

## Hiring A New Generation — Generation Z

Be prepared and understand what most don't know about Generation Z.



Most people are aware of the differences between workforce generations and the stereotypes that come with each. Generation Z is the newest generation entering the workforce, and they might be unlike anything you've seen before.

### Perceptions and Reality

Online and social media often mock Generation Z for their fashion, speech, eating habits and sensitivities. However, they will be valuable assets to both the team and the company. This generation brings a fresh perspective and innovative ideas that can drive your company forward.

### Preparing for Generation Z Employees

- **Loyalty:** They may not automatically be loyal; the company will need to earn it by showing interest in their professional development. Building a strong relationship with Generation Z employees involves understanding their career goals and providing opportunities for growth and advancement.
- **Salary:** According to Forbes, salary is a significant factor for Generation Z when choosing where to work. They are willing to sacrifice personal time to achieve financial stability, having witnessed the 2008 recession's impact on families. Offering competitive salaries and benefits can attract and retain these employees.
- **Education and Experience:** According to O.C. Tanner, they will have more degrees but less

experience. They are eager to make a change and establish themselves in their organizations. They value growth and professional development and understand the importance of technology, potentially helping with social media. Providing mentorship and training programs can help bridge the experience gap and integrate them into the company culture.



### Job Hopping

An important fact to remember is that job hopping is common among Generation Z. According to [Resumelab](#), 83% consider themselves job hoppers, leaving jobs for reasons like wages, company culture, work-life balance and meaningful job growth. This generation is not afraid to seek out new opportunities that better align with their values and career aspirations. Companies need to

focus on creating a positive work environment and offering clear career progression paths to retain these employees.

### Welcoming Generation Z

Generation Z will bring new perspectives to the workplace. Be open-minded and receptive to their ideas. They seek not just a paycheck but a workplace with a culture that complements their lifestyle, such as flexible hours, environmental friendliness and diversity. Embracing these values can lead to a more dynamic and inclusive work environment. Ultimately, all generations share the same goals: stability, capability and the opportunity to flourish in an organization. Is your organization ready? [P](#)

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