



Women's Added Value
in the Economy

13th CONFERENCE

THE MULTIGENERATIONAL WORKFORCE: ARE WE READY TO NAVIGATE FULL SAIL?

Tuesday, March 19th, 2024

18:00 - 21:30

The Graduate Institute, Geneva





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THE MULTIGENERATIONAL WORKFORCE: ARE WE READY TO NAVIGATE FULL SAIL?

What are the challenges and opportunities presented by the diverse generations shaping our workforce?

The workforce of today, comprising Baby Boomers, Generation X, Millennials, and Generation Z, brings diverse perspectives, skills, and expectations. This diversity offers opportunities for innovation and collaboration but presents challenges that organizations need to **navigate**.

Effective communication is a hurdle, given technology adaptation and varied work-life balance expectations. Generational preferences complicate matters, with younger individuals favoring digital channels and flexibility, while older generations emphasize loyalty. Leadership transitions, especially as Baby Boomers retire, pose a significant obstacle.

Yet, opportunities abound, such as fostering Innovation and Creativity, Mentorship, and Skill Diversity, creating a well-rounded workforce. A multigenerational workforce promotes adaptability.

We aim to identify means to minimize negative impacts and maximize benefits.

Successfully managing challenges and capitalizing on opportunities requires intentional efforts. Organizations embracing generational diversity thrive in the ever-changing business landscape.

Conference in English and French, in-person, open to everyone.

VENUE

The Graduate Institute, Geneva

Auditorium Ivan Pictet - Maison de la Paix
Chemin Eugène-Rigot 2 - 1202 Geneva

TPG Buses N° 11 and 28 - Stop: Rigot - **TPG Tram** N° 15 - Stop: Sismondi
Train Stop: Genève-Sécheron. Parking P+R Sécheron or Place des Nations.

PROGRAM 2024

17:30 - 18:00

REGISTRATION

18:00 - 20:00

WELCOME & INTRODUCTION

Jamila Pradère

CWF President

MODERATOR

Jessie Claire

Journalist at Forbes

SPEAKERS & PANEL DISCUSSION

Ready

Prof. Dr. Gabrielle Wanzenried

at HEIG-VD

Steady

Maddalena Chiarello

HR Director at Bacardi

Steady

Delphine Donné

VP, General Manager at Logitech
(video testimonial)

Steady

Alexandre Job

International Mobility at TotalEnergies

Go!

Teena Madhvani

Partner Human Capital at Deloitte

Charting reflection

Maxime Lagane

Founder & CEO at 123 Next Generation

CLOSING

20:00 - 21:30

COCKTAIL DINNER & NETWORKING

The CWF especially thanks the following:

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SPEAKERS & PANEL DISCUSSION



Maddalena Chiarello

Senior Director HR, Supply Chain Europe and AMEA at Bacardi | Board of Directors at TRADALL | President of the Bacardi Swiss Pension Fund

With her passion for growing businesses through people development, Maddalena Chiarello stands as a visionary HR leader committed to driving success through strategic HR practices, cultural initiatives, and talent management. With nearly 20 years of global and local HR experience in multinational companies like L'Oréal, Pirelli, JTI and Bacardi, Maddalena Chiarello holds a university degree in Philosophy and a Master degree in Organization and People Management from the SDA Bocconi Business School. In the last years Maddalena's focus has been on ideating and implementing new ways of working post-pandemic, and on instilling and driving Inclusive leadership skills in the organization, coaching leaders to become more "human" to drive engagement and performance.



Delphine Donné

VP, General Manager at Logitech

Delphine is a people-first leader and executive with over 25 years of experience in consumer electronics. Lived and worked in China, North America, and Europe she has transformed many global businesses leading innovation and forming cross-functional global teams. Today, she leads Logitech's biggest business group, Personal Workspace Solutions. Her mission is to impact people's lives by creating simple and delightful experiences. A mission that is greatly influenced by her international journey exposing her to different western and eastern mindsets, e.g. China, audience-focused, diverse & inclusive design and innovation, and environmental sustainability are at the center of this mission and are rooted in how she builds any new vision, strategies, organizations and talents. She believes that technology must drive more sustainable and inclusive innovation. Fully committed to realizing the company's pledge to being carbon positive by 2030, she leads the way inspiring others through her organization. In her opinion, innovation brings change, and any change leads to exciting, new opportunities.



Alexandre Job

Directeur de TotalEnergies Gestion Internationale, filiale de TotalEnergies dédiée à la mobilité internationale.

Il a rejoint TotalEnergies en 2008 où il a occupé différents postes au sein de la fonction juridique Corporate et de la branche Exploration Production. Il a ensuite été Directeur de division dans les relations sociales pour différentes branches de la Compagnie. Précédemment, il exerçait comme avocat auprès du cabinet Gide (Gide Loyrette Nouel) à Paris.



Maxime Lagane

Fondateur et dirigeant de 123 Next Generation | Conférencier

Maxime a une carrière de plus de 11 ans dans la gestion du changement. Ayant conseillé des directions et formé plus de mille collaborateurs et collaboratrices, Maxime a fondé et dirige 123 Next Generation qui fournit des services sur mesure de communication, de conseil et de formation pour aider les entreprises à augmenter leur visibilité, leur attractivité et leur performance « empowering all generations ».

123 Next Generation aide les entreprises dans le domaine de la communication et de la gestion des talents intergénérationnels.

123 Next Generation propose des services sur mesure de création de contenus vidéo-photo-podcast-event, et des stratégies de diffusion sur mesure pour de la communication interne / externe, un travail sur la marque, la culture d'entreprise et le développement des talents de toutes les générations. Soignez votre entreprise de l'intérieur, pour la faire briller à l'extérieur.



Teena Madhvani

Partner, Human Capital consulting, Deloitte Switzerland

Teena is a graduate from the University of Cambridge and has spent her career working both as a human capital consultant, and in-house (for Novartis and BP) on complex organizational development topics across a career that spans life sciences & healthcare, oil and gas, financial services and consumer goods industries in both the UK, US and Switzerland. She served on the People Board for a professional services company which is where her passion for workforce topics including multi-generational workforce began. In her current role, she leads Organisation Transformation and helps clients to design and transform their organisations in support of their business strategy. Keeping people and the employee experience at the heart of any organization transformation is her passion. She is currently focused on improving organization health and the impact of Gen AI on the workforce.



Gabrielle Wanzenried

Professor of Finance and Real Estate at the Western University of Applied Sciences and Arts HES-SO

Gabrielle Wanzenried, Dr. rer. pol., MSc Econ LSE is professor of finance and real estate at the School of Management and Engineering (HEIG-VD) and is leading the research group Finance, Governance & Sustainability at the Interdisciplinary Institute of Business development (IIDE). She studied at the University of Bern, the London School of Economics and at the UC Berkeley. Her research and teaching topics are Corporate Finance, Real Estate, Entrepreneurship, Diversity and the Ageing Economy. Over the years, she has led several research projects, provided consulting services to practice partners, and written numerous publications on these topics. In addition to her academic work, Gabrielle is co-founder and co-chair of a housing cooperative specializing in retirement homes (zuhauseambielerse.ch) and president of the Thiébaud-Frey Foundation (laprairiebellmund.ch), a cultural institution that promotes talented young musicians in the field of classical music and organizes concerts for this purpose in its own cultural center in Bellmund near Biel, Switzerland.

MODERATOR



Jessie Claire

Journalist at Forbes

Jessie Claire, a seasoned journalist, brings extensive experience to her role, specializing in Communication 360° from distinguished schools in Paris, Strasbourg, and Nice. Immersed in the French media scene for nearly a decade, she's hosted various programs for Canal+. Over the past two years, she's found fulfillment hosting "Les Entreprises à succès" on Forbes (forbes.fr), showcasing her communication expertise in events across Europe since 2017. Recognized as a communication expert, Jessie transcends journalism by connecting with audiences through diverse media. Her commitment to excellence and dynamic presence distinguishes her in the French media, significantly contributing to the success of the programs she hosts and moderates.

ABOUT US



Founded in 1982 in Geneva, the Career Women's Forum (CWF) is a non-profit association bringing together more than 300 women executives, representing more than 30 different nationalities, professionally active in all economic, political and social sectors. The main objective of the CWF is to encourage the professional and personal development of women through the sharing and exchange of ideas, to promote networking and to influence socio-professional life. To strengthen its impact, the Career Women's Forum has also developed partnerships with major Swiss and multinational organizations. Today, 23 Corporate Partners sponsor and support the association.

CWF WAVE ORGANISATION COMMITTEE

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