



Gen Z:
The Future of the Workforce



HELLO!

My name is **Ryan Kahn**
and I'm a **Career Coach**.

I've had a show on MTV,
written a book, and started
a business that helps young
professionals in their careers.



@HIRED



I've helped more than 2,000 students find the path to
their **dream job**



Overview

Gen Y

- A Look Back at 2013

Gen Z

- Who Are They?
- Gen Y vs. Gen Z
- What You Need to Know

GENERATION



- Born 1982 - 1995
- Millennials, Echo Boomers, Peter Pan Generation
- Tech-natives
- Most educated
- Ethnically and culturally diverse
- Raised by a hands-on parents

How did Gen Y do
last year?

94%

of Gen Y actively searched for a new job while still employed in 2013.

94%

Why?

of Gen Y actively searched for a new job while still employed in 2013.

- A: "Higher salary"
- B: "More growth opportunities"
- C: "Higher sense of purpose"
- D: All of the above

94%

of Gen Y actively searched for a new job while still employed in 2013.

“Higher salary”

“More growth opportunities”

“Higher sense of purpose”

woah.

What can help them stay?

A Company with a Cause

86% donate to local charities

74% are “much more likely” to purchase a product if proceeds go to charity

Embracing Technology

49% spend over six hours online per day

92% own a smartphone and a laptop

85% check Facebook on a daily basis

Meet Gen Z

- Born 1996 – 2009
- iGeneration, Digital Natives, Generation C
- First generation born into a digital world



What % of the workforce
will be comprised of Gen Z by 2020 ?

A: 36%

B: 19%

C: 8%

36% of the workforce will be
comprised of Gen Z by **2020**

Gen Z's Parents

Experiences

- Lived through **four recessions**
- Struggled with **debt**
- **Watched** the most educated and accomplished generation to date (Gen Y) graduate into a recession and lifetime saddled with debt

Parenting Style

- Encourage children to be **realists**
- Open to **non-traditional** paths of education and careers
- Exposure to **varied life experiences**
- Draw own conclusions and **find their own way**



Gen Y

Dreamers

Given tools to succeed

Group-oriented

Gen Z

Realists

Taught skills to succeed

Individualistic

Demographics

Older parents

median age of first-time mother is ~31

Living longer

1 out of 3 will live to 100+

Mindset



- Growing up faster
- Multi-task
- Don't memorize
- Learn visually
- Exposed to marketing younger
- Most stressed generation in history

Impact of Technology

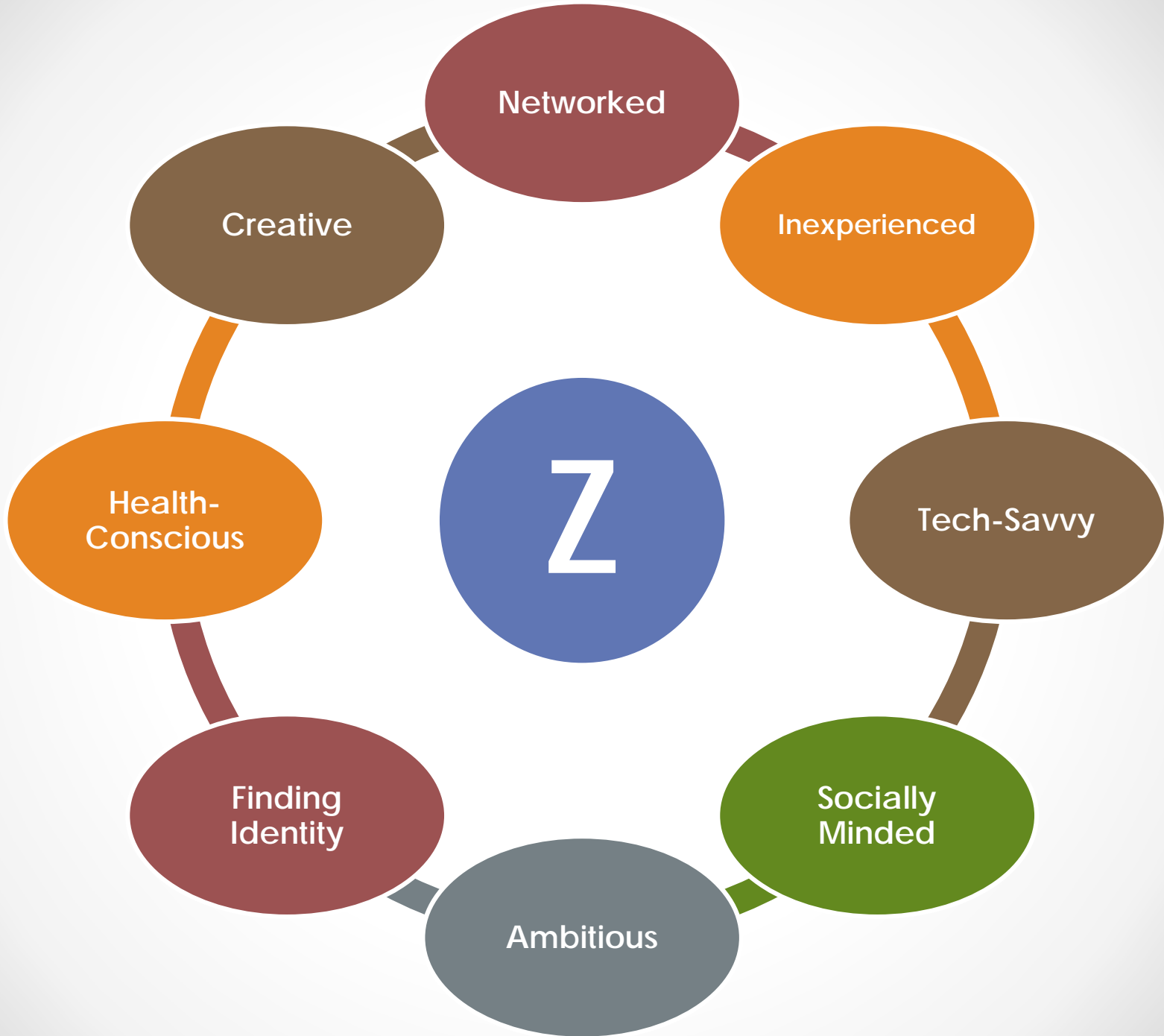
- Only a few clicks from any piece of knowledge
- Move quickly from one task to another
- Value speed more than accuracy
- First generation to communicate in real-time regardless of location
- Contribute content to web sites and weblogs



You Are **Awesome!**



Aligning to Gen Z Characteristics



Networked

Gen Z is **highly connected** – this is an opportunity for recruiting and also to tap into these networks to come up with creative solutions and ideas for brands.



Inexperienced

New employment laws and a lack of traditional entry jobs make it hard for young people to gain experience. Be ready to train Gen Z workers and **teach basic work ethics.**



Tech-Savvy

72% want a career working with or involving
“cutting edge of technology.”



Don't try to rid workers of their technology, instead
get creative and find ways to **use Gen Z's**
gadgets to your advantage.



Socially Minded

Gen Z wants to **shape the world**.

Businesses should be providing ways for both customers and employees to get involved in **community and charity programs**.

Ambitious

Gen Z has had the road to success mapped out for them their entire lives. They need **structure** that makes expectations clear and guides workers **from one position to the next.**



Finding Identity



Tap into this need by creating an **appealing brand and company culture**. Businesses should be positioning their products, services and jobs as a means of creating an identity.

Health-Conscious

Gen Z will be drawn to **health-centered workplaces** with fitness centers, open outdoor green spaces, sports-related activities and benefits, recycling and environmental programs, organic meals on-site, etc.



Creative

Give Gen Z **time and freedom** to come up
with innovative ideas.



5 careers and
20 employers in
their lifetimes

TOP SECRET

10 Tips to Engage Gen Z

TOP SECRET

10 Tips to Engage Gen Z

1. Build a **digital presence**
2. Give them a **voice**
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

TOP SECRET

10 Tips to Engage Gen Z

1. Build a **digital presence**
2. Give them a **voice**
3. Make a **community commitment**
4. Engage via **mobile**
5. Offer **flexible scheduling**
6. Provide **structure**
7. Accept authority **indifference**
8. Provide **feedback**
9. Create **work teams**
10. Invest in **teaching behavior**



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- Sources: Buzz Marketing Group's Millennials Report 2013, Gen Z: The first generation of the 21st Century has arrived! – XYZ University Report, & Generation "Z" in Workplaces - Neil Maclure Report, •