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“PEOPLE ARE AFRAID OF USING
THE TERM "LOVE" IN THE WORKPLACE.
BUT LOVE IS ABSOLUTELY NECESSARY,
IF YOU WANT TO MAKE A DIFFERENCE”

RUDOLF MESSINGER
SENIOR HR ADVISER
(FORMER CHIEF OF HR - UNICEF)



Z UNPACKED

Gen Z has a unique perspective to share. They came into a world on the cusp of a technological revolution and grew up with information at their fingertips - not to mention the extraordinarily disruptive experience of a global pandemic upending their further education experiences. It is no surprise that their expectations differ from those of previous generations and consequently, employers need to take a close look at how they hire, onboard and retain them.

"NEARLY A THIRD (28 PERCENT) OF GEN Z IN THE UK IDENTIFY AS LGBTQ+, WHICH IS DOUBLE THAT OF THEIR MILLENNIAL COUNTERPARTS AND ALMOST SIX TIMES THAT OF BABY BOOMERS"



ARTICLE BY AMANDINE REITZ, HR DIRECTOR OF EMEA - ICIMS

What marks this incoming generation as different to all that have gone before, is that businesses want to tap into an innate and organic skills and knowledge of the most important element of commercial competitiveness, digital. In the past, student joiners were subordinates with potential that needed to be developed. The development part is still very much the case, but the relationship and rules of engagement have shifted. What this means is, hiring managers and talent leaders must consider the new rules of engagement, to attract and engage the newest class of graduates. It's time to make room for this new generation, introduce ideals for the workplace that align and determine future talent strategies. We asked the most recent class of university students about their expectations for the workplace, as they aim to land their dream jobs and kickstart their careers. The learning is revealing.

Salary transparency is non-negotiable: Being open about salary information is beneficial for more than just the candidate. Yes, it levels the playing field for talent, but it also aligns expectations between candidates and employers and makes for a fair pay structure. Even more, the new generation of talent expects it. Applying for jobs is time-consuming and Gen Z candidates want to know it's worth their while. According to iCIMS data, 46 percent of final-year university students said they would not apply for a job if the salary range wasn't included in the job posting, with 43 percent of US college seniors and 45 percent of French final-year university students responding the same. To encourage recent graduates and Gen Zers to apply for your roles, including the salary range is almost non-negotiable. Without it, top talent will struggle to consider your organisation an employer of choice when looking for that first role out of university.

This generation cares about authenticity: Authenticity is everything to this new generation and diversity should be embedded across the organisation. After all, nearly a third (28 percent) of Gen Z in the UK identify as LGBTQ+, which is double that of their millennial

counterparts and almost six times that of Baby Boomers. Lip service without follow-through is something that the this generation of talent will not accept, with 35 percent saying that company culture and a diverse workforce are essential factors when considering if they should apply for a role. One out of five students say that they would evaluate a company's commitment to diversity and inclusion on how news outlets covered it over the past 12 months. This generation is in the know and with the tap of a button - or phone screen they can find an unimaginable amount of research on your company. To fill their entry-level roles, employers must ensure they are authentically diverse, starting with company leaders at the top and trickling down the chain to those interviewing candidates during the hiring process.

"THIS COHORT OF GRADUATES HAS BEEN THROUGH A LOT - A GLOBAL PANDEMIC AND A SERIES OF INTERNATIONAL CONFLICTS AND NOW A COST-OF-LIVING CRISIS TO CONTEND WITH"

Financial security is paramount in an uncertain economy: Financial reliability and job stability are not terms we often associate with the younger generation. But this cohort of graduates has been through a lot - a global pandemic and a series of international conflicts and now a cost-of-living crisis to contend with. Gen Z is less naive than previous generations and a company name is no longer enough for employees to feel confident about job security. One-quarter of final-year university students say that company stability and job security are the most important factors they consider when applying for a role. It is clear that Gen Z is looking for their workplace to provide them with the stability and security they have lacked over the past few years. *They know their worth:* Unlike previous generations, Gen Z expects more from

their organisation than office ping-pong tables and Friday beers. Instead, they seek perks and benefits that improve their quality of life. Forty percent even say that mental health support is something they expect from an employer. This class wants a clear career path and they care about their professional development. Nearly a quarter say they would quit a job without another opportunity if they found the role didn't meet their expectations. This generation knows their worth and is not afraid to jump ship for an opportunity that offers them a better quality of life. To secure Gen Z talent, employers must be intentional about the benefits they provide and how theirs stand up against competitors.

Employers know that AI is revolutionising the way they hire, but it's also shaping the way candidates apply for jobs. It can be challenging for candidates to juggle the responsibilities of everyday life alongside looking for a new role and this generation is using the tools they have to speed up the process. In the UK alone, over a third of final-year university students say they have either used an AI bot to write their CV or cover letter or are planning to. By incorporating AI into the job application process, recruiting teams can better control how it's used and help retain and improve the human touch - rather than replace it. The reality is that candidates are using AI to help make the job application process easier and if employers don't come on board, they will be left behind. With new ideas, energy and vision, this generation is driving a modern workplace that other generations might find hard to comprehend. Gen Z talent knows what they want from their employers and are not afraid to leave a job to find it. The reality is that Gen Z is the workforce of the future and to keep up, employers need to adjust their hiring strategies to accommodate for their unique and unbending perspectives.

REFERENCES

Data source: iCIMS UK Class of 2023

FOR FURTHER INFO
WWW.ICIMS.COM