Will be 30% of the US workforce in four years.

- Most educated, tech savvy generation yet
- War on terror and Great Recession shapes world view
- Dream big and have a “we can change the world” attitude
First generation to prioritize purpose over money.

- Called the “Change Generation” due to passion and desire to make a difference through work
- Need to see connection between what they are doing and broader social impact
- An empowering work culture is 2X more important than higher salary for retention
Pride in organization they work for is critical.

- Look for workplaces with values like their own
- Read mission statements and expect cultures built on social purpose and consistent application of values
- Over half expressed a desire for service-oriented work (public service, not for profits)
Obsessed with authenticity.

• The “no photoshop” generation: real photo shoots, real people, not overly polished
• Everything you say or do will be scrutinized for whether it’s “real” or not
• Will actively publicize ugly corporate cultures
Even higher expectations than Millennials.

- Expect open conversations around business strategy and decisions, including bad news
- Expect workplace flexibility, the “WeWork” generation
- Expect their opinions to matter and to take on leadership opportunities
- Respect for manager is a top priority
Meaningful work drives motivation.

- 75% believe that work should have a greater meaning than just bringing home the bacon
- Looking for positive, purposeful and significant roles
- Leaders need to show how the work matters
Value independent work so skills can shine.

- 71% believe in the phrase “if you want it done right, do it yourself”
- 69% would rather have their own workspace than share with someone else
- Want to manage their own projects so skills and abilities can shine through
#08 CRITICAL INSIGHTS INTO Gen Z, PURPOSE AND THE FUTURE OF WORK

Are concerned about working with Boomers, GenX.

- 92% are concerned about the tech generation gap
- Don’t feel comfortable about their communication skills like writing an email and handling voice calls
- Want daily interactions with their boss and think they did something wrong if they don't get it
The most entrepreneurial generation yet.

- 72% say they want to start a business
- Very comfortable learning new things online
- Believes you can solve social problems through entrepreneurship
- Already the CEO of their personal brand
Prize and embrace diversity.

- Don’t just value diversity, they are diverse. 45% race other than caucasian
- 60% will support brands that take a stand on issues they believe in regarding human rights, race and sexual orientation
- Define cultural identity very differently than predecessors
Equality and environment are top causes.

- 72% believe racial equality is the most important issue of today
- 36% say the number one cause they want their employer to support is equality
- Second was environment, followed by health, students and poverty
Mental health and obesity are critical health issues.

- Two-thirds are stressed about their health and wellbeing
- On "the cusp of greatest mental health crisis of all time" with rocketing depression and suicide rates
- Higher rates of ADHD and accustomed to accommodation in schools
- 47% expected to be obese
Want to solve a problem vs serve a need.

- Shifting relationship with service and volunteering
- Interest in invention and social entrepreneurship as a way to contribute to addressing social issues
- Tie service to career development
You have 8 seconds to get attention

- Use 5 Screens at once
- Think in 4D
- Use pictures and keep it short
- Tell authentic and compelling stories
Video Rules

- Nearly all use YouTube and 50% say they can't live without it
- It's how they discover, learn, socialize and connect
- Make it clear in your video content that there's an overall goal your company is after beyond profit
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<td>1. 6 Reasons Why Entrepreneurship is a Match for Gen Z</td>
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<td>2. Different Motivations for Different Generations of Workers: Boomers, Gen X, Millennials, and Gen Z</td>
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<td>3. Generation Z vs Millennials: The 8 Differences You Need to Know</td>
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<td>8. Generation Z Is Stressed About Their Health and Well-Being — And Technology Isn't Helping</td>
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<td>9. Have Smartphones Destroyed a Generation?</td>
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<td>10. New Kids on the Block: A First Look at Gen Z</td>
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<td>11. Generation Z and the Workplace: Accommodating Tomorrow's Workforce</td>
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<td>13. 8 Key Differences between Gen Z and Millennials</td>
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<td>14. With Eyes Wide Open, Generation Z looks to serve, share and impact</td>
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<td>15. Generation Z Could Solve Your Inclusion Problems — If You Include Them</td>
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