

# SEVEN WAYS COMPANIES WILL ATTRACT GEN Z TALENT



It's never too early to start planning for the future of work. Taking what we've learned - and what we're learning - companies should consider the following when attempting to attract and retain Gen Z workplace talent.

## **1.) Speak to Gen Z's Independent/Entrepreneurial Nature**

A full 72% of Gen Z high school students say they want to start a business. This can be tied back to their independence and desire for financial success. Being highly motivated and willing to work hard to achieve their dreams, these budding entrepreneurs can make great employees.

## **2.) Provide Opportunities for Learning & Growth**

Gen Z is ambitious and eager to advance in their careers. Higher education and training courses are more important to them than flexible schedules and open work environments.

## **3.) Communicate Face-to-Face**

Your Millennial employees may prefer to communicate over email, but Generation Z likes to talk face-to-face. In fact, 53% of Generation Z said they prefer in-person discussion over instant messaging or email.

## **4.) Reevaluate Your Workplace Designs**

If more Gen Z craves face time, what will that mean for your workplace design? Will the "working from home" pendulum swing back the other way? This should be kept in mind when designing your future workspace so that you can accommodate everyone.

## **5.) Cater to their Desires/Needs**

Gen Z expects the workplace to conform to their desires and needs. They are similar to millennials - and even baby boomers - in this way. It's not uncommon for companies to provide certain amenities or host special events with their employees in mind.

## **6.) Build a Tech-Centered Workplace**

According to David Stillman, a Gen Z expert, 90.6% of Gen Z said "a company's technological sophistication would impact their decision to work there." A workplace that relies on old technology simply won't cut it. If you want to attract young, bright employees, you'll need to continuously upgrade your technology.

## **7.) Motivate them with Money**

While making a difference is of the utmost importance to Gen Z, they are also motivated by money. This generation wants to win, they want to succeed, they want to make money, and they want to have the best tools at their disposal.

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The above is an excerpt from the [Occupier Edge Sixth Edition](#). Download the [full report here](#).