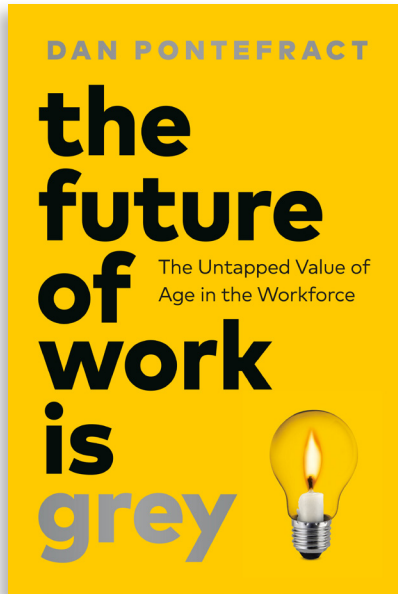


the future of work is grey

The Untapped Value of
Age in the Workforce



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An age revolution is reshaping your workforce. Are you ready to lead it?

Organizations worldwide will soon face a demographic crisis—a rapidly aging workforce, shrinking talent pools, widening generational divides, and vanishing institutional wisdom. It's an invisible, inevitable "Age Debt" crisis, threatening to quietly bankrupt organizations of their greatest asset: human experience.

But it doesn't have to be this way. In *The Future of Work Is Grey*, bestselling and award-winning six-time author and leadership strategist Dan Pontefract delivers a compelling **age wake-up call & blueprint**.

Drawing on original research, corporate case studies, and deep insights, the book vividly exposes the hidden consequences of ignoring demographic shifts and **age-related biases**.

Pontefract demonstrates that the future belongs not to organizations paralyzed by Age Debt, but to those agile enough to leverage an age-diverse workforce—transforming demographic challenges into a powerful strategic advantage: the Experience Dividend.

TheFutureOfWorkIsGrey.com

"Dan Pontefract's witty and engaging writing brings complex ideas to life, making *The Future of Work Is Grey* as fun to read as it is insightful and important for anyone serious about building organizations where every generation can thrive."

AMY C. EDMONDSON Novartis Professor of Leadership at Harvard Business School, and author of *Right Kind of Wrong*



DAN PONTEFRACT is a leadership and corporate culture strategist and an award-winning author with over two decades of senior executive experience at SAP, TELUS, and Business Objects. Since launching Pontefract Group in 2018, he has worked with organizations worldwide, including Salesforce, Amgen, Nestlé, Autodesk, Manulife, BMO, and more. He is the author of *Work-Life Bloom*, *Lead. Care. Win.*, *Open to Think*, *The Purpose Effect*, and *Flat Army*. He writes for *Forbes* and *Harvard Business Review* and is an adjunct professor at the University of Victoria's Gustavson School of Business. Named as one of the Thinkers50 Radar Class of 2018, *HR Magazine's* 100 Most Influential People in HR, and *Inc. Magazine's* Top 100 Leadership Speakers, Dan lives in Victoria, BC.