



### **More Alike Than Different: Intergenerational Profile of Women in Reinsurance Members**

“Boomers” and “Gen Xers” among Women in Reinsurance (WIR) members may have more similarities than differences, according to a pre-meeting survey of 88 WIR women.

According to the responses of WIR participants who are Baby Boomers (born 1946-1964) and Generation X (born 1965 – 1979), both groups support a positive approach for leveraging multiple generations in the workplace; both focus on staying physically active as well as mentally stimulated and all respondents see value in working virtually. “Perhaps most importantly on the similarities, both generations believe that reputation is paramount and one’s most important attribute,” said Dr. Jan Ferri-Reed, the 2010 WIR program facilitator and a principal with KEYGroup, a Pittsburgh-based leadership consulting firm.

Dr. Ferri- Reed also identified a number of other similarities, as well as a few differences between WIR respondents based on their generational status:

- 60% of respondents prefer business attire in the workplace rather than casual attire; however more Boomers than Gen Xers said they prefer casual attire in the workplace, a definite change from the norm – typically more Gen Xers prefer casual clothing in the workplace.
- 46% of all respondents feel that the use of social networking sites in the office is inappropriate, with similar percentages among both groups.
- 97% of respondents say they use technology at home after leaving work, a possible reflection on the intensity of the work for Women in Reinsurance.
- 43% of Boomer respondents said they believe success in the workplace depends on working long hours; only 33% of Gen X respondents believe this to be true.

The survey was conducted as part of the 2010 Women in Reinsurance program held on November 3<sup>rd</sup> at The Michelangelo Hotel in New York. Each year WIR sponsors a networking reception on the eve of the Fall ARIAS-U.S. conference. For more information about WIR visit [www.womeninreinsurance.com](http://www.womeninreinsurance.com).