



A WEEK IN *Learning*

ARTICLE

GENERATION Z: HOW OUR NEWEST WORKFORCE GENERATION IS SHAPING THE WORKPLACE

Andrea Longoria, Senior Manager, Learning and Development

Generation Z, born between 1997 and 2012, is shaping the workplace as we know it. According to an article from Zurich Insurance, this generation will make up 27% of the workforce by 2025 - a number that recruiters can't ignore. Unlike previous generations, Gen Z's motivations are different, and employers need to understand them to attract and retain the next generation of talent. In this article, we will explore how Gen Z is changing the workplace and what organizations can do to tap into their potential.



A New Generation of Employees

Currently, most organizations have a mix of generations in the workplace; this includes Baby Boomers (1946-1954), Generation X (1965-1980), and Millennials (1981-1996). Historically, these generations have felt fulfilled in their careers by motivators such as decent pay, work conditions, and job security. However, when you think of an age that has never used a paper map, a floppy disk, or even known a life without the Internet, you realize that we are dealing with an entirely new generation of team members.

Additionally, we are discovering that Gen Z's motivations are not the same as those of our predecessors.

While salary is not the most crucial factor when accepting a job offer, Gen Z job seekers want to balance their motivation equally between a diverse work culture and decent pay. Gen Z is pivoting from the "Moving up the corporate ladder" mindset of career progression and leaning more towards a flexible and ad hoc career progression that supports work-life balance, flexible leave, and flexible workspaces. Additionally, Gen Z job seekers are driven by careers that allow them to enhance their skill set and professional and personal development.

Diversity, Equity, and Inclusion

So, how do we begin to tap into our growing workforce generation and leverage their skill sets to grow and diversify our business? It starts with DEI. Gen Z is a generation that is outwardly open about their desire to work for organizations with a strong belief and representation of Diversity, Equity, and Inclusion. This is important because it ties the organization's purpose to the job seeker's purpose. If they align, we are positioned expertly to attract and retain their talent.

"Our newest generation of employees is craving a new approach to leadership and day-to-day corporate operations."

- Andrea Longoria

Invest in Professional Development

Gen Z job seekers want their employers to invest in their professional development. This could be as simple as a robust onboarding program to coaching and mentoring, leadership development, and opportunities to expand their skillset through certifications, conferences, or workshops. If we tailor our learning experiences to engage our Gen Z team members, we can continue solidifying their commitment and investment in the organization while decreasing turnover.

Cultivate a Culture of Innovation

Gen Z team members crave a new approach to leadership and day-to-day corporate operations. Organizations can tap into their talent by encouraging team members to expand beyond their current roles and responsibilities and drive the change they want to see within the organization. As a leader, allow your team opportunities to explore projects or tasks beyond their defined roles. This is where innovative ideas live, and it is of value to tap into that talent for the greater good of the team and the organization.

Purpose, Flexibility, Innovation, and Upskilling

Our newest generation of team members crave a new approach to leadership and day-to-day corporate operations. The way we can continue to thrive as an organization is to explore the importance of purpose, flexibility, innovation, and upskilling as the main attractors for our Gen Z jobseekers, and embrace the idea that these factors are the key to retaining and engaging the top talent of this generation. It's time to rethink traditional approaches and embrace the changing landscape of the workplace.

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