

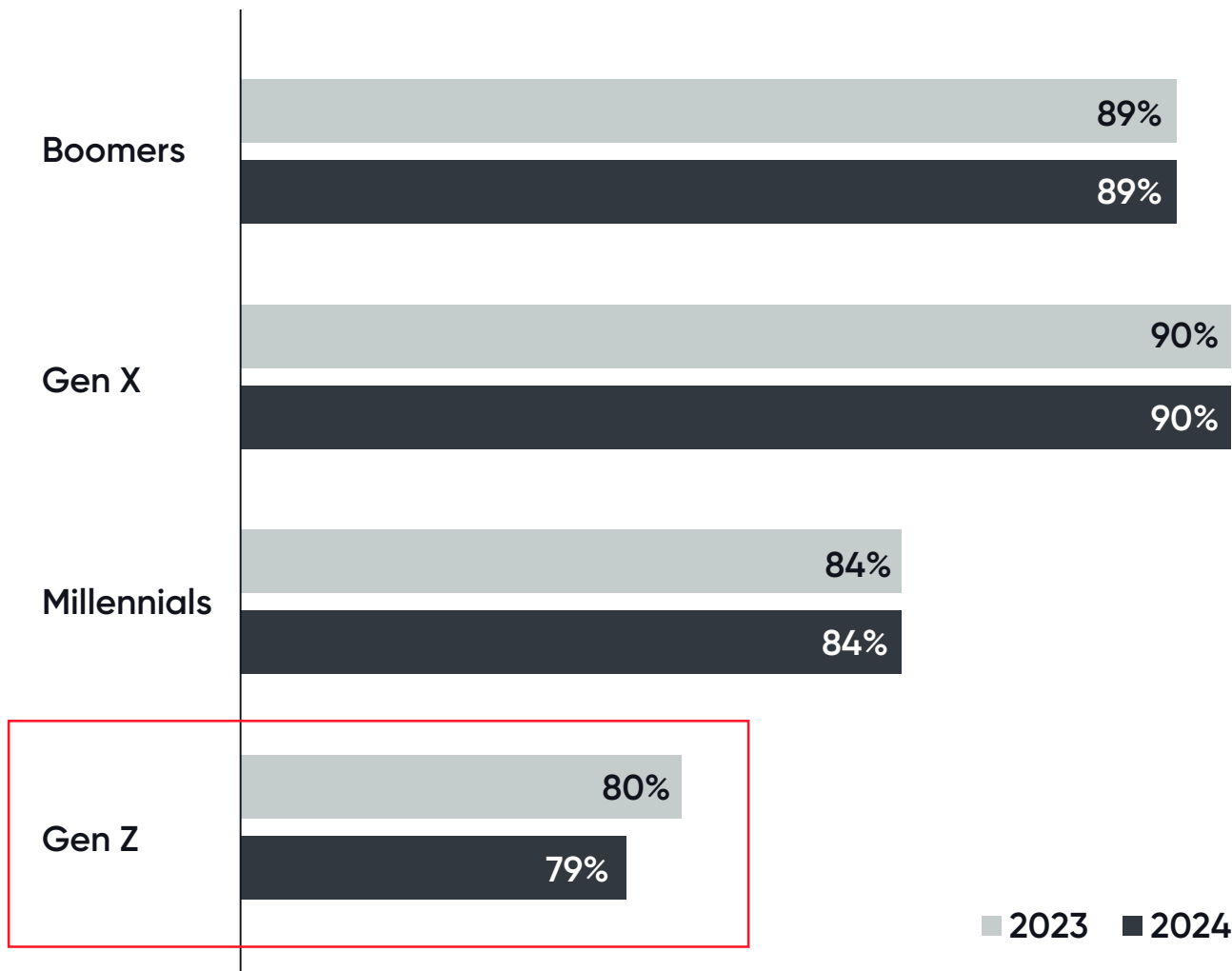


# Engaging Gen Z

Navigate the future of the workplace by understanding key trends and engagement strategies implemented by Great Workplaces to unlock the full potential of Gen Z talent.

# Gen Z employees are **least inclined** to stay at their current workplaces for a long time.

Intent to stay of each generation



Gen Z employees show a distinct restlessness, with a mere 79% – the lowest among all groups – favourably viewing their job roles as long-term prospects in 2024, a decline of 1% from the previous year.

In stark contrast, other age groups demonstrate higher and stable intent to stay perception.

It has become imperative for businesses to closely examine the unique expectations and aspirations of the younger cohort of employees.





# Where are workplaces falling behind?

Gen Z employees report a lesser positive experience on perceptions of a **caring work environment, flexibility, and fairness at the workplace.**

Gen Z feels distinctly underserved or discontent in these areas of workplace culture, suggesting that improvements in these areas could enhance their overall job satisfaction and retention.

## Areas of improvement as per Gen Z employees



### Flexibility

- Work-Life Balance
- Being able to take time off



### Caring Work Environment

- Psychologically and emotionally healthy workplace
- Sincere interest from management



### Fairness at Workplace

- Fair treatment regardless of age, sexual orientation, and position
- Fair pay

# How are Great Workplaces engaging Gen Z?



Today, Great Workplaces are rolling out innovative initiatives to attract Gen Z talent, including digitising hiring platforms, creating in-house HR tools for streamlined onboarding, and providing engaging, gamified, and video-based learning modules.

They are also creating environments that encourage diverse perspectives, aligning closely with the values and expectations of the younger workforce.

## To Dos by Great Workplaces for engaging Gen Z

---

### **Technology and Digital Transformation:**

- Digitize hiring and onboarding platforms/processes.
  - Leverage cutting-edge technologies to tap into the potential of Gen Z employees.
  - Introduce micro-learning and gamification platforms.
- 

### **Inclusivity and Cultural Sensitivity:**

- Ensure the competencies and job description are inclusive.
  - Create initiatives for everyone to bring their individual identities to the table and their authentic selves to work.
  - Sensitize workforce to diverse perspectives and backgrounds.
- 

### **Leadership and Engagement:**

- Enable interactions and sessions between senior leadership and Gen Z employees.
  - Train managers to effectively engage with Gen Z.
  - Enable young cohorts to shadow and collaborate with the leadership team.
  - Involve Gen Z in decision-making regardless of their role/position.
- 

### **Career Development and Mentoring:**

- Ensure new opportunities are allocated based on potential and not tenure.
  - Create reverse mentoring platforms.
- 

### **Organizational Strategy and Culture:**

- Redesign product offerings with a Gen Z outlook.
  - Ensure that the DNA of the future workforce is embedded in how you conduct business, draft policies, manage people, and forge relationships.
  - Develop intentional catching-up/experience-sharing platforms to foster trust at all levels.
  - Create spaces endorsing a merging of diverse and different perspectives.
-

# Great Place To Work



## About us

Great Place To Work is the global authority on workplace culture. We give leaders and organisations the recognition and tools to create a consistently and overwhelmingly positive employee experience, fostering cultures that are proven to drive business, improve lives, and better society. Our mission is to help every place become a great place to work for all.

---

## Get Certified

Great Place To Work Certification™ is the most powerful way to elevate your employer brand, attract, retain, and engage the right people, and get the tools to unlock their potential.

**Tell us a little about your company and someone from our team will be in touch soon.**

---

## Research from Great Place To Work

Get our latest research, advice and ideas to help you become an employer of choice.

**Subscribe to our newsletter to get our latest research**

For Research Collaborations or Feedback:  
**in\_researchandinsights@greatplacetowork.com**

---

For Certification or business enquiry

**Ms. Geetanjali Jagannathan**  
+91 992 035 8374  
geetanjali.jagannathan@greatplacetowork.com