

# Make The Shift Consulting Group<sub>LLC</sub>

**SHIFT expectations for GenZ:**

Supporting Generation Z to thrive  
in the modern workplace



## PURPOSE

Gen Z wants to work for companies with a clear sense of purpose that positively impact the world. They are motivated by meaningful work and want to be part of organizations that share their values (Deloitte, 2020).

Leaders should recognize that Gen-Zers are a collective catalyst for change that can be leveraged to drive strategic and cultural change.

**PROTIP:** Get clear on company values, mission, and purpose, and share these widely at every opportunity. Include Gen Z participation in your quest to build goodwill in your communities. Encourage employees to set goals that align with their personal and organizational values.



# LEADERSHIP



Gen Z workers, who will make up a third of the global workforce by 2030, want more than visible leaders. Young workers want personal relationships with senior managers and to be privy to their thinking and decision-making processes (Fortune, 2023).



**PROTIP:** Leaders should focus on making themselves more directly accessible to their youngest employees and tap into their innovative creativity by involving them in projects. Lead by example, create a motivating vision, and offer frequent feedback opportunities.

# WORK ENVIRONMENT

Gen Z wants it all: flexibility of remote work with the option for in-person collaboration and connection. They also prioritize mental fitness and well-being and expect their employer to as well. At the core of the wants and needs of this generation is a feeling of safety and security, the protection of their mental and emotional well-being. (Roth, 2023).

**PROTIP:** Whether remote, hybrid, or in-person, prioritize opportunities for authentic in-person connections to build relationships. A human connection pivots on three vital questions:

- Do you see me?
- Do you hear me?
- Do I, in fact, matter?

If a Gen Z worker feels the answer to these questions is a no, you've lost them (Forbes, 2023). Create a courageous space: Gen Z employees want to disclose mental health struggles, but doing so depends 100% on sharing without fear of judgment. (Deloitte, 2022)





## COMMUNICATION

Gen Z wants to hear from their leaders regularly. Sixty percent of Gen Zers want multiple check-ins from their manager during the week, and 40 percent want the interactions with their boss to be daily or even several times a day (DDI, 2020).

**PROTIP:** Work together to find a meeting cadence that satisfies both manager and Gen Z employees and commit to honoring it. Bonus points for making at least one weekly meeting an in-person check-in.



# AUTHENTICITY



Gen Z values authenticity and transparency in their relationships and brand interactions. They want brands to be genuine and truthful in their messaging and actions (Floyd, 2020). These values apply to their employment as well. Leaders with an authentic leadership style bring their whole selves to their jobs and participate fully and honestly in the workplace. Organizations that foster authentic behavior are likelier to have engaged, enthusiastic, motivated employees and psychologically safe cultures (Center for Creative Leadership, 2020).



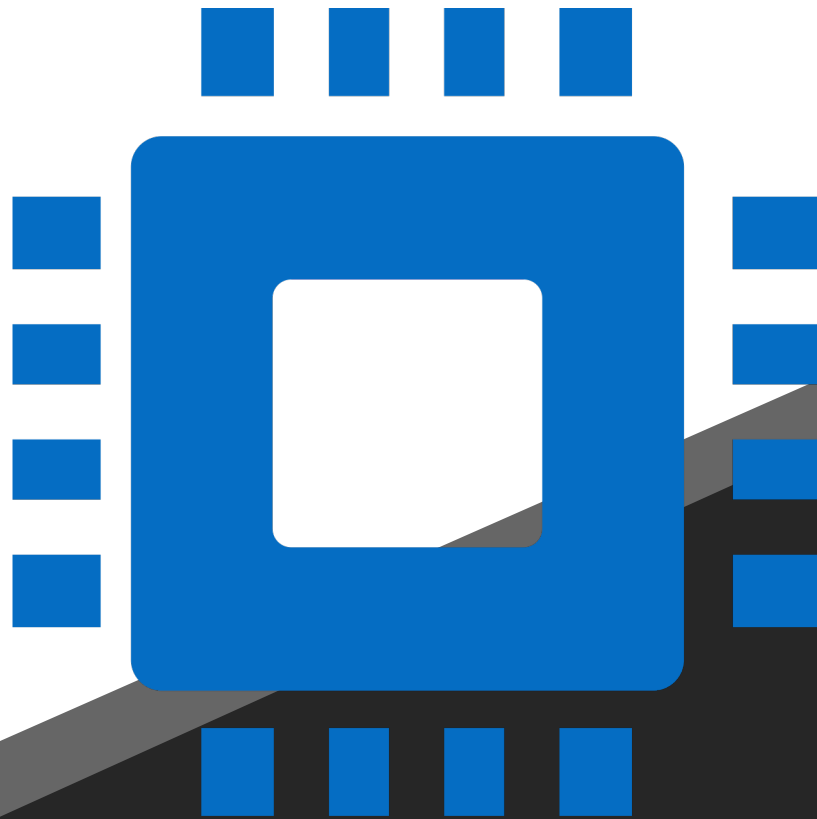
**PROTIP:** Authenticity helps organizations. Rethink your leadership image [brand] and increase your self-awareness to build trust with Gen Z employees and all stakeholders in your organization.

# DIVERSITY AND INCLUSION

Gen Z, individuals born between 1997-2012, is the most diverse generation, prioritizing diversity and inclusion in all aspects of their lives. They want representation and equality in the workplace, media, and society (The Center for Generational Kinetics, 2020). Gen Z defines diversity as a mix of experiences, identities, ideas, and opinions rather than a more traditional definition, such as underrepresented racial, ethnic, and gender demographics.

PROTIP: Look at your team. Fill in the gaps and celebrate the things that make your team members different. When individuals with diverse backgrounds get to know each other and work together, it is inevitable that more solutions are presented — and decisions are made — with a broader perspective.





## TECHNOLOGY

Although GenZ grew up with technology and expects it to be a seamless part of their daily lives, many may need to become more familiar with office relics such as copiers, scanners, fax machines, etc.

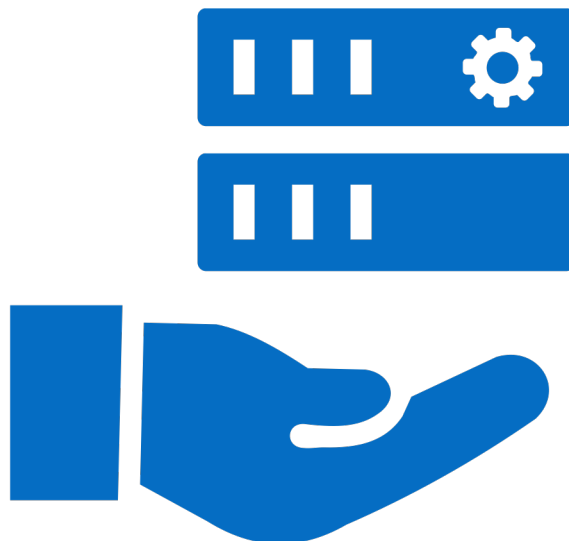
**PROTIP:** Organize an office tour to acquaint GenZ with basic hardware and equipment. The added bonus will be learning from coworkers they may not already know or be acquainted with.



# LEARNING & DEVELOPMENT

Gen-Z employees generally view their work life as a way to learn, grow and develop and are not tied to one role or company. They are highly committed to advancing their skills and, thus, their careers (Forbes, 2023).

PROTIP: Quench Gen Z's thirst for knowledge by assigning appropriate stretch assignments that showcase their entrepreneurial spirit and creativity. They expect always to be learning and leveling up, not as a mandate but as a self-directed benefit of choice. Offering a buffet of valuable training opportunities can inspire workers of all ages to skill up—and stay put. (Forbes, 2023)



# ABOUT US

Our team at Make the Shift Consulting Group is dedicated to assisting organizations in navigating and embracing the modern workplace. We recognize that the landscape has evolved rapidly, and our mission is to empower companies to adapt and thrive in this new era.

Through our comprehensive consulting, training and mentoring programs, we equip teams with the necessary skills and knowledge to excel in the modern workplace. Our programs cover a wide range of topics, including remote work, digital collaboration aids, agile methodologies, and the integration of generational differences into daily workflows. By staying up-to-date with the latest trends and best practices, we ensure that our clients are well-prepared to leverage the opportunities presented by the modern workplace.

Contact us to begin your journey:

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