

# USE CASE

## Generational Shift – Organizations Facing the War for Talent



### What is the topic?

As baby boomers retire from established industrial companies, young talent is needed at all levels. Beyond selection processes and knowledge transfer, companies face the challenge of meeting the evolving expectations of what makes an attractive employer — and must undergo organizational transformation in response.



### What is the main challenge?

- In light of the war for talent and the evolving societal perception of work, employers are faced with the question of how to remain attractive — and thus capable of action in the long term.
- Many companies require a transformation process on multiple levels.
- This crucial area of management is also an opportunity to rethink outdated structures together with young professionals and to become a more future-ready organization.



### What does MES stand for in this change?

- We don't work for appearances — we focus on the inner values and structures of the company to ensure sustainable employer attractiveness.
- We connect the needs, knowledge, and approaches of different generations.
- We develop participatory and adaptable structures that make companies not only more attractive but also more competitive.



### What does a process outline look like?

- Analyze the current state of your company, including key challenges and the needs of employees and leaders.
- Develop a target vision and systemic starting points for change in the form of a customized roadmap.
- Provide iterative support for the participatory implementation and anchoring of new structures and values within the organization.
- Support the development of leaders and teams in light of their evolving roles and responsibilities.
- Adapt key HR processes such as selection procedures, competency models, guiding principles, etc.
- Develop a tailored communication concept.

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