

HIGH & LOW management, a generational problem?

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The attitude to life and above all the management of companies has fundamentally changed to the "older" generation among young entrepreneurs, heirs of the founders and young managers! "Work Life Balance" is paramount and work must always be fun!



Nowadays, does the "work life balance" come to the fore when the "shop" is running?

The image of the manager of the younger generation has changed significantly to the older generation. If the steady success and further development of the company was to be found at the highest priority level, this is only the case with young companies and heirs of the founding generation, if at all, at this point, if it becomes "TIGHT" and the company acts on the loss side rather than on the profit side.

Only then is all the energy used to bring the aircraft back up and take off. Then the company/business has priority, but only until the company generates profit and the entrepreneur can supposedly sit back again. The priority then falls in the millisecond and the "work life balance" again comes to the fore of the priority of life.

M.K. Haman, MSc

Interim Manager

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> 10 YEARS
INTERIM
COMPETENCE

> 25 YEARS
LEADERSHIP
RESPONSIBILITY

> 35 YEARS
PROFESSIONAL
EXPERIENCE

"The plane needs the most effort during takeoff, not to stay in the air!"

What's going wrong here? Are young entrepreneurs already so unworldly in terms of entrepreneurship, or did the upstream generation simply have a wrong / different idea of how organizations had to be led. Is the strategy that has changed fundamentally? In the past, the goal was to build up and develop something, to grow steadily and to bequeath something to the children, today it seems to be only so far right to secure one's own needs, which are more in leisure and well-being activities. Whereas in the past there were "tangible" values such as land, houses, cars, etc., the desire of the new generation is more about soft factors such as lifestyle, leisure, sports, than in material things. Well, who can say what is right, or more correct? Everyone has to decide and determine this for themselves. Also, in the "normal" labour market, the difference in Generations clearly recognizable. While the 15-year-old was still afraid of not getting an apprenticeship because there were so many applicants to choose from, today it is the companies that have concerns about being able to accept apprentices / trainees as applicants. On TIK TOK and Co, mirages are conveyed, which are assumed to be true in the multitude. Get rich with social media, who doesn't want that? On these platforms, the user sees day after day that this is possible. Self-employment as an influencer, the dream job for seemingly every young person. But it is like in any other profession, the best are successful, do a lot for it and the rest try and fail.

It seems that the younger generation only wants to invest the bare necessities to be successful. But where does this lead us? When jobs remain vacant for longer, the supply chains cannot be

supplied and workers are in short supply because no one wants to get their hands dirty or work in shifts. The answer is clearly visible in stores. Even in the USA, empty shelves in shops are becoming increasingly apparent. Goods that are not delivered later, as there is no availability.

With a recession that does not knock audibly at the gate of the EU, a lot will change, the only question is who remains after the recession and who comes out of the next crisis as the winner.



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