



CENTER FOR AUTOMOTIVE DIVERSITY, INCLUSION & ADVANCEMENT

May 2021 CADIA News Digest

Gen Z: Embracing and Leveraging their Unique Perspectives in the Workplace

Gen Z is made up of individuals born between 1996 and 2012. This is the most diverse generation we have ever seen, and it's a large demographic - estimated to be number around 67 million in the US alone. That's a lot of buying power and represents the future of our workforce. Gen Z cares about integrity, stability and diversity in an employer, and they have the technology tools to research workplace culture.

Recently CADIA featured two events focused on Gen Z. On April 13 CADIA Connects hosted *Pranam Lipinski*, Co-Founder, Work with Gen Z, who presented "Empowering Gen Z to Unleash Their Talents." On April 20, CADIA Connects hosted *La'Kaleigh Harris*, *Sierra Bentley* and *Hosea Williamson* -- three talented Gen Z professionals who are training with NPower for careers in technology. Both of these meeting recordings are available on the [CADIA Website](#) along with the Gen Z "Cheat Sheet" below that was shared by Work With Gen Z.

WORK WITH GEN Z

Gen Z Cheat Sheet

Born between 1995-2012, aged 9 to 26, Gen Z has replaced Millennials as the largest generation on earth. Over the next five years, they will more than double in the US workplace (from 20m to 45m).

NICKNAMES

iGeneration, Post-Millennials, Deltas, Transformation Generation

COUNTERINTUITIVE FACTS

- ▶ Only 8% want to start their own business
- ▶ #1 loneliest generation, even more than elderly
- ▶ Prefer face-to-face communication more than any other generation

WORKPLACE PREFERENCES

From study of 12,875 Gen Z college students:

- ▶ Growth potential is the most important factor when choosing an employer
- ▶ 58% want to stay at your company for 5+ years
- ▶ Learning how to "pitch an idea" is the skill they most want to learn in the workplace

DIFFERENCES FROM MILLENNIALS

Gen Z	Millennials
Equality-first Anti-Label Earn-it	Environment-first Label-everything Trophy gen

MANAGEMENT TIPS

1. **Be honest with them:** Honesty and integrity are the #1 most valued quality in a manager
2. **Reduce their screen time (if possible):** they spend 10 hours of non-work time on screens
3. **Provide 5-minute Feedback:** 67% are happy with just 5 minutes

MOST IMPORTANT → I-S-A

Use the acronym I-S-A to never forget what is most important:

1. **Inclusion:** #1 factor to create trust (President Obama)
2. **Stability:** #1 career aspiration is financial stability (Great Recession)
3. **Authenticity:** seek genuineness in fake news era (4k ads/day)

Welcome New Corporate Members

As new members, companies have access to the CADIA DEI Roundtable Series, Workshops, CADIA Certification and more. Join us in welcoming our newest member to the CADIA Community. We look forward to working with new members on their DEI journey, and learning together to make strides in Diversity, Equity and Inclusion.

- *Vitesco*
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Automotive Retail DEI Champions Council



Registration is open for organizations to join the Automotive Retail DEI Champions Council. Co-Chairs *Angela Broadway*, VP Human Resources Sonic Automotive, and *Rock Anderson*, Senior VP Human Resources AutoNation, welcomed members at an inaugural meeting on April 28.

The Council is open to those interested in DEI from the retail industry. For more information contact [Fleming Ford](#) at ESI Trends or visit the [Automotive Retail DEI Champions Council web page](#).

Welcome new Automotive Retail DEI Champion Members:

- AutoNation
 - Bergstrom Automotive
 - Carter Myers Automotive
 - Lithia Motors
 - Sonic Automotive
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CADIA Connects Series Focuses on Leadership Through a DEI Lens in May

In May we will be talking about what leadership means when DEI is an organizational imperative. Hear from those walking the talk - and doing the critical work needed to make create inclusive organizations. Plan to share your LinkedIn profile URL in the chat so others can connect to you; bring your curiosity and questions on leadership, diversity, equity and inclusion.

As always, CADIA Connects is complimentary, but please [register](#) on our calendar of events to receive virtual meeting information.

Rev Up: Fourth Annual Event a Success - Recordings Available

Putting DEI into practice is where the rubber meets the road. On April 9 and 12 More than 350 CADIA Guests registered to hear from industry practitioners about the work that is being done to drive inclusive organizations to foster diverse talent in our industry. Notable were the Diverse Voices Panel and the Yanfeng Case Study, among many other dynamic sessions. The recordings are available on the [CADIA website](#).

Thank you to our 2021 Rev Up sponsors:



Membership Information



Did you know? CADIA not only offers corporate memberships but individual memberships as well with pricing for students, industry professionals, and job seekers. Check out the [Benefits of Membership](#).

For more information or to schedule a call about membership, contact [Jennifer Harding](#).

B2B Corner

In today's digital-first corporate world, everybody is looking for the best and brightest. Here are top tips for 2021 and beyond that will give you the edge:

- Look outside of traditional platforms and personalize your pitch.
- Highlight your brand and culture at every touchpoint.
- Create detailed and inclusive job descriptions.
- Offer to set up meetings with current employees.

We live in a new world for hiring. Still, there has never been a more abundant time to authentically connect with people who can help drive and grow your business into the future. Follow these five steps and start attracting top, diverse talent today. Share this with other leaders in your network.

See more in the [quest blog](#) by Tiffany Pham, CEO, [Mogul](#).