Generation Z

There is no doubt that a multigenerational workforce is more flexible and encourages input from many team members. They are innovative and creative, leaving no one and nothing behind. Isn't that what we all need and want—a workforce that is collaborative, promotes ideation, and recognizes its members?

Let's visit #GenerationZ!
This generation has rapidly adapted towards #technology; they have grown up with cell phones and email and are used to instant connectivity. Many of #GenZ have lived through their parents losing jobs, businesses, or homes during the Great Recession, and may consider greater fiscal frugality approaches in decision making. Therefore, they may have characteristics like the Traditionalists.

Welcome to Gen Z

What makes them tick-

While salary is the most important factor in deciding on a job, Generation Z values salary less than every other generation. When given the option of accepting a better-paying, but boring, job versus more interesting work that doesn't pay as well, Gen Z was fairly evenly split over the choice.

How to attract, motivate and reward them -

GenZ values diversity in the workplace - they are the most racially and ethnically diverse generation in U.S. history. Attract them with gender-neutral language in job posting and offering candidates the opportunity to choose their preferred gender (including non-binary options). As an employer, will need to highlight your efforts to be good global citizens. Remember that actions speak louder than words; demonstrate your commitment to a broader set of societal challenges such as sustainability, climate change, and hunger.

How to ensure that they are not left behind -

GenZ knows and likes tech; they want to work in the tech field.; they are the true "digital natives." They also like face-to-face communication when getting manager feedback. A fulfilling work environment is one that will allow them to feel #connected; teach them how to manage their own projects, to run with it, and to learn from it. Give them a #voice; they need to share their ideas and feel heard. And, give them room to grow, to ideate, to work on #passionprojects, and to reap the rewards of an inclusive work environment.