

BEYOND THE GENERATIONAL GAP: DESIGNING THE FUTURE OF WORK

Student challenge

Final: Thursday, 26th November 2026



The workforce is changing faster than ever. For the first time in history, up to six generations are working side by side, while skills become obsolete at record speed and new technologies reshape how we learn, collaborate, and create value. At the same time, younger generations are looking for purpose, flexibility, and inclusion, while organizations struggle with talent retention, outdated training models, and fragmented cultures.

> **Intergenerational Challenge:** how can we redesign the way generations work together, moving beyond the idea of a “gap” and turning diversity of age, knowledge, skills, and perspectives into a real competitive advantage?

> **Skill Gap Challenge:** in an ever-evolving intergenerational workplace, how do we build the skills of tomorrow while leveraging on today expertises, and perspectives into a real competitive advantage?

> **Knowledge Transfer:** which tools and learning models, from microlearning to mentoring and AI-powered platforms, can effectively drive intergenerational knowledge exchange and close the skills gap?

Your mission is to **imagine new and innovative solutions** that help organizations thrive in this complex, multi-generational and fast-changing landscape. The future of work needs your ideas!

**STEP UP TO THE CHALLENGE:
TEAM UP, INNOVATE, AND SHAPE
THE FUTURE WITH US!**

- > Register your team by **October 30, 2026**
- > Submit your project by **November 13, 2026**

Are you a university student? Take our challenge! Participate and present your idea to a panel of Top Managers from multinational companies, professionals from Consulting Firms, Journalists, and University Professors.

If you haven't found your team but already have a great idea, register anyway. We'll help you find your team!

**A PRIZE AND A CERTIFICATE OF PARTICIPATION
FOR EACH MEMBER OF THE FINALIST TEAMS!**

