



## THOUGHTS ON GEN Z *by Nishtha Bali*

Much has been said about keeping Millennials engaged at work: countless articles have been written about the characteristics of this supposed self-focused generation. Now that they have finally settled into the workplace, the next generation, Generation Z, is set to enter the work force. While they seem similar to the Millennials at first glance, this generation is actually quite different. Defined as the [“True Generation” by McKinsey](#), Gen Z simultaneously values individuality and seeks community – one that is inclusive and accepting. This entrepreneurial generation is all about technology and purpose (which probably explains why [Fridays for Future](#) is now a global phenomenon).

**Technology:** Gen Z was born into the digital age and are the first real digital natives. We believe that to unleash their full potential, you need to give them the technology they are used to in their private lives. This technology enables mobility and should give them the freedom to decide where, how, and when they work.

**Workplace:** As for the physical workspace, Gen Z want flexibility. They are fresh out of university where they had lockers for their belongings, the library for concentrating, and team spaces for group work. This generation is used to [activity-based working](#) and expects it from the workplace too. In our opinion, this is a great opportunity for employers to implement a flexible working concept if they haven't already done so.

Just like at university, performance should be measured on results, not presence. Coupled with

flexible working hours, these things give all employees autonomy over their work lives (not just Gen Z).

**Culture:** Supposedly Gen Z were raised by helicopter parents (overprotective parents who discourage independence by being too involved in a child's life). This means they are accustomed to a sense of security and might seek out that same security at work. Having your own desk has been perceived by some to be linked to a sense of job security but when we consider that Gen Z are non-territorial, the security they need may be psychological. In our opinion, we are talking about the necessity for a supportive culture that encourages learning from each other across all the generations.

We suggest employers nurture a culture that values employees regardless of age or position. In addition, everyone should have the psychological security to spread their wings and explore their entrepreneurial talents. Put these things together and we think no one would ever want to leave!

At workingwell, we're driven to work together with our clients to find custom solutions. We don't believe any two companies have the same needs, just as we don't believe all Gen Zs will have the same needs or that workplace decisions should be based on one generation's generalizations. Workplace design, company culture, and workplace technology, all need to be inclusive and flexible enough to align business strategy with diverse individual needs.