



Hiring Gen Z

PRIDESTAFF®

What Matters, What Doesn't,
and What Comes Next?

GENERATION Z HAS ENTERED THE CHAT

Just when you finally got the hang of working with millennials, it's time to welcome Gen Z to the stage!

Defined as the generation born after 1996, Generation Z (sometimes called “Zoomers”) is graduating from school and entering the workforce.

As one of the most ethnically diverse generations, the most technologically savvy and the most educated generation ever, these talented people are ready to make their mark on the world.

So, how can you attract, hire and retain the best and brightest of Gen Z?

Keep reading to find out!



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WHO DOES **GEN Z** THINK THEY ARE?

If you thought millennials were self-assured, wait until you meet Generation Z. While every individual is unique, there are some overarching trends employers should be aware of:

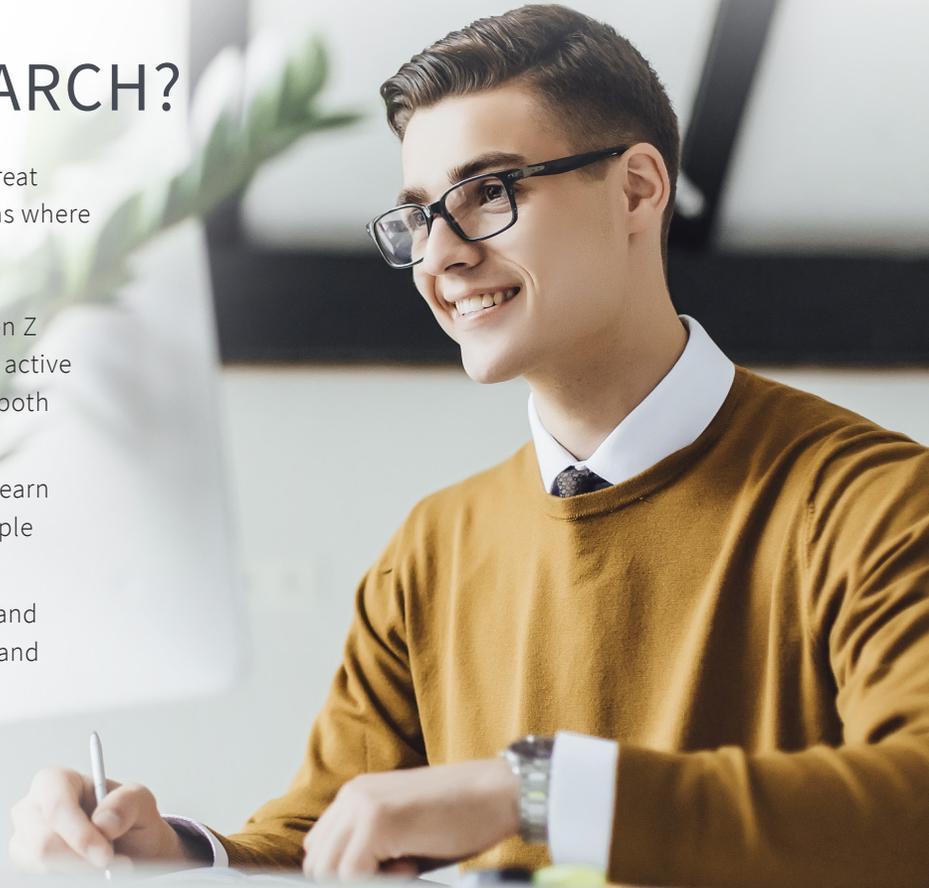
- They have never lived in a world without the internet.
- They have grown up with a global marketplace and global worldview.
- One-third of them believe they are the hardest-working generation ever, according to a Kronos study.¹
- Only four in ten believe their education prepared them properly for the workforce.
- 36% say they have it harder than any previous generation in terms of entering the workforce.
- When it comes to salary, Generation Z's expectations are spread across the board.

¹ <https://www.kronos.com/about-us/newsroom/meet-gen-z-self-proclaimed-hardest-working-anxiously-optimistic-workforce-future>

HOW DOES **GEN Z** CONDUCT A JOB SEARCH?

As a hiring manager, you know the best way to find great people is to meet them on the channels and platforms where they spend the most time. So, where is Gen Z?

- **Visiting career fairs:** Even in a digital world, Gen Z values face-to-face communication, and they are active participants in job fairs both on campus and off, both in-person and virtual.
- **Seeking referrals:** Over 65% of Gen Z say they learn about potential opportunities through other people (both online and offline).
- **Looking for recruiters:** Gen Z trusts recruiters and aims to find someone they are comfortable with and who will help them make strong career choices.



ENGAGEMENT MATTERS WHEN RECRUITING **GEN Z**

Once you find great Gen Z talent and you want to move them through the hiring process, you'll want to be aware of their communication preferences.

- **Speed matters:** Nearly 20% of Gen Z job seekers expect an offer in less than one week of their initial interview. A slow process will likely cost you Gen Z talent. If you can't be that speedy, you will want to be sure to stay in touch to keep candidates engaged in the process.
- **Get comfortable with digital communication:** Get your thumbs ready! Email is this generation's number-one choice for communicating with potential employers, and text messaging is number two.²
- **They still want face-to-face interaction:** While digital communication is their preferred method, they also want face-to-face communication, especially with recruiters. This makes them feel valued and heard.



2 <https://yello.co/resource/white-paper/generation-z-recruiting-study/>

HOW DOES **GEN Z** LEVERAGE TECHNOLOGY IN A JOB SEARCH?

Gen Z relies on tech every step of the way. If you aren't prepared to connect digitally, you could get left behind in the search for talent.

- **They research employers online:** If it's not easy for them to find your business website and social media profiles, to learn about your employer brand or get a feel for your culture, they will lose interest immediately.
- **They want one-click applications on all platforms:** This generation was raised on Amazon. They want immediate access to what they need and immediate gratification. They prefer online applications, preferably one click or tap from any device.
- **Video interviews, please:** Gen Z is very comfortable with video interviews and prefers them because it allows for more flexibility and convenience. It also provides the perfect mix of digital and face-to-face communication.
- **They want to hear back:** Be ready to stay in touch with promising candidates after their interview. Well-timed emails and/or text messages keep them interested. You'll also want to contact those who are no longer in the running. Gen Z will not hesitate to rate your hiring process poorly on sites like Glassdoor if they don't receive some form of notification that they have not been selected.



WHAT DOES **GENERATION Z** WANT IN A WORKPLACE?

Generation Z has some distinct priorities when it comes to the types of workplaces they find attractive.

- **Flexibility:** They want remote options, hybrid options and flexible work schedules. They know better than anyone that work can be done anywhere, at any time. Many are resistant to a strict nine-to-five schedule.
- **Opportunities to build skills:** While Gen Z is the most educated generation ever, they also put less value on degrees than they do on practical skills, and they want their employers to offer opportunities to learn and grow.
- **Coaching:** Like millennials before them, Gen Z is open to feedback and wants to hear what they are doing well and where they can improve.
- **Clear career paths:** Gen Z wants to grow. They have goals and aspirations, and they value employers that provide clear paths for that growth.
- **Diversity:** Gen Z employees want to work for companies that reflect the world they live in and want to see diversity in race, gender, age, socioeconomics, backgrounds, etc.
- **Work-life balance:** If your company is strict on PTO usage or isn't flexible with things like medical appointments or family issues, you will struggle to attract and keep Gen Z talent.
- **Social responsibility:** Generation Z grew up with social media and the social movements that start and thrive there. They want to work for companies they believe are socially aware and responsible.

DIVERSITY AND INCLUSION MATTER MORE THAN EVER

As previously noted, Gen Z wants to work for companies that are diverse and inclusive. And this isn't lip service.

This generation is highly involved in social movements, and they are savvy enough to know when an employer claims diversity but doesn't practice it.³

- 86% of Gen Z weighs a company's diversity commitment as a factor in evaluating a job offer.
- Over two-thirds say they would be hesitant to work for a company that doesn't reflect diversity.
- Nearly 80% said they would leave a job if they felt their employer was not truly committed to workplace diversity.



3 <https://yello.co/blog/generation-z-diversity/>

BE PREPARED TO PAY OR OFFER PERKS

Millennials had high expectations when they entered the workforce, but Generation Z has even loftier ideas of their value in the workplace.

Some surveys indicate they are looking for \$50,000 starting salaries. While that is not unheard of in fields like engineering, IT or finance, most entry-level jobs pay far less.

It will be up to employers to tout the value of benefits and perks since \$50k starting salaries are not often realistic. Some benefits and perks they value include:

- Solid healthcare plans that include vision and dental
- Generous PTO
- Student loan assistance
- Retirement plans (with matching assistance)
- Remote work
- Paid time off to volunteer in the community



ARE YOU PREPARED FOR **GEN Z**?

The biggest takeaway regarding Gen Z is that they want a great company culture, a diverse workplace, and they want to work somewhere they feel valued.

If you are interested in attracting fresh talent to your company, talk to the staffing experts at PrideStaff. We can help you:

- Recruit and hire talented new people who are well-aligned with your organizational culture.
- Help you develop long-term staffing and talent acquisition plans.
- Act as a representative for your organization, positioning your opportunity to be attractive to Gen Z.
- Provide the recruiting experience that Gen Z wants.

PrideStaff helps employers of all sizes achieve their strategic goals by connecting them with talented people of all generations and backgrounds. Put PrideStaff to work for you and let us help you achieve your recruiting goals.





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