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# Gen Z in the Workplace

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# WOW Us And Win!

If we address your question during today's live broadcast, you'll receive a complimentary copy of "The WOW! Workplace" by Mike Byam and a Terryberry wireless charging pad!

Get involved and  
**be recognized!**

*Q&A will take place at the end of the webcast, but you can submit questions any time.*



# Speakers



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***Representing Gen Z***  
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## What generation do you belong to?

- Baby Boomers (born 1946–1964)
- Generation X (born 1965–1980)
- Millennials (born 1981–1995)
- Generation Z (born 1996–2010)



# GEN Z – The Basics

- Born 1996 - 2010
- 25% of the U.S. population
- Most diverse generation in U.S. history
- 57% in college compared to other generations



# GEN Z – The Persona



**Progressive, smart, and outspoken**



**Not afraid to leave jobs for opportunities to develop career**



**Remote, hybrid work environments**

# Gen Z Values

## Top 5 Values:

1

Mental Health

2

Diversity, Equity & Inclusion

3

Purpose-Driven Work

4

Flexibility

5

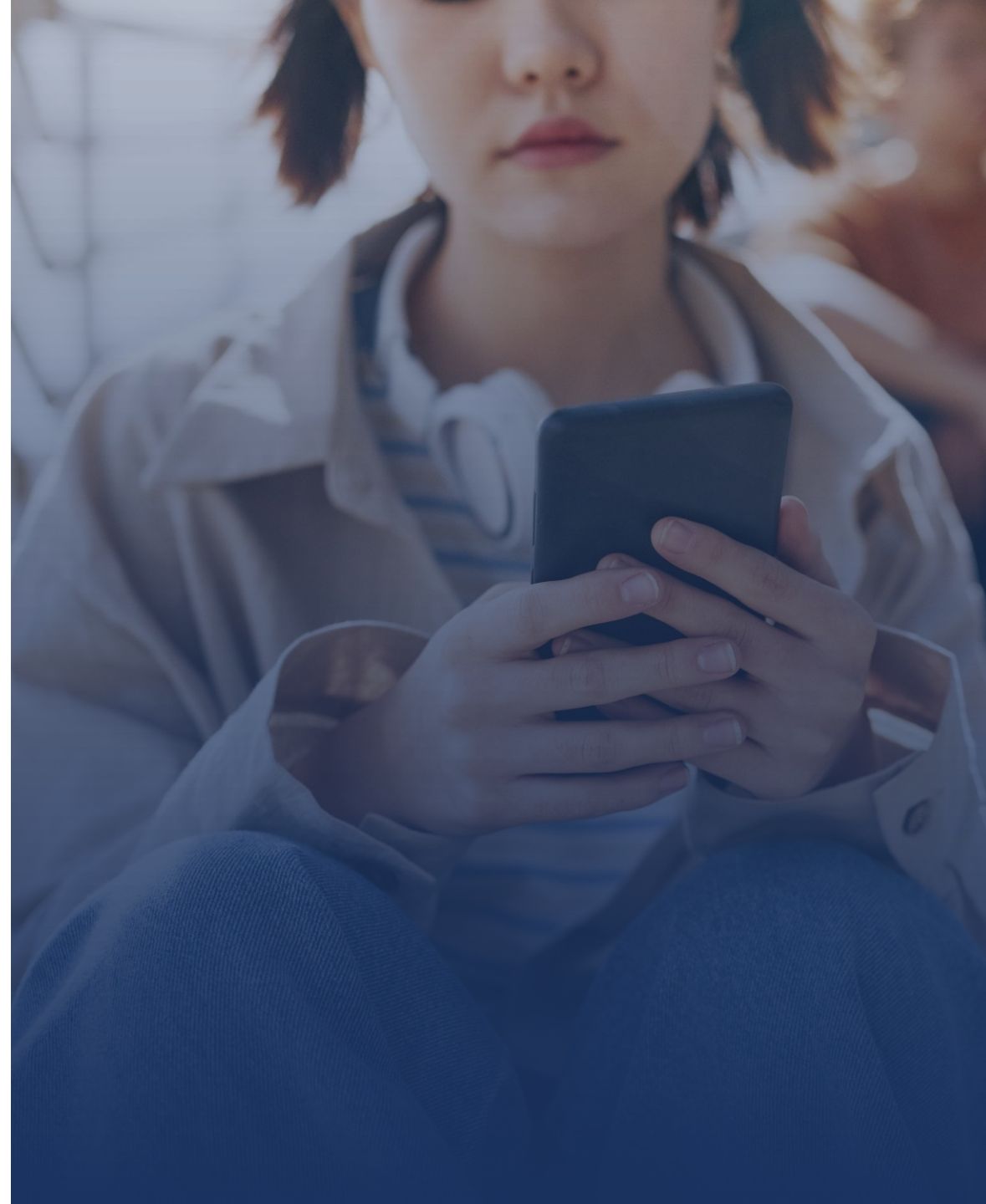
Instant Gratification



# Gen Z Values

## Mental Health

- Disproportionately affected by mental health issues, like anxiety and depression
- 46% of Gen Zers say they're stressed or anxious all or most of the time
- Most likely generation to seek professional mental health treatment



# Gen Z Values

## Diversity, Equity & Inclusion

- Nearly a quarter (22%) of Gen Zers have at least one immigrant parent
- 84% feel either positively or neutrally about gay marriage
- a record number of Gen Zers (21%) identify as something other than straight



# Gen Z Values

## Purpose-Driven Work

- Cares deeply about socio-political issues and demands action
- Quick to spot inauthenticity in corporations and politicians
- Grew up with things like climate change as an ever-present threat



# Gen Z Values

## Flexibility

- Entered the workforce when work-from-home was typically the default arrangement
- 71% of 18-to 24-year-olds said that they would consider looking for another job if their company insisted on them returning to the office full-time



# Gen Z Values

## Instant Gratification

- First generation to not remember a time without the internet
- Most don't even remember a world before smartphones
- 55% are on their phones for 5 or more hours a day



# The Question

**How do you connect with and engage Gen Z workers in your organization?**

## What is your biggest priority with engaging Gen Z workers?

- Mental Health/Well-being
- Productivity/Motivation
- Flexibility/Remote Work
- Recognition/Timely Feedback



# How to Work with Gen Z

## Lead with Empathy

- Managers need to provide empathy, understanding, and transparency
- Build a culture of TRUST
- Work/life balance – increase PTO offered
- mental health days, a wellness program, offering free counseling through EAP





# How to Work with Gen Z

## Corporate Social Responsibility

- Working for companies that align with their values
- 1 in 5 feel personally discriminated against “all of the time” or frequently
- How does your company engage with social movements like Pride Month, Black History Month or environment?



# How to Work with Gen Z

## Flexibility

- Entered workforce remotely and want to continue this
- Work when they feel most productive, not 9 to 5
- Save time, money, and the environment by not having to commute
- Sweet spot in hybrid work

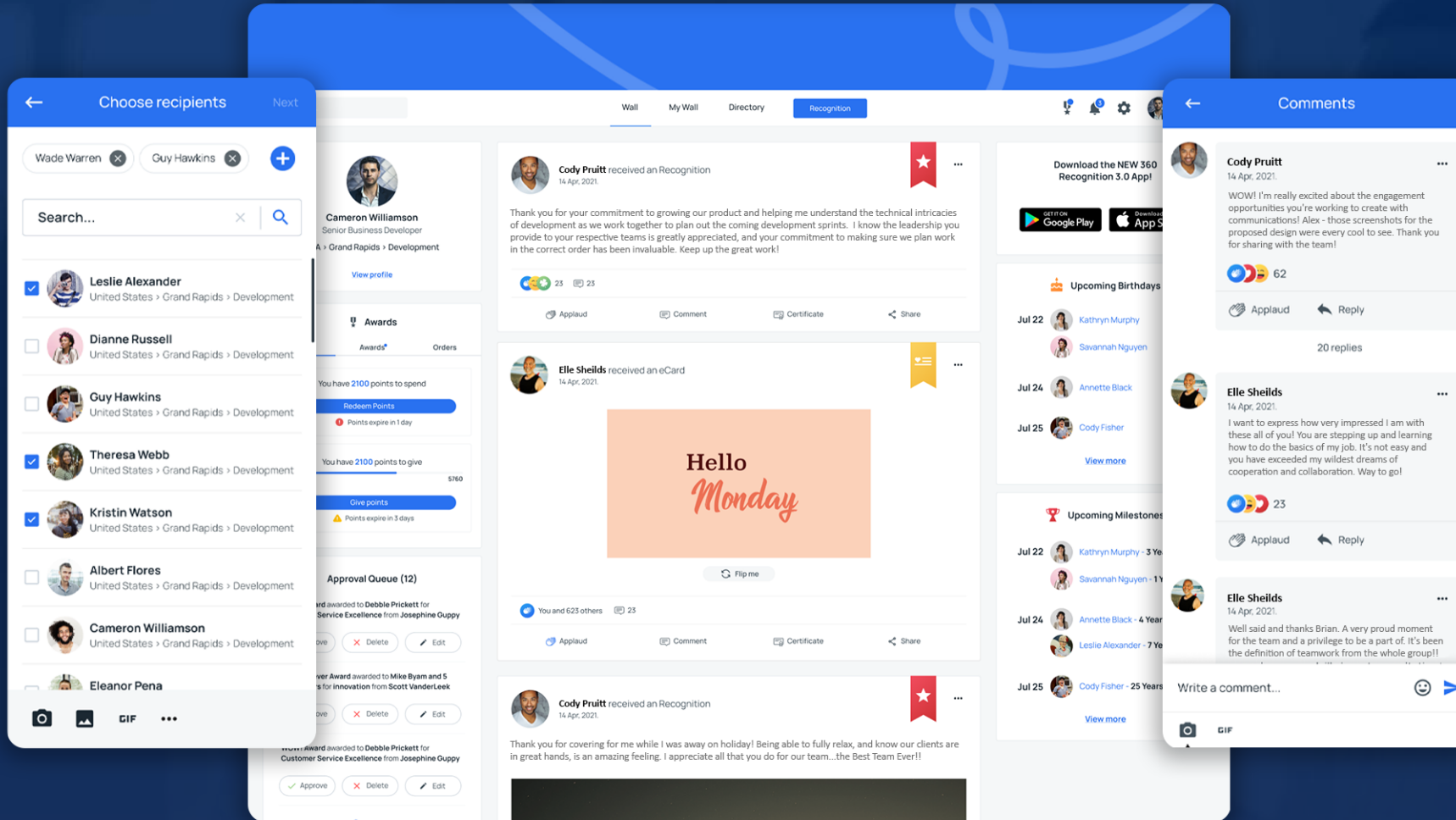


# How to Work with Gen Z

## Give Timely Feedback

- Frequent, immediate, and direct feedback regarding their job performance
- 60% prefer multiple check ins from their managers throughout the week
- 76% want more opportunities to move up or increase responsibilities at work

# A Tool to Engage Gen Z Employees



# A Conversation with Claudia – Gen Z



# Wrap Up

## Gen Z Takeaways

- Gen Zers bring new and challenging values to workforce like mental health, DEI, purpose, flexibility and instant gratification
- Moral responsibility is a priority for this generation
- Listen to changing needs of your employees and take steps toward engagement, retention and morale



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# Questions?



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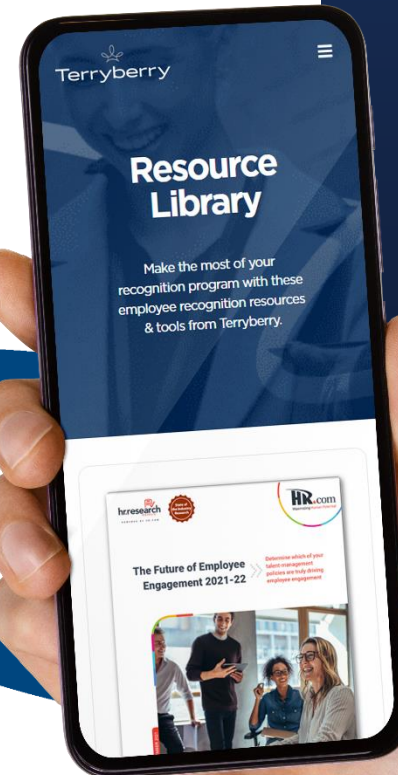
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