

GENERATION Z

★ Born 1995-2009 ★

in the workplace

There is a new generation in the workplace. Gen Z constitutes more than a quarter of the population in the US and is the most diverse generation in our nation's history.



JOB MOBILITY

This generation will be fluid in their work habits. Vocationally mobile, entrepreneurial, and truly global Generation Z will have 18 employers across 6 separate careers, working in jobs that don't even currently exist.



DIGITAL COMMUNICATORS

GEN Z SPEND 10 HRS 19 MINS ONLINE DAILY



SPENDS 5,100,000,000+ HOURS DAILY ON INSTAGRAM

SPENDS 4,000,000,000 HOURS DAILY VIEWING VIDEOS



FACEBOOK HAS 1,000,000,000+ ACTIVE GEN Z USERS

GEN Z TWEETS APROX. 5,000,000,000 TWEETS DAILY



GENZ USES ON AVERAGE 1,000,000+ APPS



EFFECTIVE ENGAGEMENT

BABY BOOMERS



verbal
sit and listen
teacher
content

curriculum centered
closed book exams



GEN Z

visual
try and see
facilitator
process (how)
learner centric
open book world



WORKPLACE ATTITUDE

They demand workplace equality, desire career growth over higher salaries and value meaningful connections with co-workers, and with management, more so than millennials.



TAKE AWAY

The biggest takeaway from this research: Attracting and keeping workers from this talented pool of individuals means giving your staff more freedom and a better work-life balance



RISK AVERSE

Having grown up in less certain times Gen Z are naturally more risk-averse and anxious about the future.



ENTREPRENEURIAL

55% more likely to start a business than millennials.

