

Generation Z in the Workforce

What is a Generation?

A group of people

- born about the same time and
- raised in about the same place

Generation Z Snapshot

- Born between 1996-2015
- Parents are Generation X'ers
- Don't remember a time before the internet, smart phones, and social media
- Most diverse generation in history
- Fiscally more conservative than Millennials
- In the next five years they will become the fastest growing generation of employees and consumers

Generation Z Personality

- Has a global perspective in part because they are always connected
- Wants authenticity in their life experiences
- Has an appreciation for pragmatism
- Wants security but also wants a sustainable world
- Has an expectation of diversity

Generations in the Workplace

Baby Boomers In The Workplace

Common Characteristics- optimistic, self-focused, competitive, forever young

- Prioritize work over family obligation
- Limited access to technology that kept them in the office
- Less supportive of flexible work policies
- Prefer to communicate in-person or via Phone
- Believe in formal feedback and fair consistent processes
- Believe things are done in a certain way and consider it policy

Gen X In The Workplace

Common Characteristics – independent, skeptical, tech pioneers

- Communicate with email and use the internet to check sources
- Believe the best skills and more experience in should make decisions
- Real-time feedback is critical to getting work done efficiently
- Get ahead in their careers by leaving companies and coming back for promotions
- Feel rules were made to be broken

Millennial Characteristics

- Values meaningful motivation
- Challenges the hierarchy status quo
- Places important on relationship with superiors
- Intuitive knowledge of technology
- Open and adaptive to change
- Places importance on task rather than time
- Passion for learning
- Openly receptive to feedback and recognition
- Free thinking and creative
- Values teamwork and social interaction in the workplace

Generation Z Characteristics

- They are tech savvy
- They are risk-averse
- They are independent
- They are competitive
- They are open minded
- They are focused on authenticity

Similarities Between Gen Z and Millennials

Flexibility

- Both generations see workplace flexibility as a value

Workspace

- Both are going to flourish in modernized office spaces with natural light and plenty of perks

Technology

- Millennials love their technology, but Gen Z can take it to a whole new level

Strengths of Gen Z

- Want to grow in their careers organically
- Excellent online research skills
- Offer multiple screens
- Challenge them

Way To Attract Gen Z

Positioning yourself as a “preferred” type of employer

- Invigorate recruiting methods
- Make your office “smart”
- Offer Education options

What Gen Z Looks At When Applying

- Employers need to utilize social media to advertise roles and engage with young people who are looking for work
- Gen Z wants the company purpose to align with their personal purpose
- Gen Z wants a job description that detailed benchmarks

What Gen Z Wants For A Job

- Gen Z expects a more inclusive transparent culture
- An empowering work culture and potential for promotions
- To feel like they are being heard and that they provide value to the company

What Is Gen Z Looking For?

- Gen Z wants the company purpose to align with their personal purpose
- Gen Z expects a more inclusive transparent culture
- To feel like they are being heard
- An empowering work culture and potential for promotions
- Gen Z wants a job description that detailed benchmarks
- Diversity
- Healthcare
- Sophisticated Technology
- Financial Stability

How does Generation Z define competitive salary?

- High income potential but they describe this as simply wanting a paycheck that helps them achieve modest financial stability and not necessarily an abundance of wealth

In The End What Is Gen Z Looking For?

- Enjoyment and Happiness
 - They will opt for less pay and less opportunity for a career that is modest on pay and make them happy
- Fulfillment, passion, and greater meaning
 - This is a generation that wants to come home at the end of the day feeling good
- Making a positive impact on society
 - They think it is important to contribute to societal change

How To Retain Gen Z

Generation Z Career Identities

- Curator
 - They want to curate their careers just like their online personas
- The Influencer
 - They do like a chain of command and they are not likely to jump a manager to exert influence they will find a way to be influential
- The Free Agent
 - Free agency is like the concept of an intrapreneurship in which employees act with the same passion, drive, and innovative mindset as their employers

Invent In Retention Strategies

- Offer job security
- Understand that recognition is key
- Get tech savvy
- Provide them with the tools to learn and create
- Let them work flexibly



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