


# How to Engage Gen Z at Workplace

Employees, including Gen Z, are re-evaluating their preferences in life and thereby, allowing flexible work, work from anywhere helps with the ongoing engagement of Gen Z. They prefer to work with an organization that supports their well-being beyond the workplace and helps them integrate their professional and personal lives in a seamless manner.

 **Different** people from different generations tend to have distinct views on the world of work. Gen Z employees might not share the same outlook as Gen-X or even Millennial counterparts. As Gen-Z employees enter and advance through the workforce, it's critical for business leaders to understand this generation's motivators and wants. The following are some key points that might be taken into account while catering to Gen Z employees:-

**Resonance of Personal Goals with the Company's Vision, Mission, and Values with** Gen Z is purpose-driven and wants to bring about social change, and this is well-reflected in their choice of workplace as well. The urban Indian Gen Z prefers organizations whose goals



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reflect their own sense of purpose. The 2021 Millennial and Gen Z Survey by Deloitte revealed that 49% of the surveyed Gen Z respondents chose their workplace based on personal ethics or the kind of work they'd be prepared to do. Thus, to attract Gen Z, the vision, mission, and values of an organization should be showcased on company web pages, social media presence, and job descriptions (JDs). This is important because about 70% of Gen Z look at Social Media presence and online reviews before applying for a role at an organization. Also, many members of Gen Z are keen to understand how their current employer, or a prospective employer, is creating Social Impact. Diversity, equity, and inclusion must form a key aspect of the organisation's cultural ethos too.

## Open Work Culture

Even if the organisation has grown in size, in the teams comprising Gen Z workforce, it is important to have a culture of access and approachability of leaders. Delegation with empowerment and accountability resonates well with this younger group. They are keen to exhibit their talent, share ideas and spend quality time with their leaders. They want to be included in the decision-making process and not just execution. In 2023 and beyond, we will see organizations adopting newer techniques to harness this creative and innovative streak in Gen Z with initiatives to present their business ideas and representation in the boardroom to bring a Gen Z perspective.

## Clarity of Career Progression and Learning

The LinkedIn Learning Report 2021 revealed that 76% of Gen Z employees believe that learning is key to success in their career and about 69% agreed that learning will help them expand their current role. Gen Z is good at multitasking and is ever aspiring for knowledge and learning. They are also highly receptive and responsive learners and spend a lot of time online acquiring new skills. Their tech and digital savviness and little to no experience of working in physical offices make them the perfect candidate for online training programs. Learning-by-doing and experiential training methods such as management lessons through movies, simulations, gamification, case studies,



etc., keep Gen Z engaged and interested. They also expect a clear career path to be transparently explained and laid out in front of them through regular reviews and recalibration of goals and opportunities to expand their responsibilities.

## Well-being and Beyond the Workplace

Employees, including Gen Z, are re-evaluating their preferences in life and thereby, allowing flexible work, work from anywhere helps with the ongoing engagement of Gen Z. They prefer to work with an organization that supports their well-being beyond the workplace and helps them integrate their professional and personal lives in a seamless manner. More socialising opportunities at work help them thrive. The employee experience – right from the talent acquisition stage to being familiar with the work culture once on-boarded – matters a lot to Gen Z.

## Engaging through AI

Being the first generation of 'digital natives', Gen Z is

used to accessing information via the internet. Leveraging automation tools to streamline and expedite work processes can help in this regard. From using AI and machine learning to analyse online applications and background checks to utilizing chatbots to help candidates complete their applications, brands can leverage a number of tech solutions to optimize their recruitment capabilities.

## Conclusion

Gen-Z promises to continue disrupting the workplace and driving the evolution of the future of work. According to Business Insider, by 2026, Gen-Z will overtake Millennials as the largest generation and account for more than 27% of the workforce. Employers should view quiet quitting as a wake-up call and an opportunity to adapt. By bringing their values to life, investing in thoughtful AI-based technology, and building healthy and inclusive cultures, brands stand to reap the benefits of a stronger and more sustainable business.