

## DID YOU KNOW??

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### WHO IS GENERATION Z?

**At Reitman we are always looking at the employee pipeline. We now must understand how to attract and manage the next generation of workers. The following is a report from Millennial Branding Founder Dan Schawbel.**

Members of Gen Z - many of whom aren't even in the workforce yet--have a big leg up on the preceding generation. "They appear to be more realistic instead of optimistic, are likely to be more career-minded, and can quickly adapt to new technology to work more effectively"

"Additionally they come to the work place well prepared (50% are college educated; nearly 50% are participating in internships), less entitled, and more equipped to succeed" Here are his some of his findings:

#### 1. They want to follow in your footsteps.

Gen Z is more entrepreneurial than Gen Y: Over 70% want to start a business someday compared to 11 percent of Millennials.



#### 2. Don't expect them to stick around.

Like members of the generation before them, Gen Zers don't believe in becoming company lifers. They predict that they'll work for about four different companies throughout their careers.

#### 3. They aren't, in fact, complete tech worshippers.

"Contrary to the assumption that younger workers want 'constant connection' to technology, a majority of Gen Z respondents say they prefer in-person communications with managers (51%), as opposed to emailing (16 %) or instant messaging (11%)."

#### 4. Respect for older generations runs deep.

Gen Z generally thinks highly of Gen Y. The majority believe that Millennials are open-minded, creative, and intelligent. On the other hand, 45 percent of Gen Y respondents said that the generation below them is lazy and 77% believe they will need to work harder than past generations

#### 5. They have certain expectations from you.

More than half of both Gen Z and Gen Y say that honesty is the most important quality in a good leader. And after honesty, they value the opportunity to follow someone with a solid vision and good communication skills.