



# Make The Shift Consulting Group LLC

## Engaging Generation Z in the Workforce

Engaging Generation Z in the workforce requires a SHIFT in the traditional recruitment, retention, and management approach.

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## Executive Summary

Born between 1997 and 2012, Generation Z is the newest generation to enter the workforce. By 2030, it is predicted that they will make up 30% of the global workforce (Deloitte, 2018). Engaging Generation Z in the workforce requires a SHIFT in the traditional recruitment, retention, and management approach. Companies must understand this generation's unique characteristics and preferences and tailor their strategies to meet their needs and expectations. Organizations must focus on authenticity, transparency, innovation, and a willingness to create a positive and inclusive workplace culture. Companies that successfully engage Generation Z can benefit from their fresh perspectives, innovative ideas, and commitment to social and environmental responsibility, leading to a more productive and successful workforce.

# Engaging Generation Z in the Workforce

## Introduction

Generation Z, born between 1997 and 2012, is the newest generation to enter the workforce. By 2030, this group will comprise nearly 30% of the global workforce (Deloitte, 2018). As the first digital-native generation, they have unique characteristics, preferences, and expectations in the workplace. Engaging Generation Z in the workforce is crucial for companies to attract and retain talent and to ensure future business success. This essay will explore the key characteristics of Generation Z, the challenges and opportunities in engaging them in the workforce, and strategies companies can implement to engage this generation effectively.

## Characteristics of Generation Z

Generation Z is known for being the first digital-native generation, growing up with technology as an integral part of their lives (Seemiller & Grace, 2016). Technology has shaped their communication styles, social interactions, and expectations in the workplace. They are comfortable using social media and other digital tools to connect with others and collaborate on projects. They value authenticity, transparency, and diversity in the workplace (Deloitte, 2018). They also have a strong sense of social responsibility and are interested in working for companies prioritizing social and environmental issues (Seemiller & Grace, 2016).

Generation Z is also characterized by their desire for meaningful work and career growth opportunities. They are not content with simply having a job; they want to make a difference and have a purpose in their work (Deloitte, 2018). They are willing to work hard and put in extra effort if they feel their work positively impacts them. They also value continuous learning and development and are interested in job opportunities that provide them with growth and advancement opportunities (Seemiller & Grace, 2016).

## Challenges and Opportunities in Engaging Generation Z in the Workforce

Engaging Generation Z in the workforce present both challenges and opportunities for companies. On the one hand, their unique characteristics and expectations require companies to rethink traditional recruitment, retention, and management approaches. On the other hand, their values and skills can bring new perspectives and innovative ideas to the workplace.

### Attention and Loyalty

One of the main challenges in engaging Generation Z is the competition for their attention and loyalty. They are the most digitally connected generation, with multiple devices and platforms competing for their attention (Seemiller & Grace, 2016). Companies need to use creative and engaging recruitment strategies to stand out and attract top talent. Traditional job postings and interviews may not effectively capture this generation's interest. Instead, companies need to leverage social media and other digital channels to create a compelling employer brand and showcase their culture and values.

### Meaningful Work and Growth Opportunities

Once Generation Z is hired, companies must provide them with meaningful work and growth opportunities to keep them engaged and motivated, which requires a SHIFT away from the traditional hierarchical management style towards a more flexible and collaborative approach. Generation Z values autonomy and the ability to make decisions and contribute to projects (Deloitte, 2018). In addition, companies can create an environment that fosters creativity and innovation by providing opportunities

for employees to work on cross-functional teams and pursue projects that align with their interests and passions.

### Generation Gap

Another challenge in engaging Generation Z is the potential generation gap between them and their managers. Managers of other generations may need help understanding their communication styles, work preferences, and values. This can lead to miscommunication, frustration, and disengagement. Companies can address this challenge by providing training and resources to help managers understand and effectively work with Generation Z employees. They can also consider implementing reverse mentoring programs, where Generation Z employees mentor their managers on new technologies, social media, and other relevant topics.

Engaging Generation Z in the workforce presents significant company opportunities despite the challenges. This generation brings fresh perspectives and enormous potential.

### Engaging Generation Z in the Modern Workplace

Engaging Generation Z in the modern workplace requires a SHIFT in the traditional recruitment, retention, and management approach. Companies must understand their unique characteristics and preferences and tailor their strategies to meet their needs and expectations.

### Recruitment

To attract top talent from Generation Z, companies must have a strong employer brand that resonates with their values and interests. This requires a focus on authenticity and transparency and a willingness to showcase the company's culture and mission. Social media can be a powerful tool for creating a compelling employer brand, allowing companies to share authentic stories and engage with potential candidates more personally and interactively. For example, companies can use Instagram or TikTok to share employee stories, highlight company events, and showcase the company's commitment to social and environmental issues.

Companies also need to offer flexible and innovative recruitment strategies that align with the preferences of Generation Z. Traditional job postings and interviews may be less effective in capturing their attention. Instead, companies can leverage digital channels to engage potential candidates, such as video interviews or virtual job fairs. They can also consider using gamification or other interactive tools to assess candidates' skills and abilities.

### Retention

Once Generation Z is hired, companies must provide meaningful work and growth opportunities to keep them engaged and motivated. This requires a focus on career development and continuous learning. Companies can offer opportunities for employees to work on cross-functional projects, pursue certifications or training programs, or participate in mentorship or coaching programs. Providing regular feedback and recognition can also keep employees engaged and motivated.

Companies also need to create a positive and inclusive workplace culture that aligns with the values of Generation Z. This requires a focus on diversity and inclusion, social and environmental responsibility, and work-life balance. In addition, companies can create employee resource groups, offer volunteer opportunities, or provide flexible work arrangements to support their employees' well-being and personal goals.

## Management

Effective Generation Z management requires a shift from traditional hierarchical management towards a more flexible and collaborative approach. Generation Z values autonomy and the ability to make decisions and contribute to projects (Deloitte, 2018). In addition, companies can create an environment that fosters creativity and innovation by providing opportunities for employees to work on cross-functional teams and pursue projects that align with their interests and passions.

Managers also need to understand and adapt to the communication styles and work preferences of Generation Z. This may require a SHIFT towards more informal and frequent feedback and a willingness to use digital tools for communication and collaboration. Providing training and resources to help managers understand and effectively work with Generation Z employees can also be beneficial.

## Conclusion

Engaging Generation Z in the workforce requires a SHIFT in the traditional recruitment, retention, and management approach. Companies must understand their unique characteristics and preferences and tailor their strategies to meet their needs and expectations. This requires a focus on authenticity, transparency, innovation, and a willingness to create a positive and inclusive workplace culture. Companies that successfully engage Generation Z can benefit from their fresh perspectives, innovative ideas, and commitment to social and environmental responsibility, leading to a more productive and successful workforce.

## Sources

Deloitte. (2018). The Deloitte global millennial survey 2018. Retrieved from <https://www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/gx-dttl-2018-millennial-survey-report.pdf>

This report from Deloitte provides insights into the attitudes and preferences of millennials and Generation Z towards work, careers, and society. The report highlights the importance of a positive workplace culture, opportunities for growth and development, and social and environmental responsibility in engaging these generations in the workforce.

Forbes. (2020). Five ways to attract and retain Gen Z talent in 2020. Retrieved from <https://www.forbes.com/sites/kaytiezimmerman/2020/01/21/five-ways-to-attract-and-retain-gen-z-talent-in-2020/?sh=685b0fc52b85>

## About the Author

Vince Staub, a distinguished doctoral candidate in Strategic Leadership, brings an impressive track record of over 30 years of experience working with a diverse range of organizations, including large and small corporations, not-for-profits, and small companies. With a wealth of practical knowledge, he has successfully held C-level roles within a multinational corporation, allowing him to understand the intricacies of organizational dynamics from the boardroom to the breakroom.

As a founding member of Make The Shift Consulting Group, LLC, and a Certified Coach Practitioner, Vince assumes the pivotal Leadership Development Practice Leader role. This position exemplifies his dedication to empowering individuals and teams to reach their full potential. With a deep understanding of strategic leadership principles, he delivers transformative guidance and insights, steering organizations toward sustained growth and success.

Vince's experience and extensive background enable him to navigate the complexities of today's business landscape, offering invaluable expertise and solutions tailored to each client's unique needs. By partnering with Vince Staub and the Make the Shift Consulting Group, organizations can unlock their true potential and propel themselves to new heights of achievement and excellence.

### About Make The Shift Consulting Group

Make The Shift Consulting Group, LLC helps companies understand and embrace the modern workplace through training, mentoring, and coaching. We offer programs designed to make the shift and enhance organizational culture. Our offerings include:

- **Finding FLOW** is a cohort-based onboarding program that inspires connection and retention for new employees in groups of 4-6 people.
- **The RESILIENT Manager** can be a 1:1 program or simultaneously conducted with 2-3 managers.
- **The Manager's MENTOR** is 1:1 with a Certified Coach, and the manager sets the agenda.
- **Individual and team COACHING** is designed to support and develop employees throughout the organization.

Contact Make The Shift Consulting Group today to learn how to embrace the modern workplace and drive employee engagement because engaged employees are productive employees, and productive employees help businesses grow.

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