

Attracting Generation Z

Hiring younger employees can have numerous benefits for employers and must be embraced as the workforce's composition changes. Generation Z (Gen Z) workers can bring strong digital skills, energy, creativity and new ideas to an organisation. They are also a rapidly growing percentage of the workforce. In fact, Statista reported that Gen Z is the latest generation to enter the workplace and is the third-largest generation in the UK's labour force, with 4.3 million in employment in 2022.

Understanding Generation Z

Gen Z is generally defined as people born between **1997 and 2012**. These individuals are often socially conscious, digitally savvy and passionate about career growth. Here's what employers should know about Gen Z employees:



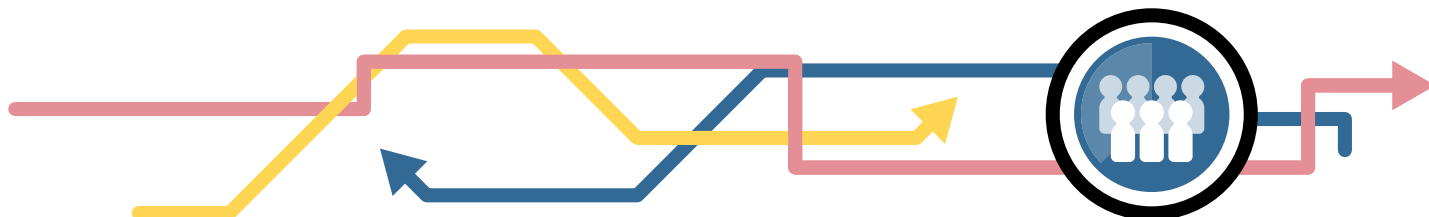
They care about company culture. Gen Z workers seek work environments where they can thrive with caring and supportive leaders. They typically look for jobs at organisations with similar values to their own.



They want development opportunities. Younger workers typically prioritise career progression and development opportunities over their older counterparts and may accept lower salaries in exchange.



They seek social connection. These workers are part of a socially active generation. Although Gen Z workers are comfortable with digital conversations, they often crave genuine connections and in-person discussions with colleagues.



They're passionate about flexibility. Gen Z workers want flexibility, autonomy and work-life balance. They often seek jobs that fit their lives, not the other way around. However, while many value flexibility, others seek strong in-person culture and want to be part of a thriving community.

Attracting Generation Z

Create an inclusive culture that shows Gen Z that organisational values align with their own.

Encourage corporate citizenship with a commitment to social causes (eg sustainability, social impact, volunteering).

Explore pay transparency.

Create an efficient interview and hiring process that avoids multiple rounds of interviews and distant start dates.

Emphasise corporate missions and goals.

Expose Gen Z workers to new technology and innovation.

Invest in learning and growth opportunities for employees.

Create mentorship programmes.

Involve Gen Z workers in teams and projects early on and offer opportunities to lead.

Offer remote or hybrid opportunities.

Allow flexible work hours.

Make mental health resources and programmes readily available.

When employers align workplace culture with the wants and needs of Gen Z, they can improve their attraction and retention of young workers. Successfully appealing to this demographic can create a pipeline of talented individuals into an organisation's workforce.



Contact us today for more attraction and retention resources.