

# INSIGHTS FROM OUR YEI NETWORKING EVENT

## CHALLENGING STEREOTYPES

Gen Z is radically different from the previous generations, and as the workplace evolves, so do the priorities of Gen Z which makes them often stereotyped or misunderstood by employers, labelled as difficult. In reality, they have an entirely different approach to life, career, and how success is defined.

## WHAT GEN Z SEEKS IN THE WORKPLACE?



### PURPOSE-DRIVEN WORK

All about making a difference in the world, Gen Z want to work for companies that have a mission and values they align with.



### HEALTHY WORK-LIFE BALANCE

They want a healthy work-life balance - to integrate work schedules with personal responsibilities and have time to pursue interests outside of work.



### HEALTHY WORK ENVIRONMENT

All about making a difference in the world, Gen Z want to work for companies that have a mission and values they align with.



### LEARNING OPPORTUNITIES FOR PROFESSIONAL GROWTH

Continuous learning and career advancement excites Gen Z as they enter the workforce. They value companies that offer opportunities that would expand their skill sets, abilities, and experiences.



### COMPETITIVE SALARY

They value their effort and expect fair compensation for their work.

## 6 RECOMMENDATIONS WHEN HIRING GEN Z TALENTS

### CULTIVATE A PURPOSE-DRIVEN CULTURE

Highlight social responsibility: Gen Z values corporate social responsibility. Show your commitment to ethical and sustainable practices to attract Gen Z talents.

Define a clear mission: As Gen Z seeks meaningful and impactful work, clearly communicate the company's missions and values, showing how employees can make a difference.

### FOSTER FLEXIBLE WORK ARRANGEMENTS

Gen Z values work-life balance and flexible schedules. Offer remote work or other flexible arrangements to accommodate their preferences.

### PROMOTE INCLUSIVITY

Gen Z will be attracted to organisations that prioritise diversity and inclusivity. Create a workplace that respects all backgrounds and perspectives.

### PROVIDE GROWTH OPPORTUNITIES

Gen Z are eager to learn and grow. Offer career development paths and mentorship programs to express your support to their personal and professional development.

### ENCOURAGE FEEDBACK AND COLLABORATION

Gen Z values collaboration and open communication. Foster an environment where their voices are heard and where they can contribute to decision-making.

### FAIR HIRING PRACTICES

Promote fair pay from the hiring process by offering competitive salaries and benefits to attract diverse talent.