



# Generation Z in the Workforce

## Engaging a Growing Population

In order to attract and retain top talent, organizations must understand the personalities and preferences of the multiple generations within their company. As Generation Z exits college and becomes the most rapidly-growing population in the workforce, it's important that your organization learn to appeal to this group. According to the U.S. Census Bureau, this generation will soon comprise 20% of the workforce with over 61 million people. As we see this generation grow, your organization will want a competitive edge to attract and retain motivated and skilled individuals. So, what does this generation value?

### 1. Culture

Members of Generation Z value a diverse and inclusive workplace, a workplace that cares not only about financial gains, but about making a difference. An employer who offers opportunities for contributions through volunteerism, and also shows it values humanity and its culture, will be appealing to members of this generation. Members of Gen Z are looking for a workplace that strives to provide a positive culture, employee experience, and a chance to contribute whether on a local or global scale. From day one, this group will look for an excellent employee experience.

### 2. Work-Life Balance

Generation Z values flexibility and a healthy work-life balance. Tech-savvy and efficient, this generation prefers to keep less structured hours, and will find satisfaction through a more seamless work-life harmony. Their modern work-life construct requires remote flexibility, self-management, and the technology skills to get work done at any time, anywhere.

### 3. Frequent Feedback

Future career growth is important to Generation Z. These individuals want to talk on a regular basis to discuss professional development and performance feedback. This generation may value flexibility in many aspects of their jobs; but when it comes to the important conversations, they would prefer to communicate with management not only frequently, but in-person.

### 4. Security

Members of Generation Z were children during the great recession, subsequently experiencing the financial hits their parents took. After witnessing these struggles first-hand, Generation Z has come to value financial security. Medical coverage and benefits are important to these individuals, as well as a 401k many will align early in their career. Ensuring job security and the potential for pay increases are excellent motivators for this generation.

### Conclusion

As Generation Z enters the workforce, your organization has an opportunity to appeal to its tech-savvy, highly motivated population. By learning what these individuals value and what inspires them, you can take steps to adapt your culture to this new generation. Consider recognition programs to help unite the different personalities of your workforce towards shared goals, and use them to encourage a culture of appreciation and satisfaction. Take a hard look at the employee experience you offer and how your organization engages your most important asset, your people.