



What **Gen Z** Really Look For In the Workplace



WHITEPAPER

Workplaces are constantly changing, and organizations are becoming more employee-centric as they realize that in order to win the marketplace, they have to win in the workplace first. We know that **Gen Z** and **Millennials** are the future of the corporate world. In fact, after millennials, Gen Z is the second-largest generation in the global workforce. As per predictions, it is estimated that **Gen Z will contribute 30% of the workforce by 2030**. And as they start entering the workforce in large numbers, it's vital to know how to attract and retain them effectively.



Gen Z is changing the **social landscape**, employers better take note, or they won't keep up.



But First, Who is Gen Z?

Gen Z is the demographic born between the mid-1990s to mid-2010s. They are more diverse, tech-savvy, and socially aware than any previous generation. With a population of over 2 billion worldwide, Gen Z is set to become the largest generation of workers as well as consumers.



Why Is It Important to Attract and Retain Gen Z Employees?

Organizations that want to stay competitive in the marketplace need to focus on this demographic. Gen Z is a generation with a unique set of skills, and in addition, they are known for their entrepreneurial mindset and desire for personal and professional growth. So why is focusing on GenZ employees so important? Here are the top 2 reasons why:

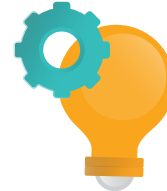
1

THEY'RE THE FUTURE OF
THE WORKFORCE



2

GEN Z'S UNIQUE INNOVATION
AND CREATIVITY



THE FUTURE OF THE WORKFORCE:

Gen Z is the largest generation in history, making up over **25% of the world's population**. As Baby Boomers and Gen X retire, Gen Z will be the dominant workforce, which makes it crucial to attract and retain them. Companies that don't recognize the needs of Gen Z risk being left behind as their competition attracts the best and brightest of this generation.

INNOVATION AND CREATIVITY:

This highly creative and innovative generation grew up with technology at their fingertips. They are accustomed to social media and other digital platforms to connect, collaborate, and share ideas. Employers that can tap into this creativity and innovation will have a competitive advantage. Gen Z's fresh perspective can also bring new ideas and solutions to traditional problems, leading to greater efficiency.

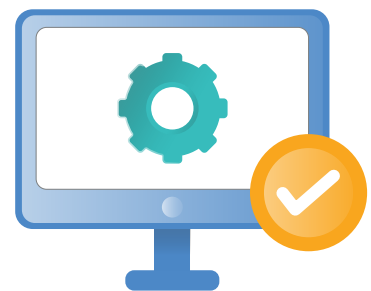
What Do **Gen Z Employees** Really Want?

A recent Adobe survey found that **56%** of those aged 18–24 say they are planning to switch jobs in the next year. Research from Microsoft and Bankrate also reports that **54%** and **77%** of Gen Z are considering quitting.

According to these statistics, it's more important than ever to learn how to retain your Gen Z employees and how to attract new top talent. So, what are Gen Z looking for, and what do they really want? Let's dive in.

1 **TECH-SAVVY ENVIRONMENT**

As digital natives, employers should harness the tech-savviness of Gen Z and leverage technology. Gen Zers are by far the best multitaskers, and when given the right technology and resources, there's no telling what they're capable of.



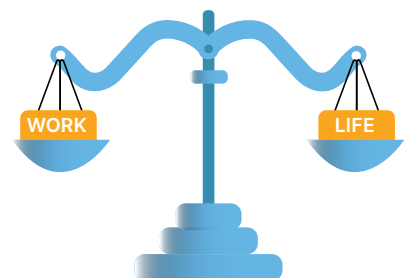
2 **COMPANY CULTURE**

Gen Zers place a high value on company culture and look for workplaces that align with their values, offer a sense of community, have a positive environment, and promote diversity and inclusion.



3 **FLEXIBILITY & WORK-LIFE BALANCE**

Workplace flexibility is the number one employee benefit they're looking for. This generation wants its employers to trust them, look at results, and not micromanage the whole process.



4 CAREER DEVELOPMENT

They seek employers who offer training and development programs and opportunities for advancement and growth. Gen Z is focused on building a career and constantly developing new skills.



5 EMPATHY IN THE WORKPLACE

Gen Z only wants to work for empathetic employers. It's important to work for employers that create an environment where everyone empathizes with each other.



6 SOCIAL RESPONSIBILITY

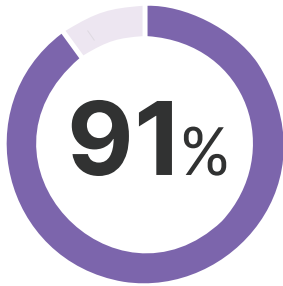
Gen Z is concerned about the environment, social justice, and ethical practices. They prefer employers who prioritize social responsibility and are committed to making a positive impact.



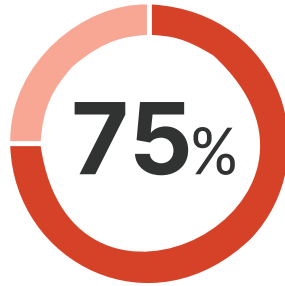
What **Gen Z** Looks For In A Workplace?

We've put together the top statistics to help you better understand what the new generation is looking for in employers, the workplace, and while job hunting. By better understanding what Gen Z wants, you'll be leverage what your company can offer to attract and retain more employees.

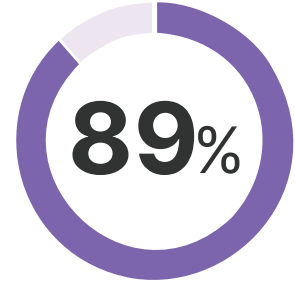
Here are some statistics on what Gen Z really wants:



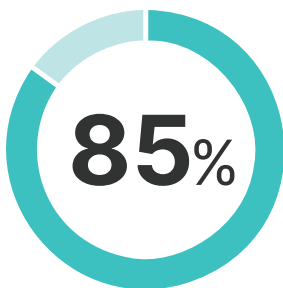
of Gen Z **prioritize career growth opportunities** when choosing an employer.



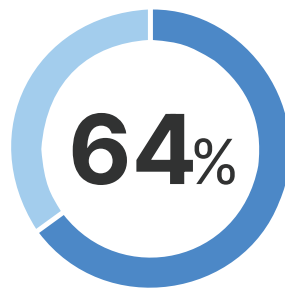
say that **workplace flexibility** is the number one employee benefit they're looking for.



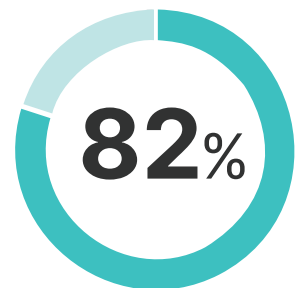
prefer a **positive company culture** over a high salary.



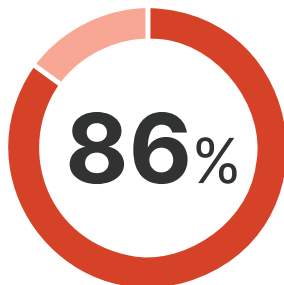
believe that **technology in the workplace** improves their overall performance.



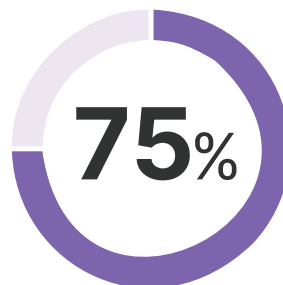
cited "**opportunity for career growth**" as one of the top priorities.



believe that a company's **commitment to diversity and inclusion** is important when deciding where to work.



would consider taking a pay cut to work for a company whose **mission and values align with their own**.



say that they will only work for an **empathetic employer**.



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