

# Attracting Generation Z

Hiring younger employees can have numerous benefits for employers and is unavoidable as the workforce's current makeup changes. Generation Z (Gen Z) workers can bring strong digital skills, energy, creativity and new ideas to your organization. They are also a rapidly growing percentage of the workforce.

A study by analytics firm Oxford Economics found that the number of Gen Z workers is expected to grow to **51 million** by 2030.

## 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:



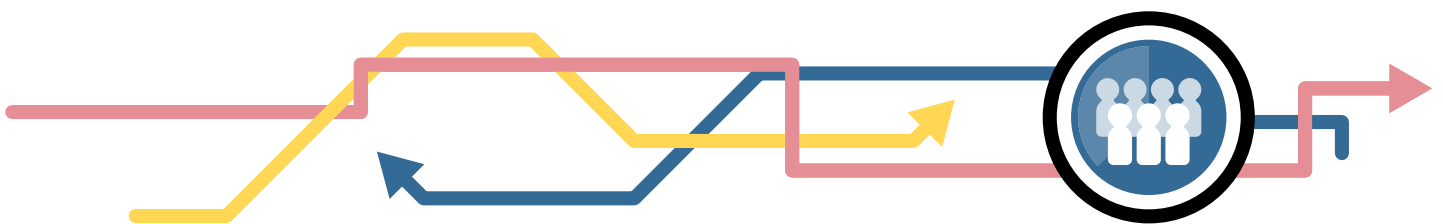
**They care about company culture.** Gen Z workers seek work environments where they can thrive with caring and supportive leaders. They typically look for jobs at organizations with similar values to their own.



**They want development opportunities.** Younger workers typically prioritize 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 coworkers.



**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. In fact, a recent survey from the National Society of High School Scholars found that **63% of Gen Z workers want in-person training** from their employers.

## Attracting Generation Z

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

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

Explore pay transparency.

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

Emphasize corporate missions and goals.

Expose Gen Z workers to new technology and innovation.

Invest in learning and growth opportunities for employees.

Create mentorship programs.

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

Offer remote or hybrid opportunities.

Allow flexible work hours.

Explore student loan assistance programs.

When employers align workplace culture with the wants and needs of Generation 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 organization's workforce.

Contact us today for more attraction and retention resources.