

# A study on the surge of perennials at workplace

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**Abstract:** Much has been written and said about Millennials and Generation Z, including their habits, choices, free-spiritedness, tech savvy, lack of discipline, and, of course, how they interact with older generations at work. Although the younger generations had it easier due to their familiarity with technology, another group — the perennials — also caught up, albeit slowly. This isn't the "sunset club," which includes the older generations; rather, it's a group of people who have an attitude that can best be defined as "ready to bloom regardless of the season." They don't identify with any particular generational features or characteristics.

Gina Pell, a fashion and tech entrepreneur, coined the word 'perennials' in 2016 to describe people of all ages who have the desire to remain active and the spirit to push their generation's boundaries. Professionals over the age of 55 are often labelled as perennials. However, the fact is that this community of people transcends age and is still changing. Although the word has little to do with one's age, it does have a lot to do with one's attitude and mentality. When it comes to the workplace, the perennials are the people who know everything there is to know about how things work. They uphold the company's principles and agree that these values are the secret to the company's success. They work well in groups, have the patience to get along with people of all ages, and are still eager to learn and take risks

**Keywords** — complex, employees, Gen Z, millennials, perennials, workplace

## I. INTRODUCTION

Organizations have focused strongly on employee age and generation to inform and differentiate their talent strategies. A single demographic lens, on the other hand, is of little use in today's workforce, which is more diverse than ever. Forward-thinking companies are altering their strategies to successfully consider their workers' expectations and values, as well as using technology to discover and gain new, more applicable perspectives into their interests and ambitions. These results should be used to create and implement workforce programs and services that are more specific to the individual characteristics of employees. Employees will maximize their commitment at work, derive more satisfaction from their employment, and, as a result, better align themselves with the organization's mission—one that acknowledges not only what they can contribute, but how they can contribute differently. Gina Pell coined the word "perennials" to explain the growing importance of understanding people on a deeper level than large demographic categories. "Perennials... describes[s] an ever-blooming group of people of all ages, stripes, and types who transcend stereotypes and make connections with each other and the world around them," Pell writes. These are "people of all ages who continue to push against their maturing edges, still important, and unconstrained by their generation." Perennials are people born between 1930 and 1950 who, according to others, combine the best of boomer and millennial characteristics (hardworking, value-based)

(curious, tech-savvy). Unlike younger generations, perennials are more concerned with a company's ideals, and will also be more loyal to a company that shares their values. Although millennials will hop from company to company to satisfy their intellectual curiosity, Perennials can stay longer because they enjoy working with the people they do. You'll have a hard time finding the supposed awareness divide between Perennials and Millennials, from pop culture to the new gadgets.

## II. RESEARCH OBJECTIVES

- To study the significance of perennials at workplace.
- To understand the role of perennials.
- To determine the advantages of perennials at workplace.
- To find the challenges faced by them.
- To figure out how facility managers can help perennials stay engaged.

## III. LITERATURE REVIEW

(Erianna Jiles 2017), Thousands of senior CVS customers relocate to cooler climates, such as Arizona or Florida, during the winter months. CVS discovered many of its older pharmacy employees had taken the same decision in the mid-2000s. Rather than forcing older and more seasoned employees to choose between retiring early to enjoy a snowbird lifestyle or operating through the winters in a physically stressful setting, CVS launched a program that allows them to temporarily relocate to stores in warmer

states during the winter. Customers get the service they need, and employees get jobs that fit their lifestyles. Stores that see an increase in snowbird customers in the winter get more workers for their busy season, customers get the service they need, and employees get jobs that fit their lifestyles.

**Julie Kerr (2017)**, Perennials, who are loosely defined as employees aged 55 and up, support many companies, but they are often overlooked when it comes to planning and design. Facility managers who take care of their long-term employees can have a significant return on their investment. Older employees also have a wealth of market knowledge that cannot be replaced by a quick Google search, and they've spent decades honing their professionalism and networks. Although perennials continue to operate longer, companies can look to capitalize on the very real advantages of a mature workforce. Fostering job dedication is the most challenging challenge for an FM who needs to accommodate perennials. Even when coping with complicated health problems and constantly evolving environments, perennials, like every other employee, must adapt to new technologies and balance their own personal workstyles. Existing biases in hiring can push perennials to the side, which is bad for both employees and your business.

**(Jt Long 2018)**, Individual preferences have long dominated well-being, performance management, benefits, and pay. As a result, generational backgrounds have played a smaller part in the creation of these programs. Generational views, on the other hand, have been widely used in the design and implementation of talent acquisition, job growth, leadership development, and learning, all of which rely on worker groupings and demographic assumptions. However, as previous common stereotypes and assumptions fade away—such as that older workers want to retire as soon as possible, that people need a certain number of years of experience to be a leader, or that workers don't need to grow after a certain tenure—the proxy of generation fades away as well, opening up new segmentation opportunities.

**(Donald Smith 2019)**, Perennials are people of all ages who are inclusive, important, passionate, caring, imaginative, and confident. They live in the moment, are aware of current events, and are technologically savvy. In light of this, it's past time for businesses to reconsider their tactics, whether they're marketing or people-related. This necessitates recognizing a strong and measurable pattern in terms of a change in values in how perennials make purchasing or even working decisions. Policies and marketing campaigns aimed solely at millennials or some other generation would fail. Many professionals in every field — branding and marketing, human resources, and even technology — are finding it difficult to embrace this fact.

Just 6% of organizations are prepared to successfully lead a multi-generational workforce, according to some reports. As a result, their strategies are heavily weighted in favor of the old-school approach to talent segmentation and management. Taking the historic connection between age and career growth, for example, today's professions have become more diverse and nuanced at the same time.

**Andrew Robinson (2019)**, The starting point is that jobs are becoming more diverse and dynamic in recent years, weakening the historical connection between age and professional advancement. Employees must reinvent themselves several times during their careers rapid pace of technological and organizational change; at the same point, the wider corporate culture has changed, making it appropriate, if not beneficial, to attract younger folks into leadership roles. As a result, 65-year-old interns will now work alongside 25-year-old supervisors, raising the question of whether age is an accurate predictor of people's workplace problems and needs.

**(Erica Volini 2020)**, Employees can be segmented based on their mindsets and habits, allowing for a "more personalized, focused, and honest" view of the workplace, which can allow leaders "target dollars where they're most impactful, because they know these programs have a clear emotional connection to employee satisfaction," according to the report. Understanding the beliefs, attitudes, behaviours, and desires of staff, as well as cross-cutting trends that distinguish related classes of personnel, necessitates a holistic strategy that butchers workforce strategies through multiple lenses. It necessitates the development of methods for measuring, tracking, and reacting to individual traits that are currently unobservable to most businesses. It also means equipping leaders with the tools they need to handle much more complex segmentation than most companies have done previously.

#### IV. METHODOLOGY OF THE STUDY

The researchers has used Secondary research method considering the nature of the topic and the research objectives. Various articles in journals, newspapers and books, and research papers written by renowned authors were referred to for collection of data. The literature relevant to the study was collected and analyzed and post that it was reviewed in the study. The referencing is done following APA 6th edition style of citation.

#### V. LIMITATIONS OF THE STUDY

The study is limited because the research is not explanatory and is based on secondary data like journal articles, research papers, newspaper articles etc.

#### VI. FINDINGS OF THE STUDY

Perennials are a generation of people who, no matter how old they get, remain curious and important. This generation

is vivacious, tech-savvy, and, most importantly, employable. The theory of aging is being debunked by perennials. The notion that we all have an expiration date is rapidly becoming a relic. The idea of old age, in which the body runs out of vitality (a mysterious, make-believe energy), has long been debunked, according to a recent article in the MIT Technology Review. Although physical degeneration occurs as we age, modern humans prefer to live long and healthy lives. When corporate bosses decided to tighten the reins, they discovered that firing their older workers resulted in an increase in productivity, which in turn induced fear. The concept of the elderly (and hence useless) worker was developed in order to explain these retirements. However, things have changed since then. Instant access to knowledge, connectivity, productivity tools, and a slew of other benefits have come with the digital age, which are beneficial to both young and old. The older generation is quickly embracing and using these innovations, which is both shocking and beneficial to their continued relevance in the workplace. Perennials, are an excellent addition to every office environment. The truth is that the idea of "old age" is rapidly disappearing, and culture must quickly catch up. We've seen how older people outnumber the youth in countries with more developed economies (like Japan). With this in mind, it is in our best interests to begin developing laws, procedures, and technologies that will help our older employees as we enjoy the benefits of their inherent loyalty and expertise. A business's hidden weapon is the perennial.

## VII. SUGGESTIONS

- Create Space for Mentoring

Perennials should be able to share their experience with other team members and communicate efficiently, so facility managers should build spaces and processes to enable them to do so. This may include hosting workshops on niche topics and inviting perennials to talk, as well as compiling a database of information and contacts for the team to use.

- Organize Training Opportunities

Perennials must be well-trained in order to be as successful as possible in their roles. Managers must anticipate which skills their senior employees may need to develop and provide training that is customized to their learning styles and requirements.

- Offer Flexible and Remote Work

Both millennials and perennials are looking for flexible work arrangements, adaptable schedules, and remote working options. If this extra layer of comfort is introduced, perennials will be able to adjust their lifestyles to suit their work environments, and vice versa. Employees may also remain involved in other ways, such as improving their personal well-being or allowing team members to function in environments that they find productive.

- Build in Health Accommodations

Incorporating good ergonomics into the workplace is one of most widely valuable ways for FMs to anticipate and accommodate health issues. Managers may help employees prevent bad posture by ensuring that their desks, seats, keyboards, and other work tools are designed to adjust. Over time, this could result in chronic issues.

## VIII. CONCLUSION

Traditional assumptions and opinions, such as that older workers want to retire as soon as possible, that people need a certain number of years of experience to be a leader, and that workers don't need to expand after a certain period of time, are increasingly proving false. As a result, the generation proxy becomes less important in these areas, opening up new segmentation opportunities.

Understanding workers' values, perceptions, habits, and desires, as well as cross-cutting patterns that separate related groups of workers, necessitates a systemic strategy that tailors workforce strategies through multiple lenses. Businesses must be able to calculate, monitor, and react to individual characteristics that are currently unobservable by the majority of businesses. It also entails arming executives with the resources they'll need to manage much more nuanced segmentation than previous corporations have attempted. Because of the views and desires of the millennial generation, organizations were forced to focus on generation as a means of understanding the workforce at first. Surprisingly, many companies are now recognizing that segmenting customers by generation—or some other demographic trait—is oversimplification. Customer marketing insights and data analytics are now being used to build workforce management approaches focused on a detailed understanding of customer behaviour, values, and habits, as well as demographics, work environments, and life stages. This post-generational approach would assist businesses in more realistically and profitably meeting workers' expectations and wishes, resulting in improved engagement and success over time. A generation that has made mistakes will teach us a lot. History repeats itself, and business leaders who refuse to engage with and learn from others who have been there and done that are clearly foolish.

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