

2024 PHILLY SHRM
SYMPOSIUM

WORKPLACE EVOLUTION: WHERE TRADITION MEETS TOMORROW



Unlocking the Genius of Gen Z: 7 Facts (and 3 Myths) You Need to Know

2:15pm – 3:15pm



Unlocking the Genius of Gen Z: 7 Facts (and 3 Myths) You Need to Know

Presenter:

**Dr. Michael Y. Brenner
Founder and CEO**

**RIGHT
CHORD**
LEADERSHIP



MEET GENERATION Z







**I see zed
people...**



THE

GEN Z

BOOGIE





1997-2012



✓ **Not representative
of EVERY Gen Z'er
(Trends & Patterns)**





✓ **Not representative
of EVERY Gen Z'er
(Trends & Patterns)**

✓ **Not comprehensive**

68.6 million

Number of Gen Zs living in the US

**Gen Z is the most ethnically
and racially diverse
generation in history.**

True or False?

True.

10 years old

The age when the average Gen Zer received his/her first mobile phone.

While salary is the most important factor in deciding on a job, Gen Z values salary less than every other generation.

True or False?

True.

7 hours and 18 minutes

The average daily screen time of Gen Zers.

More than half of Gen Z employees are ambivalent or not engaged at work, higher than any other generation,

True or False?

True.

More Gen Z Facts

Most stressed out generation →

More likely to report being anxious, depressed
and distressed than any other generation →

Most likely of all generations to report poor mental health →

Falling levels of trust for all institutions →

Experiencing “money dysmorphia” — a distorted feeling of
insecurity around finances →

Many feel badly about themselves due to →
exaggerated beauty standards on social media





“Fire”

Def: Amazing

“Flex”

Def: To show off

“Thirsty”

**Def: Desperately
craving attention**

“Hundo P”

Def: 100%

“Cappin”

Def: Lying

Shaping Events of Gen Z

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 **WARNING**

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- **Tech-savvy**
- **Progressive**
- **Open-minded**
- **Creative**
- **Entrepreneurial**
- **Diverse**
- **Ambitious**
- **Socially conscious**
- **Independent**
- **Adaptable**
- **Collaborative**
- **Talented**
- **Opinionated**

**Bad
Asses**

A man with a beard, wearing an orange and yellow Miami Heat jersey, is sitting in the driver's seat of a car. He is looking towards the camera with a neutral expression. The car's interior, including the dashboard and ceiling, is visible. A white speech bubble with black text is overlaid on the image.

**Gen Z employees
DO NOT CARE**


TikTok
@damrandyy

**Why do so
many older
folks feel
this way
about Gen Z?**

7 Facts You Need to Know



Fact #1

Places a huge premium on flexibility, autonomy, and work/life balance.

- ② FLEXIBLE WORK ARRANGEMENTS ARE A CRUCIAL WORKPLACE QUALITY
- ② PUSHING BACK ON “HUSTLE CULTURE” THAT ENCOURAGES LONG HOURS
- ② TURNING DOWN PROMOTIONS TO MANAGERIAL POSITIONS





Robbie

**High School
Senior**





Asha

Gallup



7 Facts You Need to Know



Fact #2

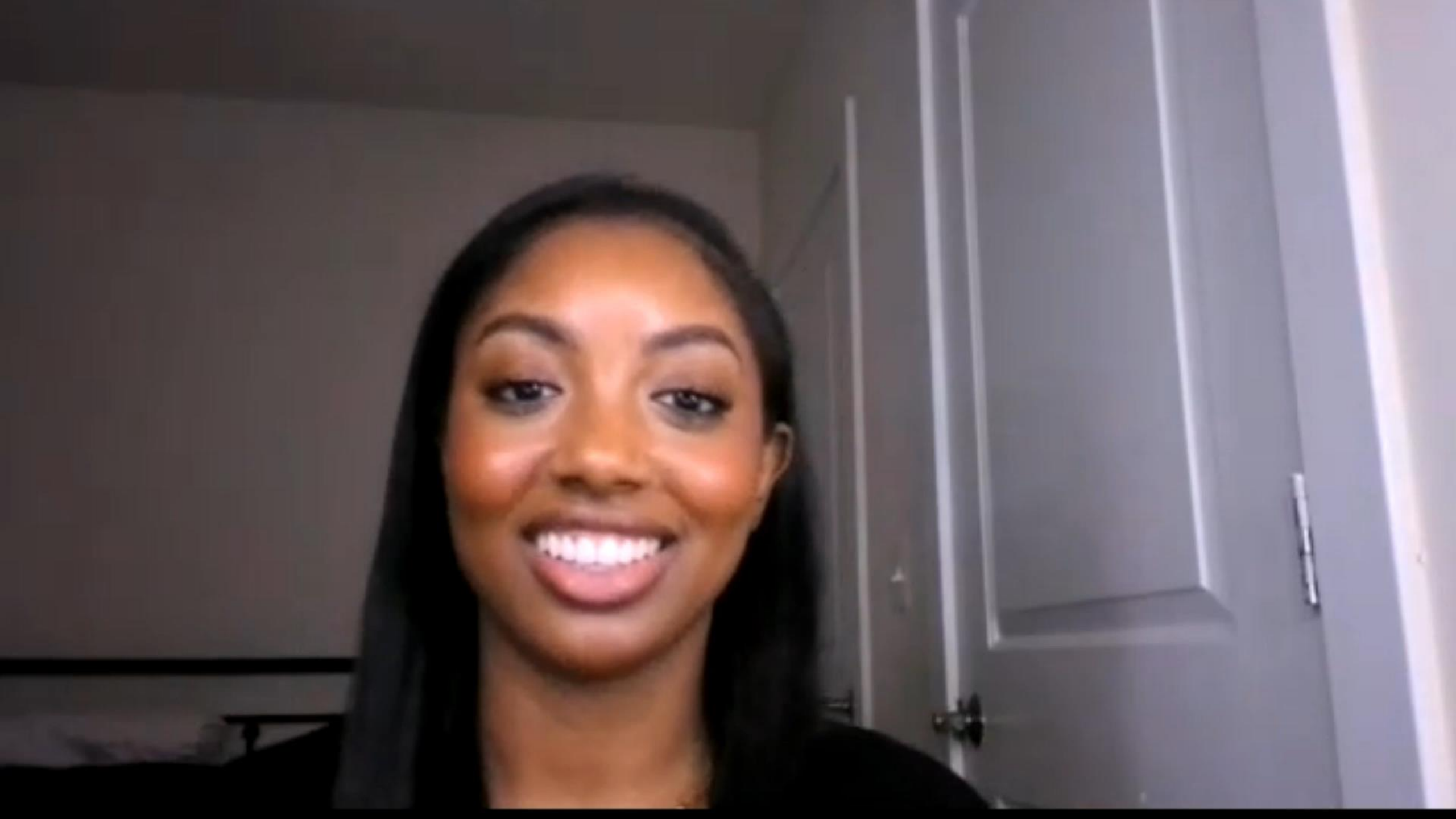
**High interest in
diversity, equity
and inclusion.**

Z PRIORITIZE DIVERSITY ACROSS RACE, GENDER, ETHNICITY, AND ORIENTATION

Z RESPECT INDIVIDUALITY, VALUE EVERY VOICE & CREATE A SENSE OF BELONGING

Z SEEK DIVERSITY OF IDEAS, EXPERIENCES, PERSPECTIVES, AND BACKGROUNDS







Laura

Sophomore

**Wesleyan
University**



HILMA AF KLINT

7 Facts You Need to Know



Fact #3

**Values work with
a purpose.**

- Z THREE QUARTERS RANK PURPOSE AS MORE IMPORTANT THAN SALARY**
- Z FORM OPINIONS BASED ON VALUES, ETHICS, BIZ PRACTICES AND SOCIAL IMPACT**
- Z NOT JUST ABOUT ADVANCEMENT BUT MAKING A MEANINGFUL CONTRIBUTION**

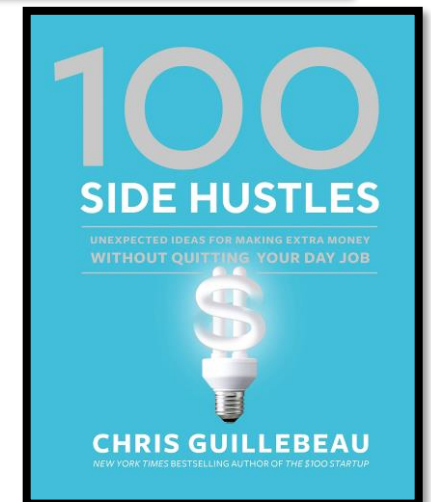






TEDxMcGill

**Looking to
entrepreneurship
where they can
make a meaningful
contribution and
extra cash
("side hustles")**



7 Facts You Need to Know

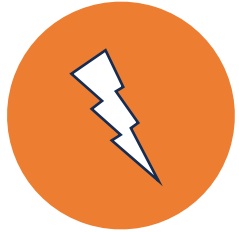


Fact #4

**Desires growth
and development
opportunities.**

- Z STRONG DESIRE FOR CONTINUOUS LEARNING AND CLEAR CAREER PATHS**
- Z EXPECT REAL-TIME FEEDBACK (AND LOTS OF IT)**
- Z WANT MANAGERS WHO ARE INVESTED IN THEIR GROWTH, NOT JUST DEPARTMENT'S GOALS**





FREQUENT



TIMELY



DIRECT



**PROVIDE THE
"WHY"**



**WELCOME
THEIR
FEEDBACK**

7 Facts You Need to Know

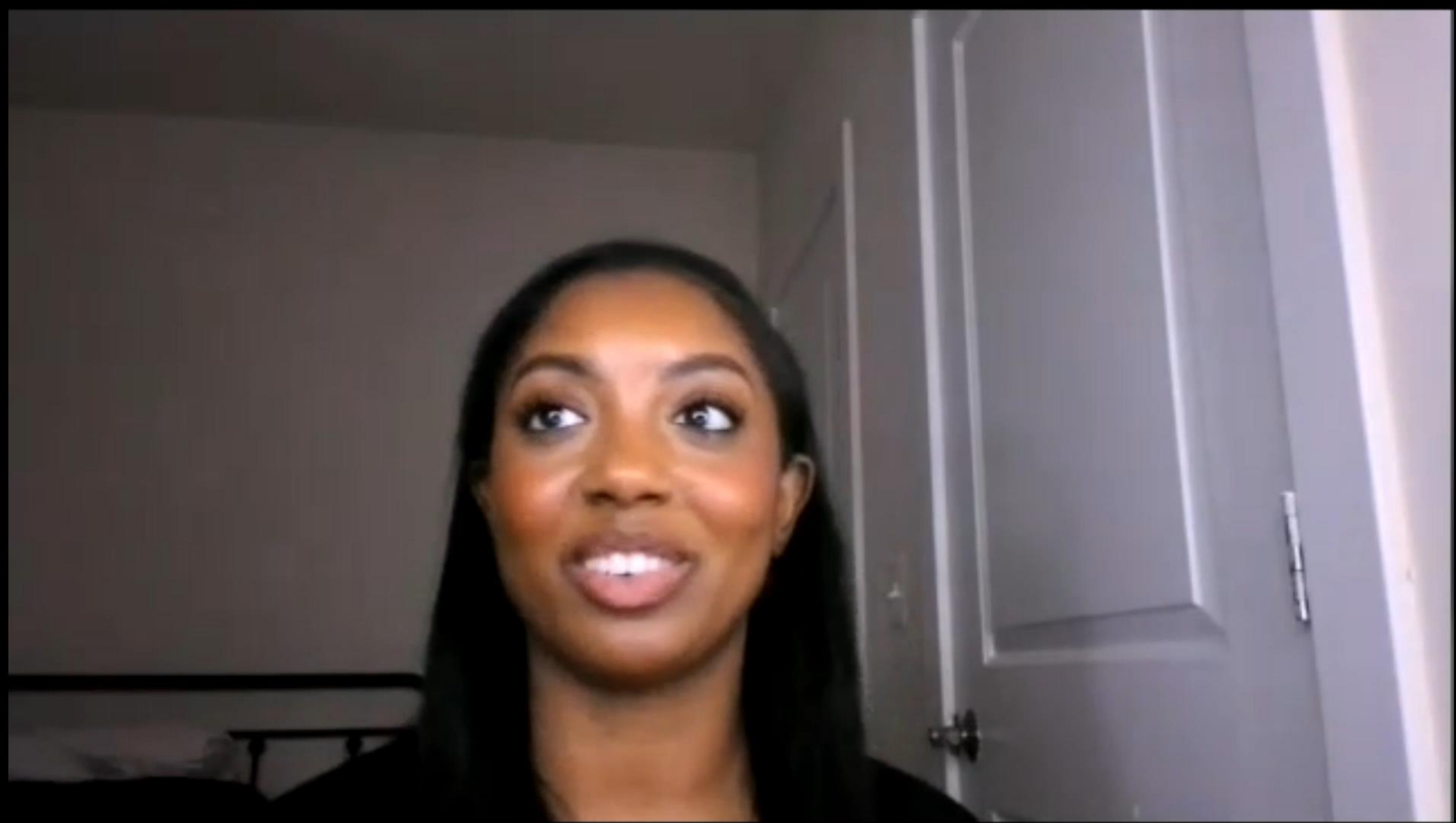


Fact #5

**Wants truthful,
respectful, caring
leaders.**

- z VALUE HONESTY 5X AS MUCH AS YEARS OF CAREER EXPERTISE**
- z SEEK TRUST AND SUPPORT IN A MANAGER ABOVE ANY OTHER QUALITY**
- z VALUE LEADERS WHO DEMONSTRATE INTEGRITY THROUGH CONSISTENT ACTIONS AND ETHICAL BEHAVIOR**





7 Facts You Need to Know



Fact #6

**Wants to be
heard, valued and
respected.**



HILMA AF KLINT



3 Key Messages

- I see your good work.
- I value you.
- We're going places together.

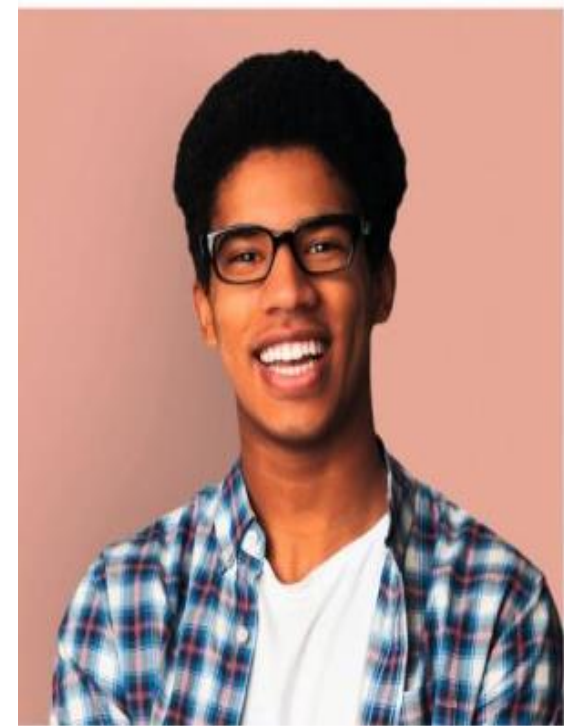
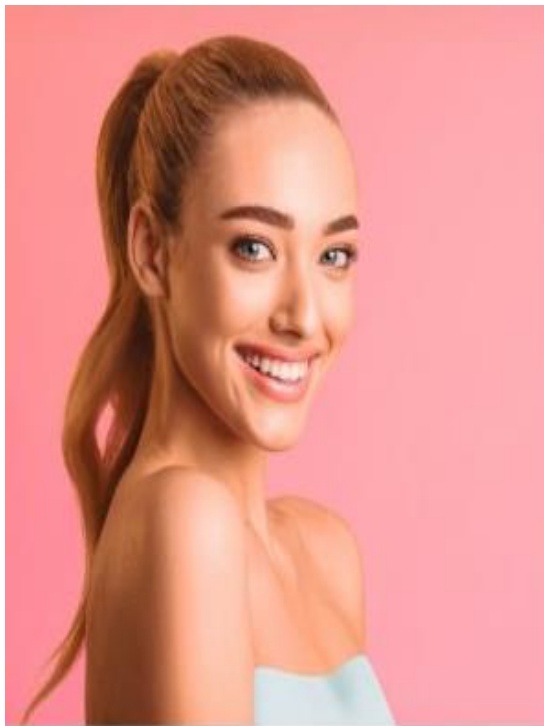
7 Facts You Need to Know



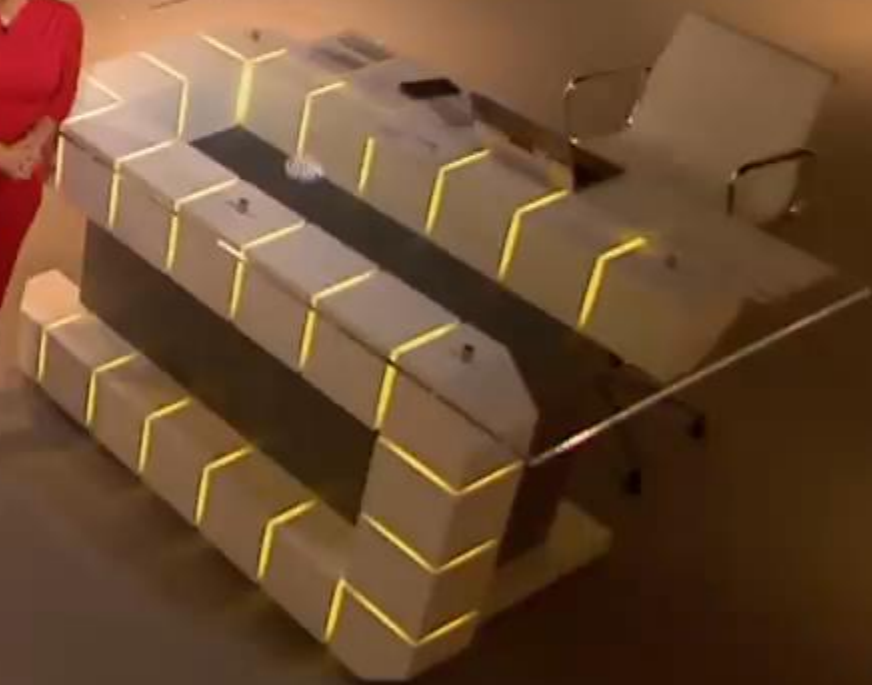
Fact #7

**Prioritizes mental
and emotional
health & wellbeing.**

- Z** **YOUNG ADULTS REPORT HIGHER STRESS LEVELS THAN OLDER GENERATIONS**
- Z** **HEALTH- AND FINANCE-RELATED CONCERNS TOP THE LIST OF STRESSORS**
- Z** **OTHERS INCLUDE JOB PROSPECTS, CAREER DECISIONS, PERSONAL SAFETY, CLIMATE CHANGE AND THE AFTERMATH OF COVID**



@AJStream

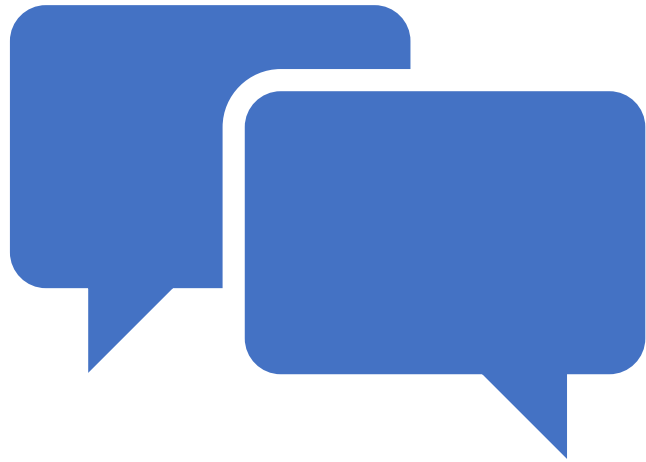


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As more Boomers enter retirement, Gen Z will be replacing them, bringing an entirely different worldview and perspective on their careers and how to succeed in the workplace.

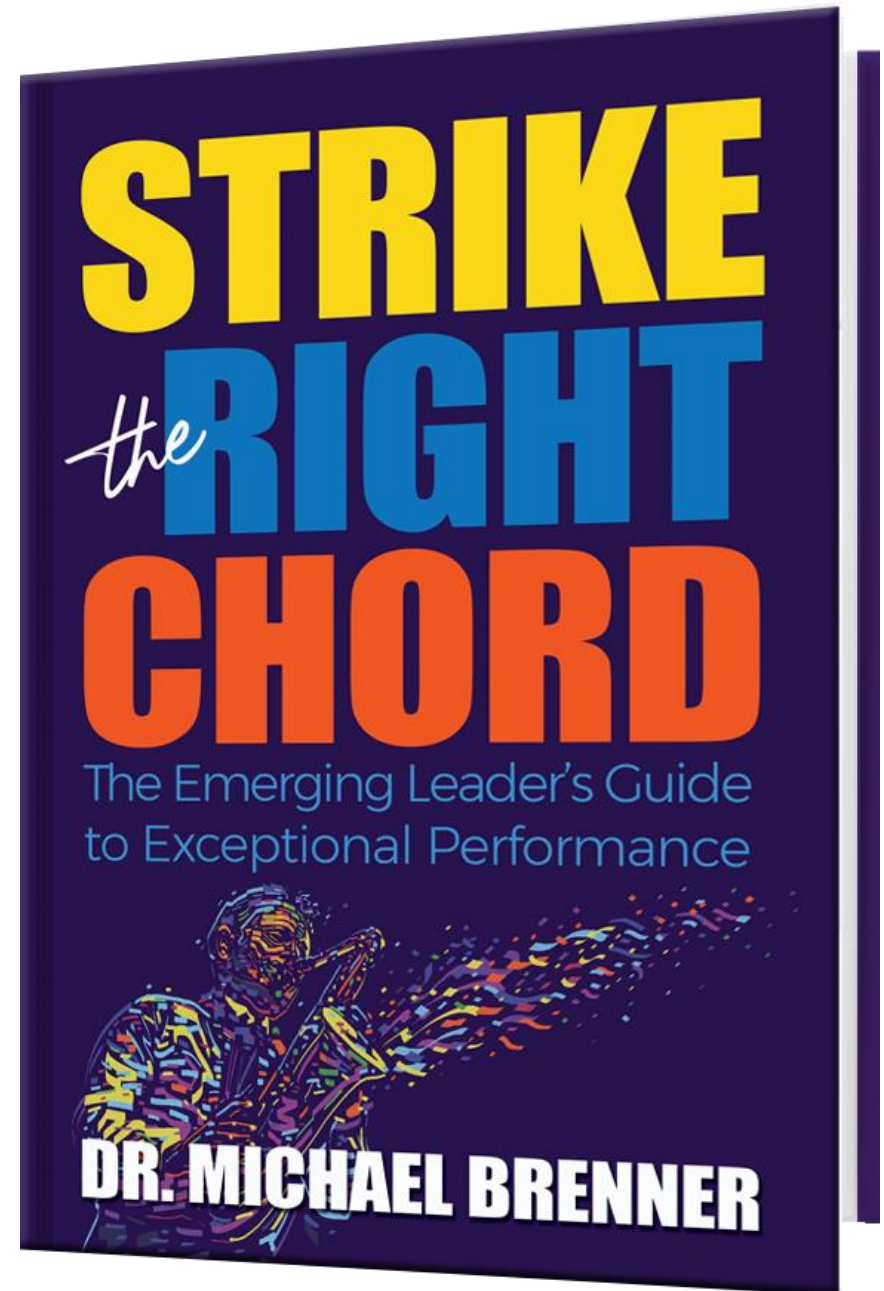
Understanding the forces that shape their views, career aspirations and working styles is essential for companies looking to attract them.



3 Discussion Questions

- How can I provide my Gen Z employees with the flexibility they need to work at their best?
- How can I create a team culture that Gen Z employees are excited to take part in?
- How can I provide my Gen Z employees with the tools they need to achieve their ambitions?

Coming soon...





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When people work in harmony, great things happen!™





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THANKS FOR JOINING US!

Please join us in the foyer area outside this ballroom for a short break.

The closing session will start in 15 minutes.