



## Creating Gen Z-friendly Workplaces

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Employee expectations are evolving rapidly, and many Generation Z (Gen Z) workers are leading the revolution. Gen Z refers to those born between the late 1990s and early 2010s; employees from this age group now make up an estimated 20% of the workforce. Today, these workers—many of whom have observed older workers suffering from burnout—demand greater flexibility and purpose from their work. They also want to make a difference. In fact, 1 in 10 workers between ages 18 and 24 chose to leave a previous job role over their employers' inaction regarding sustainability, according to research by employee benefits company Amba. To attract the very best talent, it's prudent to scrutinise ways to accommodate these employees' ideals and create Gen Z-friendly workplaces. Consider the following strategies:

- **Be genuine.** Speaking openly about corporate accountability and other matters, particularly when recruiting, is essential to support Gen Z workers' desire for positive change. Be transparent about company goals, plans and decisions so candidates can make informed decisions on whether their values match your own.
- **Be flexible.** According to a Kronos Work Institute study, 1 in 4 Gen Z employees would work harder and stay longer at a company with flexible schedules. Offer remote options, flexible scheduling and the ability to work on the go wherever possible.

- **Embrace technology.** Gen Z are digital natives who have grown up around technology. Consequently, they may expect the latest tools to conduct their duties. Consider available technology solutions for workload management, including cloud-based software, project management tools and mobile apps.
- **Offer learning opportunities.** Eager to learn, many Gen Z workers value career growth opportunities. Weigh the benefits of mentoring programmes and consider ways to engage younger workers in learning initiatives. For instance, Gen Z employees may favour on-demand digital learning over rigid training courses.
- **Remember the basics.** According to Kronos Incorporated, 30% of 16- to 25-year-olds favour comprehensive employee benefits, such as paid sick leave, competitive wages, and generous holiday allowances. In contrast, only 11% prioritise in-office perks such as free snacks and gym access. Therefore, it's wise to remember the basics when designing employee benefits packages. Better still, consult employees to ask which benefits they would prefer.

Contact us today for further attraction and retention strategies.

# Preventing a Toxic Workplace Culture

Worker dissatisfaction has been making headlines for a while now, spawning terms such as “quiet quitting” and “the Great Resignation.” With workers leaving en masse, now is an opportune time to investigate why.

One possible reason is toxic workplace cultures. In a recent survey by The CareerWallet Group, one-fifth of workers admitted they currently work in a toxic environment, with more than a third saying they’re actively looking for a new job. Unfortunately, it can be costly to recruit replacements when workers leave. In fact, the average cost of filling a vacancy is £6,125—rising to £19,000 for a management role—according to the Chartered Institute of Personnel and Development. Therefore, it’s critical to proactively address workplace tensions to prevent talented workers from leaving. Consider the following strategies to prevent toxic work culture:

- **Refrain from having favourites.** Appearing to have favourites can alienate the wider team and lead to the formation of cliques. Instead, consider a range of measures and embrace diversity when evaluating performance. Specifically, avoid rewarding technical ability alone and always praise employees for taking steps to build a positive and nurturing environment.

- **Lead by example.** A toxic culture can build when managers penalise staff for mistakes but suffer few consequences for their own blunders. Instead, everyone should follow the same code of conduct and be open and honest about mistakes. Further, consider ways to foster psychological safety to create an environment where workers can express themselves without fear that others will pass judgement.
- **Gain staff feedback.** Keep abreast of workplace concerns by regularly seeking input on improving the current workplace culture. Specifically, gain staff feedback through regular one-to-ones, anonymous surveys and 360-degree assessment tools.

While employee performance is essential to organisational success, it’s crucial to value employee well-being alongside achievement. Checking in regularly with employees and taking steps to foster a healthy workplace culture may bolster workforce contentment, prevent staff losses and lower recruitment costs.

Contact us today for further workplace well-being guidance.