

6/1/2019

Let's Talk Gen Z ...

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There was a great piece in *Business News Daily* about the next generation stepping into the U.S. workforce, what we're calling Generation Z, or Gen Z for short. While you think you're in the clear because you figured out your Millennial workforce, it's time to consider how Gen Z is unique and different.

Here are a few points the article makes:

- Gen Z was born between 1997 and 2002. (As an aside, notice how the range of birth years seems to be compressing with each subsequent generation, sort of akin to how technology is advancing more quickly every 18 months.)
- Gen Z will comprise 24% of the global workforce by 2020. (Next year! Wow!)
- [bullet] 75% expect to be fast-tracked for promotion in their first job after just one year, and 32% expect the promotion within six months.
- 69% say they'd rather work at a stable job than one they're passionate about, which differs from the general Millennial wish to find a job that makes them happy. They also want development opportunities and don't want to lose time on unrelated/administrative tasks.
- 89% expect constant feedback from managers, but 54% were afraid to ask for assistance.
- 26% were afraid they'd make the wrong career choice.
- 80% said they believed they needed a bachelor's degree to get a job they want and only 30% were confident they could repay their student loans. **GP**