



Jami-Lei's top tips on getting the best from Generation Z in the workplace

What's it all about?

At Rambutan, we're interested in how organisations can get the very best from their employees, so that people can and want to shine. We wondered whether this was something that could be looked at specifically in terms of the group of young people known as Generation Z

Our philosophy on...

We believe the workplace is changing, with the newest generation of future leaders, managers and entrepreneurs entering employment for their first time. While every individual has their own needs and priorities, we believe there are some trends in Generation Z that employers should be up to speed with, to effectively engage these young people

Check out the research

There's heaps of information on this topic. Tap Generation Z into Google and you'll get around 350 million results (at the time of writing). Some pieces of research that we found particularly useful though were from the following sources:

- 'True Gen': Generation Z and its implications for companies - McKinsey
- Is your business ready for the rise of Generation Z? - Digital Marketing Institute
- Generation Z - latest characteristics, research and facts - Business Insider

Check out TED:

There are lots of great TED talks on this subject. We really liked these ones:

- Generation Z: Making a Difference Their Way - Corey Seemiller
- The arrival of Gen-Z - Brandon Relph
- What baby boomers can learn from millennials at work — and vice versa - Chip Conley

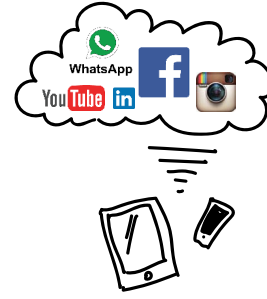
And, of course, talking to members of Generation Z will always help in understanding what they need from the workplace and what others can learn from them

Or give us a shout:

+44 (0) 1858 461071 / hello@rambutan.biz / www.rambutan.biz and we'll always be happy to chat about how to get the best from Generation Z in the workplace

Well connected

This is the generation (born between 1996 and 2010) that grew up with the internet and all the benefits and hazards of social media. They are used to being connected to people they know (and many they don't) all the time and checking in with them regularly. They have many 'virtual' relationships

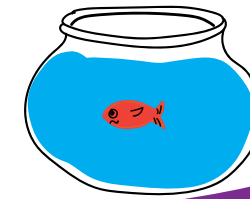


The wisdom and the risks

Like any other group of individuals, there are risks of generalising characteristics and preferences, and we haven't got all the answers. However, we hope that this provides food for thought for anyone interested in this topic



Who are they? While all Generation Z must be considered as individuals, we noticed some characteristics that tend to be typical



Grab their attention

Gen Z have a world of platforms and networks at their fingertips, so make sure you're appearing on the most relevant ones to get noticed! They've also been described as having a short attention span, though this is due to their innate ability to filter information quickly and make decisions. Short, snappy and eye-catching is the way to go for recruiting this generation!



Technology savvy

Having grown up with it, this generation are really comfortable with technology and keeping up with new innovations. They're happy to try new stuff but can also be reliant on it

Rambu-tips on getting the best from Generation Z in the workplace

Before we start

Think about recruitment

To attract this generation to want to work for your organisation, fit your recruitment strategies around them

Keep on learning



Support them

We heard that relationships with colleagues and bosses are likely to be very important to Generation Z. Encouraging collaboration and providing peer support will help new entrants to the workplace settle in. An open and trusted relationship with their boss, with lots of feedback, will help build confidence



Provide great development

Remember that this generation are still maturing physiologically (check out Sarah-Jayne Blakemore's TED talk) and socially, so don't miss the chance to help by providing lots of opportunities for them to develop skills and try new things. Many of them will still be discovering what they're great at or ultimately want to do

Hang on to them

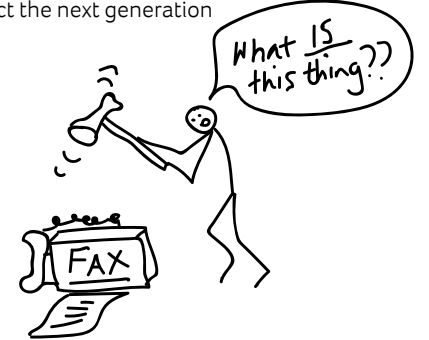
Research shows that almost half of new graduates leave jobs within two years, which is expensive. Having recruited Generation Z, how will you make sure you keep them?

Brand matters

Brand is a huge influence on many of Generation Z, so think about what yours says about you as a potential employer. But, don't let it stop there. It's as important to make sure that the experience at work matches up to the expectations the brand suggests

Demonstrate innovation

It's likely to be expected that the workplace reflects the level of technology that young people are used to, so demonstrate how forward thinking and innovative you are. If you're still using Windows XP consider upgrading if you want to attract the next generation



Value them

The younger members of your organisation may bring with them some fresh ideas and ways of thinking, so don't underestimate the value they can add. Give them a voice and make sure they feel listened to. Be open minded and encourage their creativity. Get them involved in planning

