

# Managing Generation Z Employees

Generation Z is the demographic cohort after millennials and before Generation Alpha. Anyone born between 1997-2012 are in Generation Z. It is also referred to as 'Gen Z' or 'Zoomers'.

Gen Z are a technology-centred generation but also like in-person interaction – they enjoy both online and in-person working environments.

For Gen Z it is very important that a job provides value, good pay, development for them and is fun.

When trying to manage a Gen Z employee you should focus on communication.

## 10 top tips when managing Generation Z

1. Communicate regularly online and in person.
2. Give regular feedback on their progress, achievements and new goals.
3. Provide a clear career development plan.
4. Give them responsibility.
5. Create a fun and enriching work environment.
6. Provide job security and reasonable pay
7. Ask for their opinion.
8. Provide support mentally to help deal with any stress or other issues affecting their work and personal health.
9. Support professionally by providing training for personal development.
10. Create an inclusive team and make them feel valued and part of it.

## How to create a fun work environment

Creating a fun work environment is extremely important for Gen Z as research has shown that their attention span is around 8 seconds compared to Millennials' whose is around 12 – having a fun work environment will help to improve concentration.

1. Schedule exercise breaks during the day.
2. Hold contests and team building activities, e.g. quiz game about employees.
3. Encourage regular breaks from work.
4. Have a fun break room where you can go for 10 minutes to relieve stress and play a game, e.g. ping pong table, bean bags, foosball.
5. Celebrate employee anniversaries, e.g. bring a cake in when they have been there a year.
6. Spend time together outside of work.
7. Sports competitions mid-week or on a Friday, e.g. staff vs managers football game.
8. Board with employee pictures, funny memes – things to make people laugh when they walk past.
9. Wall of fame – employee of the week or mistake of the week e.g. something funny that someone did that week.
10. Play music at lunch or in the break room.
11. Decorate the office during holidays and play music.
12. Themed days to change work attire, e.g. dress like your boss day, superhero day, celebrity day.
13. Establish funny traditions, e.g. a rule that everyone has to do a funny walk to meetings.
14. Takeaway day, e.g. McDonalds on a Friday

## Management of Gen Z vs Millennials

| Generation Z   | Millennials                |
|--|----------------------------|
| Communicate face-to-face                                     | Communicate digitally      |
| Provide individual work                                      | Provide collaborative work |
| Ensure job security by showing opportunities in the business | Provide enriching tasks    |
| Employee development   | Give regular feedback      |
| High standard of diversity and inclusion                     |                            |

## Benefits of recruiting Gen Z over Millennial

- Flexible
- Don't waste time
- Care about career growth
- Hard workers
- Understand technology

## Motivational theories to help manage Gen Z

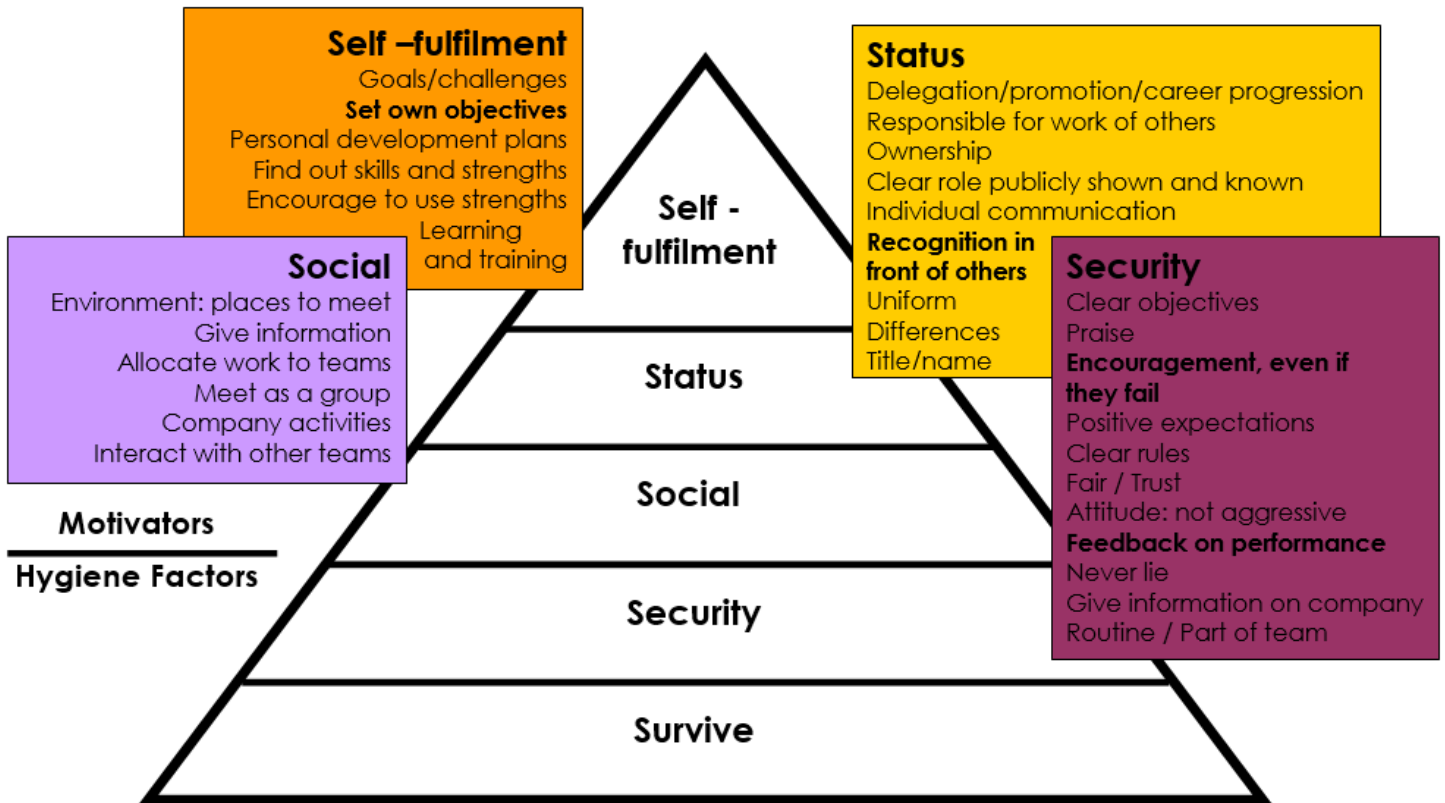
### Hertzberg's Two Factor Theory

| Motivators      | Hygiene factors  |
|-----------------|------------------|
| Achievement     | Company policies |
| Recognition     | Supervision      |
| The work itself | Relationships    |
| Responsibility  | Work conditions  |
| Advancement     | Salary           |
| Growth          | Security         |

In this theory the motivators are said to encourage employees to work harder. The hygiene factors won't encourage employees but they will be unmotivated if they are not there.

Both of these factors are very important when it comes to managing Gen Z. This is because they can become unmotivated very quickly. By ensuring both factors are in place employee satisfaction and productivity are likely to increase.

## Maslow's Hierarchy of Needs



This theory shows employee needs and motivating factors and how important these are. You start at the bottom of the pyramid. Once achieving the first level, you are then motivated by the level above and so on until you reach the top of the pyramid.

This pyramid is very important when managing Generation Z as every level on the pyramid is what they look for in a work environment.

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### Sources

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