employees struggle to keep pace with rapid shifts in the organizational landscape,

which impacts their ability to remain adaptable and knowledgeable.<sup>35</sup> This is exacerbated by limited resources, which hampers their ability to perform tasks efficiently and increases the risk of burnout from trying to do more with less.<sup>36</sup>

### ***Some of the communication mistakes that leaders commonly make:***

- Lack of data or formal listening to lived experiences of employees
- Overuse of 'formal' communication and corporate jargon
- Too many communication channels
- Not put into context-What happened before? What comes next?
- No invitation for dialogue
- Underuse of visuals to situate ideas, build alignment, convey emotion, and make meaning

Employees report several factors that they believe are adding complexity to their jobs:

- 90%** Navigating information overload
- 89%** Managing internal processes
- 88%** Managing multiple projects, teams, and people
- 87%** Keeping up with rapid change
- 86%** Limited resources

*% reporting*

*Source: HRO Today*

## Signal boosting requires knowing what humans need

In today's VUCA business environment, *Human, Compelling, Visual Communications™* are more critical than ever. Leaders are challenged not only to understand but also to effectively convey the core messages that resonate with their teams.

Effective communication in this context means understanding and addressing the human need for clarity and connection. Leaders must excel in identifying and prioritizing what's crucial both currently and in the future, and then communicate these priorities in ways that are compelling and directly relevant to their teams.

“We are hard-wired to spot patterns and seek connection – between people, ideas, and content.

To reduce workplace stress and anxiety, leaders should focus on creating clear, contextual communications that cut through the clutter. This requires a deep understanding of the individuals within your organization and tailoring messages that connect with them on a personal level. Employing [visuals and imagery](#) can help simplify complex ideas, making them easier to digest and act upon.

Moreover, it is essential for leaders to foster an environment where feedback is encouraged

and valued to help ensure that communications truly resonate. Avoid overly formal language and corporate jargon that can alienate or confuse, and opt instead for simple, direct messaging.

In our increasingly interconnected and digital workplace, the ability to effectively manage communication channels—from emails to Slack or GChat—is fundamental. Leaders must streamline these interactions to enhance focus and productivity, ensuring that every piece of communication is purposeful and contributes to a more engaged workplace.

**"Human"** communications leverage our natural ability to receive information, understand its context, and build connection. They use simple language, balance brevity with meaning, and feel like they are coming from a real person who cares.

**"Compelling"** communications inspire, inform, build knowledge, and call audiences to action. They are clear in what they want your people to know, feel, and do, and broadcast the “so what” behind your message.

**"Visual"** communications have the power to build connection and alignment faster than words alone. They help audiences visualize organizational change, relate ideas, concepts, and programs, and bring your message to life.

### Leaders can reduce stress, anxiety, and fear by:

- Being contextually aware of the market, organization, team, and each person
- Focusing on what's most important
- Demonstrating empathy and care
- Communicating in a human, compelling, and visual way



# Your future is in the hands of your people managers

Managers are the pivot point – the key to actively and agilely balance the changing needs of your people and your business

This reality is really the culmination of all the rest. And it boils down to this: the pivotal role of people managers in shaping the future of your business cannot be overstated. As these six workplace realities converge, they serve as the crucial link in effectively balancing the evolving needs of both your employees and your organization.

Now more than ever, investing in people managers is paramount, not only in terms of skill development but also in recognizing the significant role they play in supporting and motivating their teams and driving organizational success.

First, they must adapt to the needs of a multigenerational workforce, each group bringing distinct expectations and communication styles to the table. Second, actively supporting employee well-being has become a critical function for managers, as it directly influences productivity and satisfaction.

Third, they are responsible for orchestrating teams across various geographies, creating memorable in-person moments that enhance collaboration and foster a sense of shared purpose. Fourth, managers must adeptly handle the integration and application of AI in the

workplace, ensuring that these technologies are trusted and beneficial to your team’s operations.

Fifth, managers need to become experts at amplifying important messages and reducing unnecessary noise through effective, visual, and human communication strategies. Sixth – and last – they play a key role in contextualizing the signals sent by upper management and providing feedback that helps leaders adjust and refine their approaches. Together, these realities require people managers to be exceptionally adaptable, empathetic, and technologically savvy.

**ALL SIX OF THESE REALITIES COMBINED MAKE YOUR MANAGERS THE PIVOT POINT:**

**REALITY 1**

Adapting to the needs of a multigenerational workforce

**REALITY 2**

Actively supporting employee well-being

**REALITY 3**

Orchestrating teams working together across many geographies and fostering lore-creating “in-person” moments to fuel highly effective collaboration

**REALITY 4**

Navigating the complexities of AI application and integration in ways people can trust

**REALITY 5**

Becoming experts at amplifying signal and reducing noise by employing Human, Compelling, Visual Communications™

**REALITY 6**

Contextualizing the signals that leaders are sending—and sending feedback back to leaders that ensure they can learn and adjust

## Effective managers deliver exceptional results

Your employees naturally look to their managers for guidance and support, making it imperative for leaders to prioritize investments in managerial development. However, only a small fraction of managers feel adequately supported by their organizations, with a mere 20% strongly agreeing that they receive the necessary assistance to excel in their roles.<sup>37</sup>

“Your future depends on agile, rapid, effective mobilization of talent — are your managers prepared?”

This lack of support is reflected in the overwhelming responsibilities shouldered by managers, who report grappling with 51 percent more tasks than they can effectively manage.<sup>38</sup> Addressing this imbalance requires not only a reassessment of managerial responsibilities but also an enhancement of managerial capabilities and prioritization skills.

The impact of effective people management has a ripple effect throughout the organization, with managers influencing approximately 70% of team engagement levels.<sup>39</sup> The correlation with employee well-being is substantial. In a global survey, 7 in 10 employees said their managers had the greatest impact on their mental health, on par with their partner or spouse – and more than their doctors (51%) or therapists (41%).<sup>40</sup>

One third of employees said their manager fails to recognize the impact they have on their team’s mental wellbeing, while a significant majority would like their organization and managers to do more to support their mental health.<sup>41</sup> Despite managers' confidence in their leadership abilities, a significant confidence gap exists among employees, indicating a need for more concerted efforts to bridge this disparity.<sup>42</sup>

All of this leads us to suggest that a paradigm shift is necessary in how we perceive people management, transitioning from a mere “role” to a “practice” similar to that of, say, healthcare professionals. By viewing people managers as a distinct and valued vocation, organizations can foster a culture that celebrates the continuous development of managerial capabilities. This reframing not only enhances the efficacy of leadership development programs but also elevates the status of people management within organizational structures, reinforcing the key role it plays in driving organizational success.

Effective people management must become less a role and more of a practice with a repertoire of capabilities and skills that are valued as a distinct vocation.

### THE RIPPLE EFFECT OF PEOPLE MANAGEMENT

Managers influence **roughly 70%** of team engagement levels—and employees’ mental health

**1 in 3** say their manager fails to recognize the impact they have on their team’s mental wellbeing

**7 in 10** would like their company and manager to do more to support mental health.

Source: UKG



# Six Strategies to Future Ready Your Organization

These recommendations will help your organization – and your people – not only adapt to current realities but also to thrive in an increasingly complex and unpredictable future.



## 1 Reimagine Leadership Development

Develop leadership capabilities that are adaptive and future-oriented by cultivating a growth mindset and offering rapid acceleration experiences, such as human dynamics boot camps and intensive AI training tailored to specific roles and goals.



## 2 Redefine Work as Collaboration

Challenge traditional notions of the workplace by investing in environments that emphasize collaboration over a specific location. Pressure-test beliefs about how and where great work happens, champion innovators who showcase effective remote work practices, and invest in lore-creating experiences that build trust and establish high expectations.



## 3 Make Employee Well-Being a Business Goal

Integrate well-being as a core business objective with clear goals, accountabilities, and metrics for leaders. Focus on identifying and addressing well-being “drains” and celebrate teams that achieve both business success and high well-being outcomes for people.



## 4 Establish an AI Oversight Team

Create a multidisciplinary AI guidance, oversight, and rapid response team to navigate ethical and practical AI challenges. Clarify your “non-negotiables” and engage with early adopters, run scenario-based exercises, and initiate pathfinder projects where AI's impact is most significant.





### 5 **Prioritize Human, Compelling, Visual Communications™**

Cut through the noise with clear, engaging narratives and impactful visuals that simplify complex information in ways that are not only understood but remembered. Prioritize two-way communication where feedback is encouraged and valued. This approach ensures your messaging resonates effectively with diverse audiences, fostering deeper connection and understanding.



### 6 **Elevate People Management**

Transform managing people into a prestigious role that attracts top talent. Foster a supportive community of managers who excel through peer learning, support, and feedback. This will create a robust culture of management practitioners who are skilled at mobilizing the talents of others.

*Ready to master the complexities of today's rapidly changing business landscape but not sure where to begin?*

At Blue Beyond, we specialize in developing exceptional leaders, people managers, and teams, transforming workplace culture, and driving effective change across all organizational levels. Contact us today to learn how we can tailor our expertise to your unique challenges so both your business and your people thrive.

[Let's Connect](#)

## About the authors



**Cheryl Fields Tyler**  
*Founder and CEO*

In addition to leading the company, Cheryl's work with clients includes everything from one-to-one executive coaching to the strategic design and implementation of large-scale business transformation efforts. A member of the Forbes Business Council, she has been honored as a For All Leader by the Great Place to Work® Institute, writes frequently for Forbes, and has been featured as a workplace culture expert in a variety of publications and media outlets, including the BBC, CNBC, and Fast Company. A sought-after speaker and advisor, Cheryl recently led the Blue Beyond team that won a Gold Stevie® Award for thought leadership communications based on the research study, [Good for Me, Good for Us, and Good for the World: A New Agenda for Business Leaders](#).

### **Sue Miller Wiltz | Lead of Content**

Sue partners with the leadership and consulting excellence teams to research, develop and promote thought leadership content focused on the people side of business. Previously, she was the content director at Angie's List, a journalist for Newsweek and People magazines, and has more than two decades of experience in content creation, editorial consulting, and marketing/PR. Sue has also led award-winning editorial teams and been recognized for her journalism, thought leadership, and content marketing.



**Caitlin Strauss Corda**  
*Head of Marketing, Brand, and Business Development*

Caitlin leverages her extensive experience as a senior consultant and people leader to shape and drive the firm's growth strategy. In her current role, she focuses on creating and executing strategic brand initiatives that elevate Blue Beyond's market presence and align with the firm's purpose, mission and values. She also develops innovative go-to-market strategies, fosters strong client relationships, and spearheads comprehensive campaigns to expand the firm's client base. Thanks to her holistic understanding of client needs and industry trends, Caitlin ensures Blue Beyond remains a trusted partner for organizations seeking to build inspiring, future-ready workplaces.

### **Sydney VanDine (Design) | Visual Communications Consultant**

Sydney specializes in developing visually impactful materials that communicate complex ideas with clarity and creativity. With a keen eye for design and a passion for storytelling, her visual narratives enhance brand identity and strengthen organizational messaging. She designs a wide range of brand assets, from ebooks to infographics, ensuring that each piece aligns with the client's vision and Blue Beyond's high standards of quality.



## About Blue Beyond Consulting

Blue Beyond® Consulting builds effective organizations where both the business and the people thrive. Our interdisciplinary team brings deep consulting capabilities in culture; communications; change management; talent; organizational effectiveness; and diversity, equity and inclusion (DEI). We partner with clients to understand their needs and aspirations, and work together to create custom solutions that deliver lasting results.

Named to the Inc. 5000 list of America's Fastest Growing Private Companies for the last four years and certified as a Great Place to Work® for the last eight, Blue Beyond has also been recognized multiple times as one of the Best U.S. Small & Medium Workplaces by both Fortune and Great Place to Work. Additionally, our firm is certified as woman owned by the Women's Business Enterprise National Council (WBENC) and headquartered in the San Francisco Bay Area with 50+ employees working remotely across the United States.

Learn more at [BlueBeyondConsulting.com](https://BlueBeyondConsulting.com) and follow us on LinkedIn.

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