

Hiring Gen Z

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Executive Summary

Gen Z is here, assuming positions that are only limited by our willingness to let them be themselves. It is past time for everyone to see that by bringing them in, we advance. Their intelligence, their desire for togetherness, and their enthusiasm to learn and engage in face-to-face contact with leadership all contribute to the creation of energy. We may overcome generational divides by transforming them into bridges. They are currently flooding the workforce everywhere and it's essential for vessels, management companies and fleets to take on the challenge of hiring this new generation. Each generation communicates in unique ways. Organisations must develop internal communication strategies that appeal to all of the workforce's diverse generations in order to ensure that everyone has access to the resources they need. There is no such thing as a one-size-fits-all. It is critical to give information to people where they are – and in the manner in which they choose.

Introduction

The generational divide is intended to exist. The distinctions are not faults; they are

reflections of the era. We all grow up in very diverse conditions, superimposing one lived experience on top of another – expecting conformity is irrational. Employers want young people’s vitality and relative affordability. Younger generations safeguard us from cultural and social gaffes, yet we continuously undervalue their achievements. By default, these partnerships are seen as beneficial to younger generations (Magee, 2020). The capacity to listen is the first step in attracting and retaining talent. Pay attention to the individuals who are crucial in your achievement.

Who is Gen Z?

Gen Z are everyone born between 1997 and 2012 (Brunjes, 2022). Gen Z, like Millennials, desires transparency, so recognise that Generation Z and Millennials desire openness. These candidates pride themselves on their candor and forthrightness. Leave no one in the dark about your candidates. Both Gen Z and Millennial job searchers like recruiters’ constant communication.

Recognise their perspectives and objectives. While management companies struggle with these straightforward concepts for developing connections with workers, no talent strategy can thrive without paying attention to the fundamentals.

What is Gen Z looking for in the workplace?

A firm grasp of talent’s fundamental beliefs is critical for developing a successful EVP (Employee value proposition), the value proposition that answers the question, “Why would an employee choose to work for the company?” To be successful in attracting Millennial and Gen Z talent, the EVP must be aligned with their demands – which may be distinct from those of previous generations.

Today’s management companies understand the EVP and talent attraction problems posed by the younger generations entering the workforce.

HR decision-makers' concerns revolve around two critical Gen Z expectations and areas where EVP agreement is critical. These include advantages that were previously missed, as well as a renewed emphasis on corporate responsibility in the perspective of generations of extremely diversified and socially conscious employees (Allegis group, 2022a).

It Is Impossible to Communicate Too Much with Generation Z – If you want Generation Z applicants to have a great candidate experience, ensure that they are aware of their status at all times. Maintain communication channels throughout the recruiting and hiring procedures. Transparency is a must for Gen Z prospects, and if you want to hire them as your next generation of entry-level workers, you must provide it.

How to reach Gen Z?

As a result, recruiters will need to be more inventive in order to attract Gen Z prospects. Several unconventional ways of engaging the newest generation of talent include the following (Hangsterfer, 2020):

1. Increase your campus recruiting efforts.

It is critical to maintaining positive connections with schools and institutions in order to engage with Gen Z talent. Increase efficiency by correctly tracking key performance indicators and using best practices for recruiting events.

2. Enhance your professional website.

Any career page is the bedrock of your recruitment marketing strategy, even more so for digital-native Generation Z. Utilise these best practices to emphasise critical information, update your website, and increase applicant interest.

3. Develop a plan for communicating that is uniquely yours.

Before students apply, invite them to join your talent group and exchange information based on their expressed interests. Send regular updates to applicants throughout the interview process to inform them of their employment status.

4. Maintain current job descriptions.

Generation Z has developed a new set of priorities for what is most essential at work. Utilise these job description best practices to increase the attractiveness of your open position listings to the newest wave of job searchers.

5. Develop a network of staff influencers.

Gen Z recruits via recommendations, so use your present workers to acquire new talent. Invite team members to discuss their work-life on social media, and notify followers when new roles become available. Employers may use the material created by their workers to provide prospects with a more realistic sense of your business culture.

What is their top priority when looking for a job?

Expect a two-way interview process, as you will be assessed as well. What we see as revolutionary may be their underlying principles. Allow yourself to develop in order to live up to their expectations. The individuals you recruit will quickly become the face of the product you are selling. By joining forces with a younger spokesperson for your group, you may maintain contact. Gen Z wants mentorship, education, and meaningful careers. They want leaders who will be candid and inviting. They have a reasonable ambition to be indispensable from the start of a company. If you employ someone, you recognise their worth. Completely. More than anything, your desire to provide a career path demonstrates that you want them to be here (Magee, 2020).

How to support gen Z in the workplace?

Adopting fluidity is the key to inspiring and keeping this generation. Assist them in planning and strategizing for their future, exhibit their ability to progress within the organisation, and demonstrate their ability to stretch their talents. Maintain high standards and make a cautious selection among the applicants that apply. Respect a person's convictions when they state their requirements. The optimal employer-employee relationship is one in which both parties express their needs for fulfilment (Magee, 2020).

When it comes to employee communication, Gen Z will have very different expectations than prior generations. These emerging workforce will want the information to be delivered directly to them – through their mobile devices. However, employers must recognize that Gen Z wants meaningful employment. Younger workers will want to devote their time to important initiatives and see their efforts bear fruit (Firstup, 2021).

How can you retain Gen Z for as long as possible?

The following are ten of the most appealing characteristics that may assist organisations in attracting—and *retaining*—Generation Z employees (Horovitz, 2021):

1. Flexibility. Generation Z employees prefer to work from home or wherever they are most comfortable since they are often more proficient with digital technologies.
2. Coaching by peers. Peer mentoring programs are among the initiatives that Generation Z workers respect the most.
3. Teamwork. Being a member of a team is critical for Generation Z.
4. Diversity. Given that Generation Z is the most diverse generation to have ever worked for an Inspire Brands restaurant chain, it is incumbent on each of the chains to demonstrate to prospective Generation Z employees that each chain reflects that diversity throughout its workforce.
5. Work-life balance is critical. It's vital to work for a fleet that values a good work/life balance.
6. Development. The majority of Generation Z members value and deserve a defined set of growth options that allow them to advance in their current professions while also developing new abilities. Employers must create an internal talent marketplace where workers may learn about new possibilities and try out tasks outside of their existing jobs.

7. Growth. Generation Z needs complete openness on genuine prospects for progress from the start. After all, their lives have been filled with great uncertainties.

8. Social consciousness. Few things are more important to the majority of Generation Z members than a management company's commitment to social responsibility on both equality and environmental concerns. Not just what your firm and its CEO have stated is significant, but also what they have done on these problems.

9. Mentorships. Certain teams have people from four generations who gather to share their professional experiences and aspirations.

10. Rotation of jobs. Young employees, in particular, like the option to cycle through a variety of professions throughout their first few years at a business.

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