

# Generation Z in the Workforce

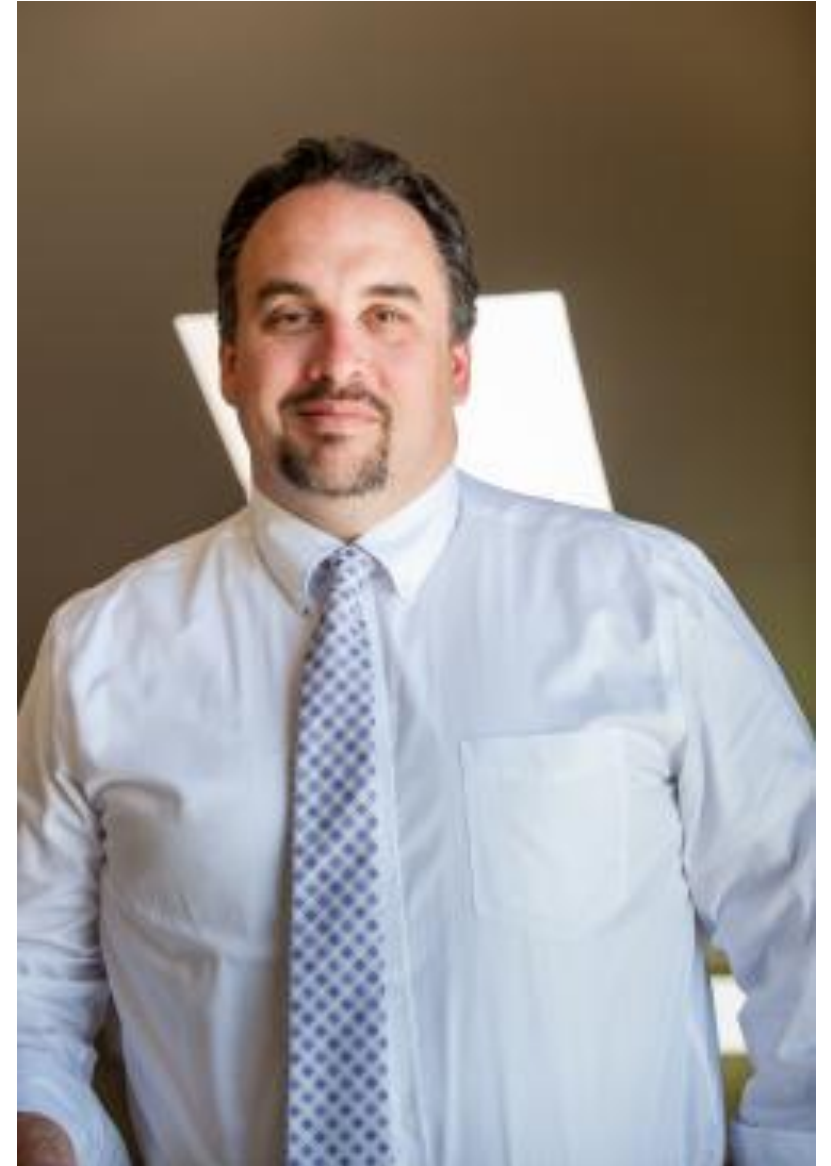
Presented by  
Robert Jones MEd



# Who am I

## Robert Jones

- Employee Assistance Program Trainer with the Village for over 6 years
- Bachelor's degree in Communication Studies from Minnesota State University Moorhead
- Master's Degree in Education from Northern State University
- I am a member of Generation X



# Training Objectives

- Who is Generation Z
- How will Gen Z impact the workplace
- How to attract and retain the best of Gen Z



# 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



*Some Memories Never Fade*



# Events Shape Generations

**GI Generations**  
**1901-1924**

**Progressive Movement, WWI, Great Depression, WWII**

**Silent Generation**  
**1925-1945**

**WWII, prosperous Job Market, McCarthy era, and the Television**

**Baby Boomers**  
**1946-1964**

**Civil Rights Movement, Vietnam War, Space Race, Moon landing, Cuban Missile Crisis, Assassination**

**Generation X**  
**1965-1980**

**High Divorce, Watergate, AIDS epidemic, fall of the Berlin Wall, Operation Desert Storm, MTV, Challenger Disaster**

**Millennials**  
**1981-1995**

**9/11 attacks, High loans debt, declining job market, Raised by helicopter parents, Oklahoma City Bombing, Columbine**

# Globally Shaped Gen Z

**Terrorism And War**



**Climate Change**



**Arab Spring  
Democracy**





# Events at Home that Shaped Generation Z



**Gun violence**



**Gender equality**



**Election of Barak Obama**



**Shared family  
responsibilities**



**Deep Water Horizon**



**Volunteerism**





**Always Wired and Connectivity**



# Key Trends That Shape Generations

- Technology
- Economics
- Parenting



# Generation Z Personality

## Generation Z...

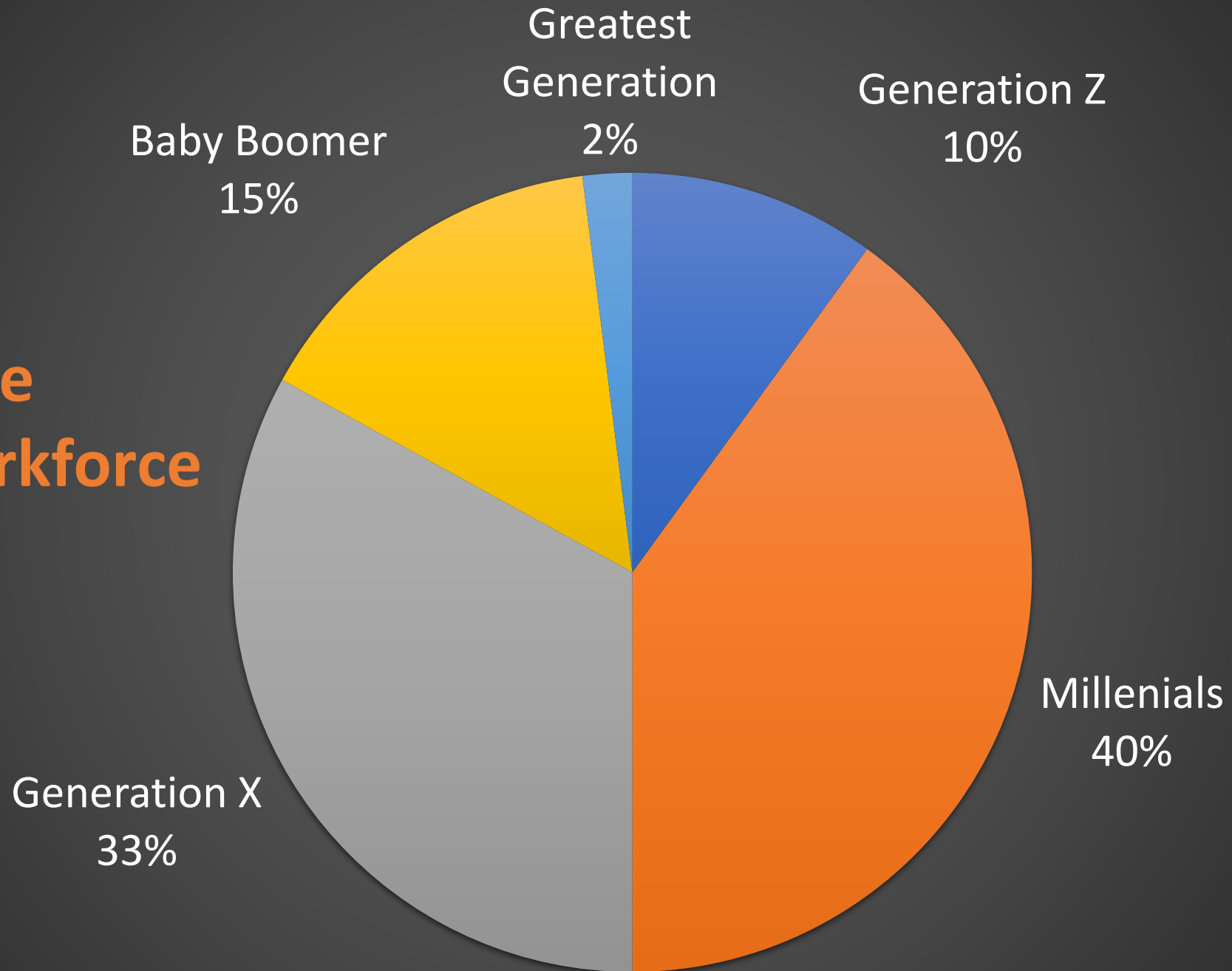
- Has a global perspective in part because they are always connected
- Wants authenticity in their life experiences
- Has an appreciation for pragmatism
- Wants security but also wants a sustainable world
- Has an expectation of diversity

# Generations in the Workplace





## Percentage in the Workforce



# Baby Boomers In The Workplace

- Baby boomers are known to be workaholics,
- Limited access to technology that kept them in the office
- Less supportive of flexible work policies
- Communicate with personal interaction via phone or in person
- 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

- 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

# Are Gen Z And Millennials The Same?

**If you try to lump Gen Z and Millennials together--  
You'll quickly learn that is a mistake**

**If you strive to figure out how to accommodate Gen Z—  
you can attract the best of the best**

# 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
- Multitaskers
- 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



## Finding and Hiring

**83%**

of first year Gen Z college students would support the idea of an employer contacting them through social media about job opportunities

**1/3**

of Gen Z college career centers but not career fairs

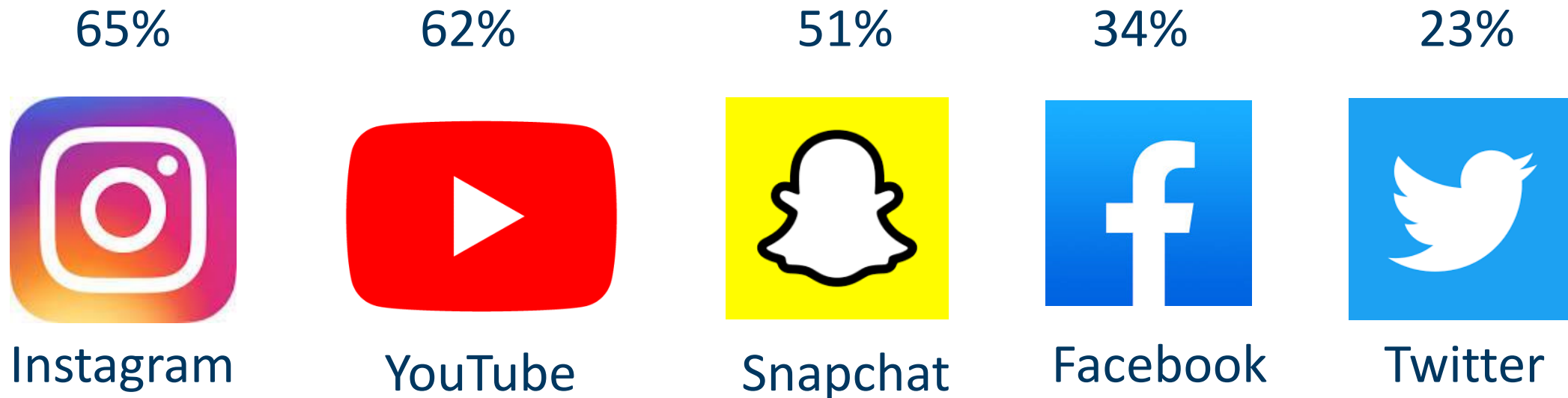
**28%**

like to leverage their networks for job opportunities

**It is not the classifieds anymore**



# Which Social Media Platforms Gen Z Checks Daily



With an average of an 8 second attention span, it is important to focus on your online branding with brevity in mind

## Communication and Gen Z

83%

Prefer face to face  
communication

74%

prefer frequent face to  
face meetings

73%

the primary purpose of their  
phones is texting and chatting

# What Gen Z Looks At When Applying?

**Gen Z wants the company purpose to align with their personal purpose**

Employers need to utilize social media to advertise roles

**70%**

look at the company reviews

**69%**

to apply to a job if the employer actively manages its employer brand

# What Is Gen Z Looking For?

- 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

**33%**

mentorship from an employer

**75%**

desire multiple roles

# What Is Gen Z Looking For

**77%**

Diversity

**70%**

Healthcare

**91%**

Sophisticated  
technology



# What is Gen Z Looking for?

## Financial Stability

**60%**

of high schoolers would be open to going straight into the work force if offered educational assistance

**63%**

believe that they must have a competitive salary

## 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 and 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

# Corporate Social Responsibility

*Is defined as business practices involving initiatives that benefit society*

- Environmental Efforts
- Philanthropy
- Ethical Labor Practices
- Volunteering

**93%**

the impact of a company on society  
affects their decision to work there



# How To Retain Gen Z



# Generation Z Career Identities

- **Curator**
  - They want to curate their careers just like their online persona's
- **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

# Retention Strategies

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





**But a new generation is on the rise and the first step to communicating with them, is understanding they aren't just another Millennial.**

Pamela La Gioia

*The Ultimate Guide To Making Money In College*

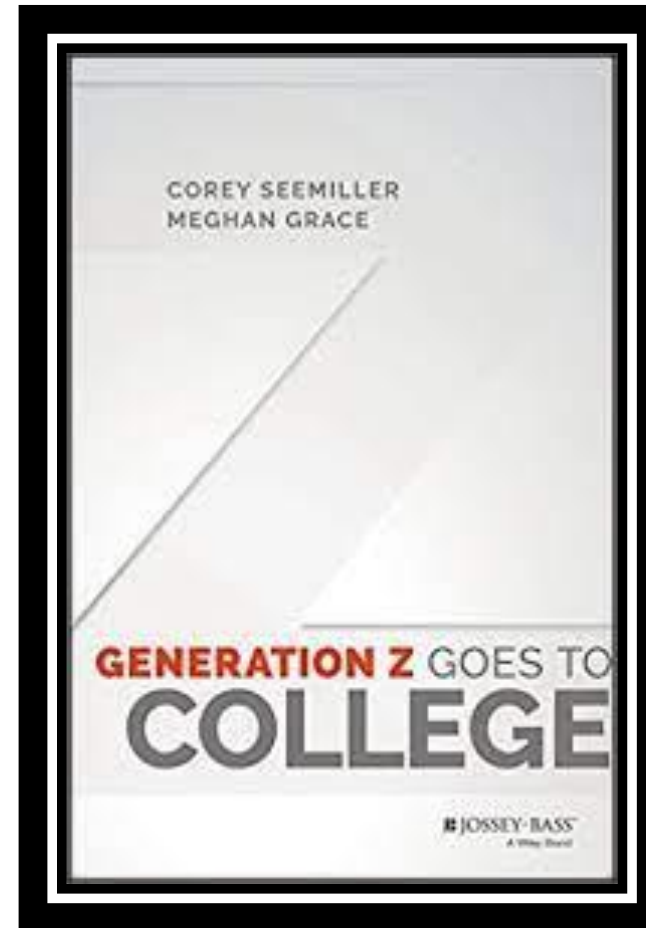
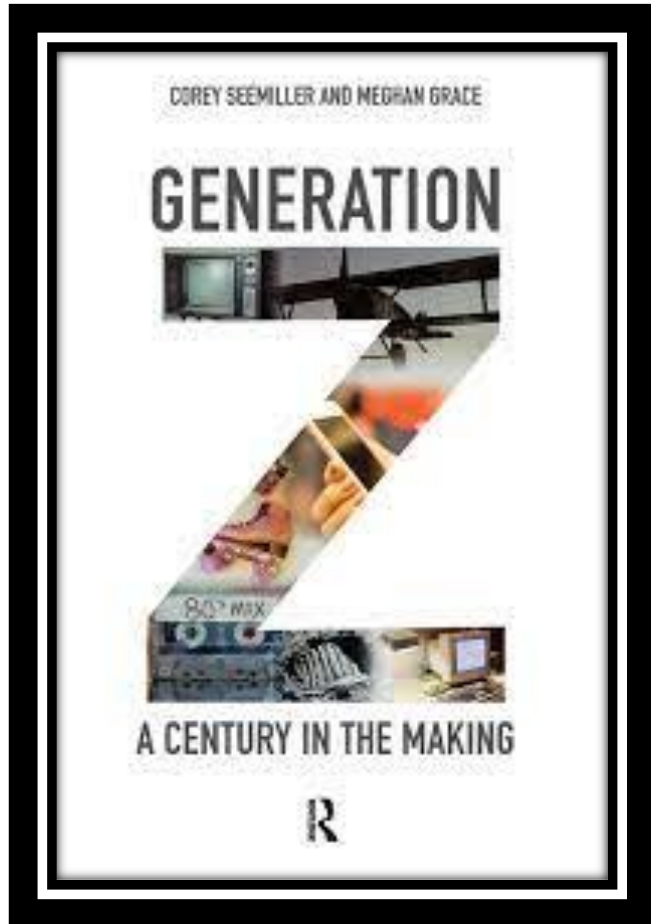




# Questions

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# Suggested Reading



# Time To Evaluate



Please hold your phone over the QR Code with the camera app to gain access to a training evaluation.

Any feedback would be greatly appreciated.

# Thank you

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[www.VillageEAP.com](http://www.VillageEAP.com)



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