

WHITE PAPER SPRING 2021

Gen Z at work

What employers need to know

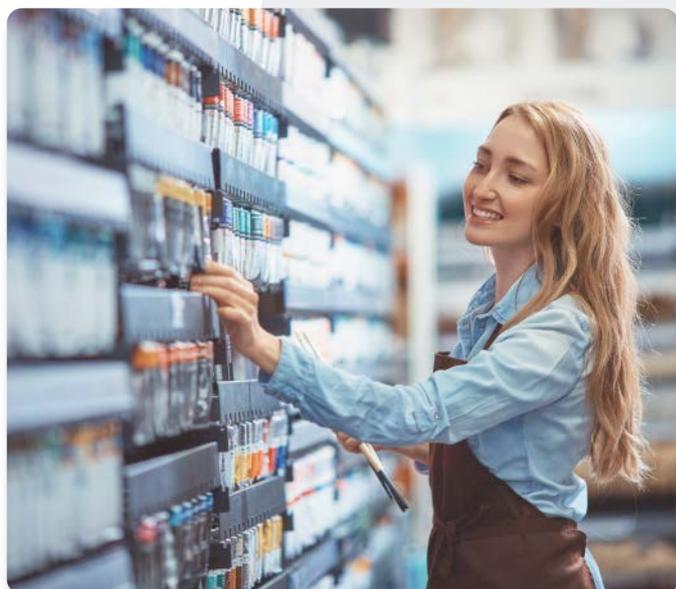
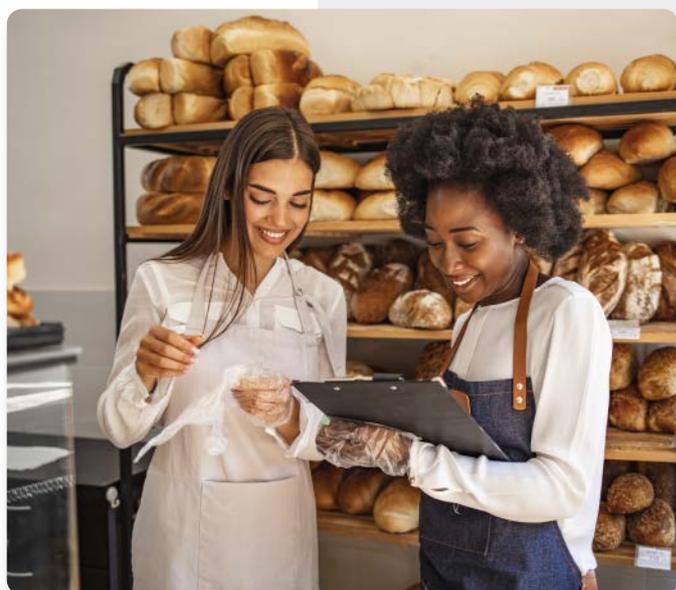
They are your mid-teen to mid twenties workforce and they are ready for work. Our White Paper shares insights on the dynamics of Generation Z and how employers can engage this curious, motivated and open-minded generation.



Our Gen Z agenda

There are many ways to understand Generation Z from social attitudes and spending behaviour to brand love and political views. Our White Paper takes a look at Gen Z in the workplace where employees are either working alongside their studies or at the beginning of their career via a first job.

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Executive summary

In our 2020 insight work for this White Paper we learnt that Generation Z are very much not Millennials. We also learnt that many assumptions about Gen Z need more scrutiny.

The purpose of this White Paper is to share how employers can better communicate and engage with a generation now **taking up key positions** in the workplace and heavily impacted by the global pandemic. There are of course many wants and needs that span generations - from a sense of belonging to a need for recognition and appreciation. Understanding these essential requirements together with insights specific to a group whose lives have been shaped by the internet, the war on terror, a global financial crash and now a pandemic will we believe, create a win/win for everyone.

Gen Z is hungry to learn, career and out-put driven, entrepreneurial yet often risk averse due to their current life experiences.



45%

Of Gen Z are continually online

Source: 45% of Gen Z are continually online.
Campaign Monitor: Ultimate guide to marketing to Gen Z

40%

Of Gen Z want daily communication from their boss

Source: 40% of Gen Z want daily communication from their boss.
Inc.com: This is how Gen Z employees want feedback

85%

Of Gen Z say clear communication is most important

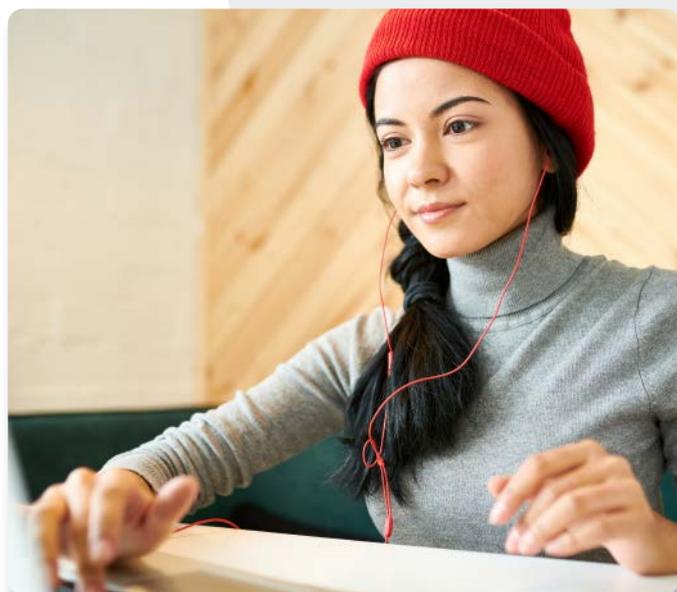
Source: 85% of Gen Z say clear communication is most important.
Ryan Jenkins: Stats exposing what Gen Z want from the workplace

Who are Gen Z?

Born to a global, connected world

Generation Z were born from the mid/late 90s to the mid 2010s, right now this means the ages mid teens to 24/25 year olds in the workplace. The complete Generation Z group is heading for around 30% of Western populations. In the U.S they are the most diverse generation ever and this influences the wider global population – of all ages.

Gen Z can not remember a time before the September 11th attacks in 2001 or a world divided by communism. They have witnessed the rise of China and experienced a world where content and information is freely shared via the internet and online shopping is the norm.



Diversity means representation

Diversity is important to Gen Z across race, gender and orientation -more than any other generation. Gen Z is also the generation to most likely have members that identify as non-binary. Consistent research shows many Gen Z minorities feel their race is not well represented.

The spectrum of diversification is wide and media and entertainment aimed at younger generations also demonstrate a wider, more inclusive view of the world that includes disability, values and religions, body shapes and even tribes.

Hungry for learning

Contrary to anecdotal evidence, Gen Z embraces and wants education whether that is at school, college, university or more vocational on-the-job training. This is creating the most educated generation ever – but also the most in debt for those countries with tuition fees.



Who are Gen Z?

Digital natives and outcome focused

Gen Z are capable and comfortable with changing technology. They are flexible, creative and focused on outcomes – all qualities essential to today's workplace and the ability of a business to adapt and grow.

They are either working while studying or have entered the workplace at the start of their career. Gen Z will be the next generation of managers and, indeed leaders.

Source: 2.56 billion global community.
Review42.com: Generation Z statistics - What we need to know about the new generation

2.56

Billion global community

Entrepreneurial yet risk averse

Work attitude

Demand equality, seek career growth and want meaningful connections with co-workers and management.

Entrepreneurial

Consistent studies show more likely to start a business than Millennials – although this maybe more from necessity than choice.

Tech savvy

But not necessarily life savvy with a view of the world heavily shaped by their digital lives.

Digital communicators

Competent and adept across all digital communication channels.

Risk averse

Uncertain times have led to a cautious, risk averse attitude and anxiety about the future.

Less loyal

More likely to change jobs more often than previous generations.

Methodology

Diversity means representation

Our White Paper has taken a wider look at Generation Z in the workplace and from the perspective of a European audience. Our source documents have been many and these have been complimented by our own client and market research in The Netherlands and UK. [We share these insights to help our network better align to this important generation.](#) We also advise caution that, although insight for such a large group and across cultures can find high level trends, there are many tribes within Generation Z and indeed, our most significant learning from this research is the importance of the individual.

Thank you

We spoke via focus groups with our own network of clients to understand more about Gen Z at work. We thank our clients below for their contribution:

- 14 people from the supermarket sector: Dirk, Vomar, Hoogvliet, Plus, Albert Heijn and Jumbo
- 6 people from the catering and restaurant sector: Domino's, Barista Coffee, New York Pizza, Cheers and Beachclub
- 3 people from retail: Shopdirect, LJ Sport 2000 and BCC
- 2 people from other areas: mail delivery, flower trader



Main sources

We acknowledge our main sources:

- Deloitte: [Welcome to Generation Z](#)
- Allegis Group: [Employers, it's time to grow up](#)
- Accademy of Management: [Gen Z in Europe](#)
- Harvard Business Review: [Youngest Employee Needs](#)
- European CEO: [Businesses Make Space for Gen Z](#)
- Forbes: [Revolutionising the Workplace](#)
- Dynamic Signal: [Gen Z in the Workplace](#)
- Culture Amp: [Prepare Your Workplace](#)
- Connecteam: [Gen Z in the Workplace in 2021](#)

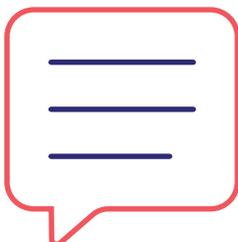
Gen Z in numbers

Our Infographic shares the headline numbers shaping the global, European and local Generation Z dynamics and behaviours.

Sources are referenced throughout the document.

40% of Gen Z

Want daily communication from their bosses



60% of Gen Z

Want to positively impact the future of the world

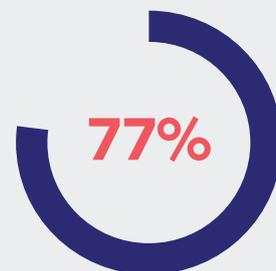


Said they were motivated by a companies reputation

As of 2020 Gen Z make up

24%

of the workforce



of Gen Z say a companies level of diversity affects their decision to work there



want their work to have meaning

Top 3 reasons

Gen Z want to learn new skills



To improve at their job



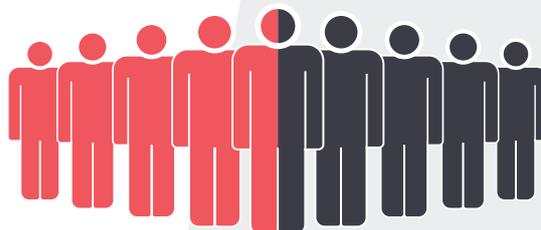
To make more money



To get promoted

50%

say society isn't accepting enough



30%

Would take a pay cut to work for a company with a message they deeply care about



Why?

If we understand, we can respond better

We have taken this step to better understand Generation Z so we can all keep in-touch with a generation who now could be in their first job or working while studying.

When we understand we can respond better. This can be employers seeking to attract, train and retain their employees or vendors seeking to align products and services to their customer needs.



When we listen we learn, when we learn we grow

Our client work made us realise that previous generations were learning as much from their interns as the interns were learning from being in the workplace. A gap has often been the processes and tools to enable ongoing learning and development for all.

There are more workplace communication gaps, risks and opportunities for everyone. Our mission to simplify work communication also includes making communication better, more engaging and more productive. Let's engage Generation Z!

59%

Of students will learn new skills if they result in higher pay

Source: 59% of students will learn new skills if they result in higher pay.
LinkedIn: Gen Z is shaping a new era of learning

Only 5%

Of Gen Z are motivated by a companies reputation

Source: 5% of Gen Z are motivated by a companies reputation.
Ryan Jenkins: Stats exposing what Gen Z want from the workplace

75%

Of Gen Z want their work to have meaning

Source: 75% of Gen want their work to have meaning.
Ryan Jenkins: Stats exposing what Gen Z want from the workplace

The Covid-19 impact

We can help ease the trauma

The long-term impact of Covid-19 is unknown but its wider effects on economies, business and employment have been immediate. We now face the challenge of employment uncertainty and individuals returning to work or entering employment for the first time. This includes Gen Z, where many who were just beginning their career journey have been furloughed or fired. Those in school were suddenly confined to their homes. Collectively, they are experiencing a global trauma comparable to the 1930s Great Depression or World War II.



The Covid-19 potential fallout

Ultimately, for our workforce to be equipped to move forward and thrive, employers will need to address the fallout resulting from Covid-19 on their youngest - and future - employees. Today, even as the coronavirus has been merciless in its impact on people of all ages, the long-term effects on the Gen Z cohort of adolescents could be severe. We can all play a role in closing the gaps and minimising the negative impacts of Covid-19 on our most crucial generation.

Source: 78% Report increased levels of stress.
techrepublic: The biggest Covid-19 burnouts: Gen Z



A changed rites of passage

For the rest of their lives, the time the world stopped will be seared in Gen Z's collective memory, a generation-defining moment that instilled deep fears about their uncertain future. Overnight, they lost their daily interactions with the teachers who trained them, coaches who mentored them, clubs that fulfilled them, and friends who sustained them through the painful ordeals of youth. Milestones such as proms, plays, sport and the ritual of graduation can be crucial to social and emotional development, each experience serving as a rite of passage to the next stage of life. These lifecycle markers of adolescence that were nervously anticipated and excitedly shared swiftly vanished.

78%

Report increased levels of stress

Supporting Gen Z

An education disrupted

Gen Z's learning has been disrupted in a way that schools were unequipped to manage. Some converted course work to online formats, often implemented by teachers untrained for such a platform. Others minimised direct instruction, urging students or (depending on the grade level) parents to turn to independent projects and digital resources.



Stress management

For more than a decade, researchers have noted a concerning trend: Gen Z reports higher levels of anxiety and depression than other generations. Studies also tell us that childhood exposure to significant stress can impact brain development and affect mental and social development. If Gen Z's baseline already shows high levels of stress, what will the impact of this pandemic be when it comes to their work and careers?

What can we do today to de-risk these potential negative impacts?

Emotional intelligence - it can be taught!

Research demonstrates that emotional intelligence, consisting of self-awareness, self-regulation, motivation, empathy, and social skills, is a critical element of effective leadership - and can be taught and learned. Employees who develop emotional intelligence can provide a foundation for a respectful work environment and a talent pool of future managers. This area of research offers both challenges and opportunities for Gen Z employers.



Gen Z in the workplace

A new perspective

Although Gen Z are not a completely different 'species' to previous generations, its members do approach the workplace differently. **Businesses need to adapt** and personalise career experiences to both the embedded Gen Z DNA and the more recent Covid-19 impacts.

As more Boomers enter retirement, Gen Z will be replacing them, bringing with them an entirely different view and perspective on their careers and how to succeed in the workplace. Understanding the forces that shaped their views, career aspirations and working styles is essential for companies looking to attract them.

We take a look at the key dynamics of Gen Z in the workplace:

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- 12 Jobs & industries
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- 15 Flexibility at work
- 16 Attracting
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- 19 Communication
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- 21 Ideas

It's important to be appreciated and this could happen more.

Bas, 16, newspaper delivery



Assumptions challenged

Given that Gen Z were growing up after the financial crash of 2007/8, you might think Gen Z has emerged as a pragmatic, risk averse, group motivated by job security, rejecting higher education and ready to work, right? Apparently not.

Work-life balance importance

Much has been made in the media of Gen Z's emphasis on money and salary. However, a wider look of many insight sources suggests a more complex picture when it comes to salary and career. Yes, money and salary matters to Gen Z, but because of the environment in which this generation grew up, they are also **focusing on work-life balance**, flexible hours, perks and benefits too.

More importantly, Gen Z feels empowered to be able to gain those perks from employers, in addition to salary. While salary is still an important factor in choosing a job, Gen Z values salary less than every other generation: if given the choice of accepting a better-paying but boring job versus work that was more interesting but didn't pay as well, Gen Z is fairly evenly split over the choice.

The core values of the generation are reflected in their prioritising bringing about social change more than others and in the importance they place on their employers, whose **values align with their own**, with 77% of respondents saying that it's important. Gen Z no longer forms opinions of a business solely based on the quality of their role and rewards but also now on the business ethics, practices and social impact.



To appeal to Gen Z, companies and employers will need to highlight their efforts to be good global citizens - a company's ethics are more important than ever. Also, actions speak louder than words: **companies must demonstrate their commitment to a broader set of social challenges**, such as sustainability, climate change and hunger.

Actions aligned to ethics

Employers need to demonstrate they take action consistent with their ethics and values, and this action must be front and centre of their brand for prospective Gen Z buyers and employees to see.

Although Millennials career development paths seemed to be directed toward start-ups and early-stage companies, Gen Z's preferred career path is to have diverse and entrepreneurial opportunities with the safety of stable employment, and they may offer more loyalty to companies that can offer this mix.

Actions aligned to ethics

Gen Z digital natives seem to be drawn toward working in the tech industry: 51% of those surveyed rated it as a top industry to work. At the same time, they also are drawn to work that supports the greater good, such as education (41%) and healthcare (37%). But there are gender differences: Gen Z females seek roles in technology at a much lower rate (34%) than their male counterparts (73%). This continuing gap between the genders will mean tech companies seeking to create greater diversity and inclusivity at their organisations will have to work harder.

Source: 51% rate technology as a top industry.
Deloitte: Welcome to Generation Z.

51%

Rate technology as
a top industry

Jobs & industries

Studying & first career step

The industries and roles where Gen Z seek employment vary between the life stages of jobs while studying and a first career step after leaving education. So while we acknowledge the wide appeal for a career in technology, the reality of jobs while studying may be more humble. For these industries this is both an opportunity and risk to attract and retain good candidates.



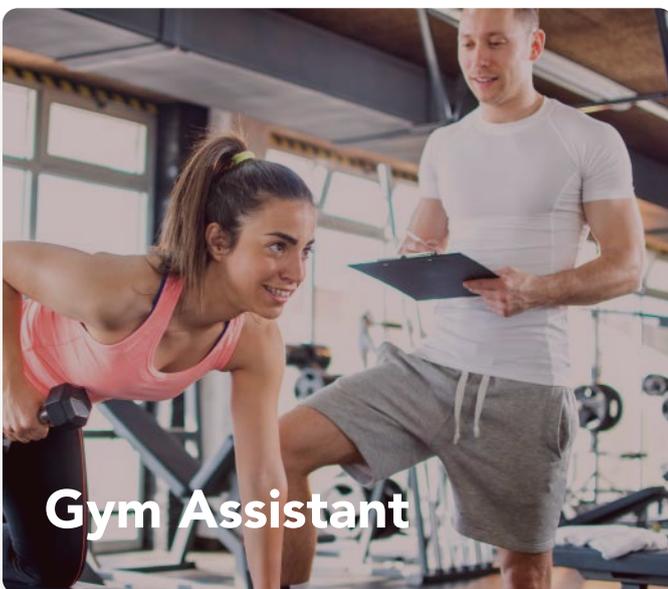
Warehouse Associate



Dog Walker



Food Service worker



Gym Assistant



Social Media Assistant

Making space for Gen Z

Ideas of how businesses can appeal to today's Millennial workforce have come a little too late. The next group of workers – Generation Z – is already on the scene, and differs significantly from those who have come before.

Move over Millennials

Millennials often remain the focus of attention (and sometimes derision) in many media discussions. When cultural commentators aren't criticising them for being 'snowflakes', companies are trying to appeal to their progressive sensibilities. But with the Pew Research Centre defining a Millennial as anyone born between 1981 and 1996, the oldest members of this group are now approaching their 40s. Millennials are not the new kids on the block anymore – it is time for Generation Z.

Source: 58% of Gen Z want their own business. Forbes: A majority of Gen Z aspires to be entrepreneurs.

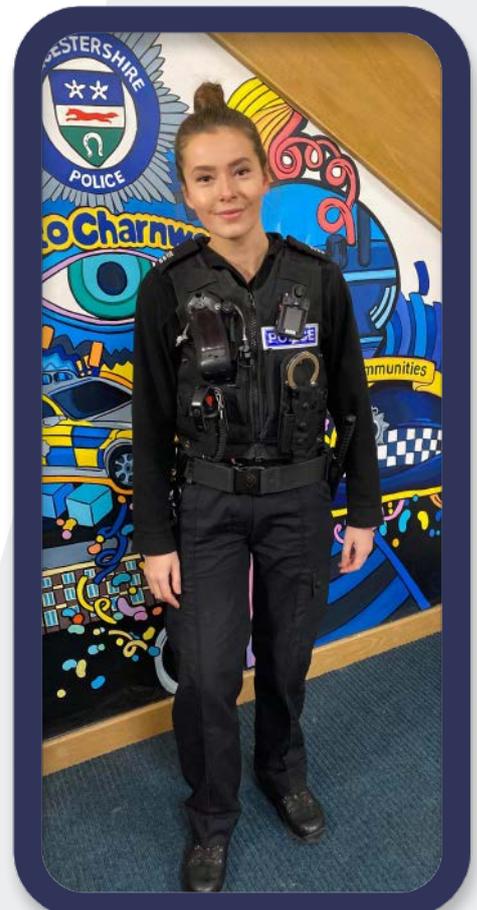
58%

Of Gen Z want their own business

I am Gen Z. I am 21 and I love my role as a police officer. It is an extremely diverse role and you truly never know what each shift will bring. It is hard however not to bring work home with me, but it is something I hope I'll get used to.

Charis Oliver

Source: 58% of Gen Z want their own business
Start up Europe: Understanding Gen Z



What it means for employers

In order to succeed, organisations should consider imagining the possibilities so they can organise the work, the workforce and the workplace in a way that increases value and meaning.

Our learnings about Gen Z preferences reinforces leading global agency research around work. The findings further suggest Gen Z has the opportunity to shift the 'balance of power' between the employer and the employee to a model where organisations will need to tailor work around the curated skillset of a worker. That shift in balance is related to Gen Z workers having a more diverse range of choices with regards to shrinking talent pools, the increase in demands for generational skills, and in some countries against a backdrop of contracting immigration policies.



A benefit for everyone

The shift in power may seem counter intuitive in the midst of Covid-19 but the need for good talent with a great attitude has never been greater.

As Gen Z may be able to choose how they move along their career journey, a different mindset will be needed for organisations to attract and retain the best and brightest talent. Employers will need to understand the behaviours and tendencies of a generation that expects much more in how they are treated and adapted to by their employer. This personalisation can be a positive change for employees of all generations.



“We need something to help us understand who is doing what tasks.”

Chris, 19, stockpiler Albert Heijn

Source : An Allegis Group survey of 1,000HR personnel

49%

Of employers have concerns about attracting and retaining Gen Z

Flexibility at work

Flexibility is here to stay

Studies from the last five years show an increased focus by Millennials on flexibility with employers. It seems a high number of Millennials (74 percent) believe that flexible work conditions are important in choosing employers. Gen Z workers also agree, and see flexibility to allow work and continued learning throughout their careers as a priority. This is particularly important for many Gen Zs who might join employment early but pursue online education, sometimes seen as a financially better route.

While a lot of employers have taken steps in order to be more flexible no business can expect to implement all strategies available. Instead, being able to focus on a few best practices.



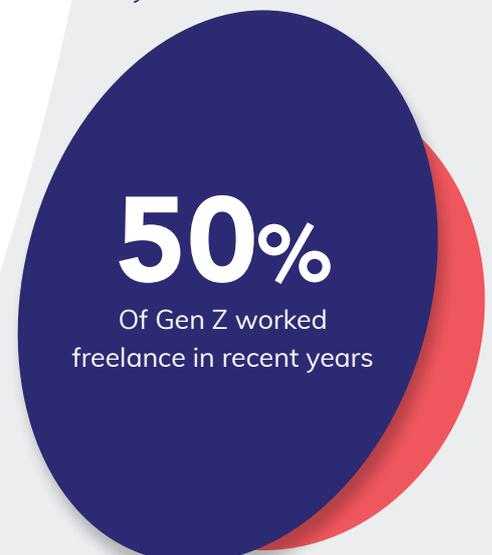
Inclusivity of non permanent talent

These type of work styles are not new but are favoured, and as a result, the flexible, the non-permanent employee portion of the workforce is becoming larger, more highly skilled, and more central to business success than before. Companies are therefore adapting to make this a priority and strategic view when it comes to sourcing talent.

Embrace remote working – it's here to stay

One approach to flexibility is rethinking the traditional nine-to-five work day and also allowing more options for remote working. This can change the look of employee engagement, celebrating work and productivity rather than attendance. For Millennials and Gen Zs, work experience and achieving goals takes precedence and the employer that can show this will win overall.

Work style is another form of flexibility, such as freelancers or contractors and not just permanent employees. Depending on skills and experience, both Millennial and Gen Z workers often have the means to be flexible workers. For example, 40 percent of Millennials and 50 percent of those ages 18-21 did freelance work in recent years.



Source: 50% of Gen Z worked freelance in recent years. Average of surveyed websites.

Attracting Gen Z

Be authentic

There is no brand that is guaranteed to attract all of today's top talent. Every organisation is different and, as such, every brand has to reflect on what makes them unique. Above all, authenticity is a must. Candidates want to see that the story they hear during (and before) the recruiting process matches the reality should they come on board (and if the two don't match up, they won't stick around).

You won't be right for everyone

There are many stereotypes surrounding Gen Z and other generations and it's important employers don't make assumptions based on these. For example, using clichéd tactics to attract Gen Z ultimately makes it more difficult to connect with them authentically as candidates.

Gen Z want to feel like their careers are having impact. They want to work with employers that have similar values to their own and for companies where they can see themselves learning and growing. Therefore it's so important to have a strong employer brand. Companies that know what they stand for, can appeal to the best candidates who want to stay on board.

Part of employer branding as a successful strategy is also accepting that your company and culture won't be the right fit for everyone, and that's totally fine. Finding the right fit for both you and your employee will create a positive happy workforce.

Honesty to create good relationships

The best workplace relationships are built around dynamics such as values, trust, vision and effort. The same rules apply to creating meaningful and lasting relationships with potential employees.

Build your authentic brand story, be honest about your company and what it's like to come into work every day so candidates can make informed decisions before applying. An honest story will bring in strong pool of applicants, but a company will be aware of who will make a good fit.



Engaging Gen Z

Engagement is the challenge and opportunity for companies to create an emotional and behavioural connection between the worker and the employer. Only 29 percent of Millennials are actively engaged in their jobs, and 21 percent report changing jobs within the last year (Pre Covid-19) which is more than three times the rate of non-Millennials. Managers therefore believe this statistic will be higher with Generation Z and are already thinking of ways to implement tactics to aid engagement.

Engaging Gen Z's via collaborative culture, new technologies, organisational transparency, and digital recruiting may be the route forward to drive engagement.



Although engagement can take many forms, listening, really listening is the most powerful way an audience can be engaged over time. Listen and show you've listened by regularly sharing feedback - and what's changed as a result. Participation is a good measure too however real engagement happens when people are invested in the business purpose and mission and feel they have a stake in its future.

Source: 29% of Millennials are actively engaged in their jobs. Gallup.com: Millennials - the job hopping generation.

29%

Of Millennials are actively engaged in their jobs



Retaining Gen Z

Listen and learn

Listening is the main skill involved in attracting and retaining talent. Listen to the people who could drive your success and understand their views and opinions. These are simple principles for making relationships with employees but is where a lot of companies struggle.

An understanding of the basic views of employees is an essential force in driving an effective EVP (Employer Value Proposition) answering the question, “Why would an employee want to work for the company?” is an important insight into different generations feeling and a quick way to find out how your business is viewed.



I am Gen Z. I am 21 and I enjoy my role at the barbershop, I've done it since I was 15 and love all aspects to it. I enjoy most engaging with people and having a conversation with them, which this lockdown has made me appreciate even more how good my job is, as I've missed it so much. I love the feeling when someone comes in looking a bit rough but leaving feeling great.

Morgan Stoddart



Communication

Communication is consistently featured in employee feedback that is most in need of improvement. From too much and too many channels to being unclear or even not enough dialogue. A simple mindset of striving for the right communication, to the right people and at the right time can help transform workplace communication so it both efficiently gets the job done and motivates by praise, recognition and long term engagement. Our research highlighted many areas that could be better. Large corporations that have benefited from global consultancy reviews often adopt a simple 'What do I need to do' and 'What do I need to know' approach to their frontline employee communication.



This simple structure and smart use of digital tools can be transformational. Our client feedback also shared that while over communication is to be avoided, understanding the bigger picture and 'why' of what was being asked, helped drive conformance and create a sense of achievement.



I want to know more about what's going on in other departments.

Merel 17, newspaper delivery

Source: 75% of Gen Z want difficult conversations one-to-one. Contact Monkey: Communicating with Generation Z in the workplace

75%

Of Gen Z want difficult conversations one-to-one

Who is getting it right?

From interns to in touch

European lingerie leader Hunkemöller is getting it right with an end-to-end strategy to engage with Generation Z. From having 'the best' internship programme in retail to the launch of a new sub brand aimed specifically at Gen Z customers: P.O.P. launched in February 2021 and stands for power of positivity. Hunkemöller also channels its marketing to this always online generation with specific tactics for each social platform.



It's amazing to see the talent, drive and innovation level of our interns! We value this by implementing many of their ideas in our business & fill 85% of entry positions with former interns. That says it all- it's truly the "Best internship in Retail!"

Anne Albracht
Global Recruitment Manager -
Hunkemöller



P.O.P.
POWER OF POSITIVITY

hunkemöller



Ideas

The engagement gap

Create a portal for employees where information and communication lives. A study of employees over all generations found that the inability to track down information is a common problem and specifically 38 percent of 18-24-year-olds. 33 percent of those workers experience frustration when trying to find out who has information related to a specific project or task. Another report showed job satisfaction had a direct link to employees' ability to access company information with 62% agreeing with this, and nearly half (45 percent) believe their employer is communicating enough.



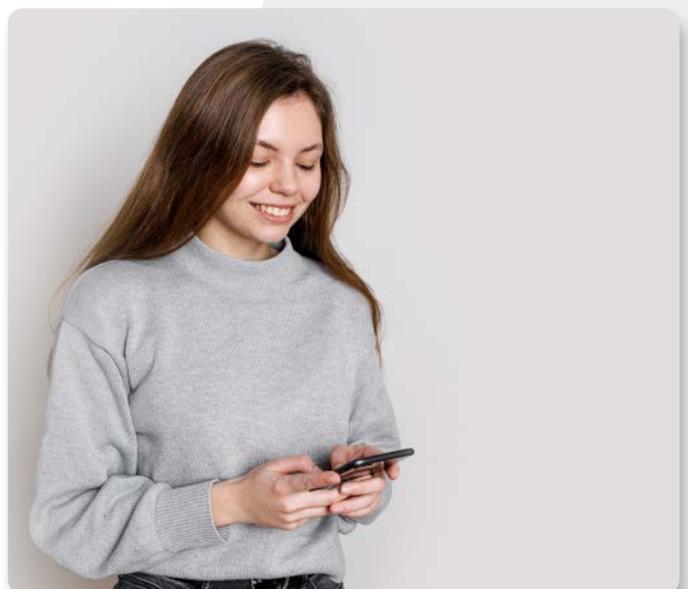
A way of solving this problem involves enabling the employee to connect to all sources of data with one piece of software or app, providing ease-of-use and transparency.

That resource could be a company portal that provides one point of access to employees including contact information, notices, and data ranging from employee policies to specific project group analytics and presentations.

It is very common for most companies to have some kind of portal and the information available online however the challenge is to make sure that the information is easy to find and access anywhere, anytime. It needs to be accessible through mobile devices, intuitive, and deliver the right information quickly and simply.

Give them a voice

Personalised, Humanised, Collaborative; Outside of work, Gen Z & Millennials are used to and prefer genuine, personal interactions on a large scale mostly by social media, and are uneasy of infrequent, large-scale mass communications. This therefore applies to communications at work that need to be genuine, personalised and honest.



Ideas

Leadership on Social Media

Social media is a big thing, especially to Gen Z and that goes with working too. A recent study found that 73 percent of employees aged between 18-34 years old found their most recent job through social media.

Seeing as Millennial and Gen Z workers engage across multiple social media channels, business leaders have an opportunity to engage with them via these platforms. Being shown to share information, and engaging with other accounts is seen as a positive thing and is a great way to show company values.



Feed their hunger

Learning and development is one of the most important focuses for workers in these generations (with benefits and salary only narrowly ahead). Companies need to embrace and nurture the hunger to learn of Gen Z and Millennials, offering skills development and different ways of learning.

I have ideas on how to organise things better, it would be good to share these.

Floor 16, stockpiler Dirk

92%

Of Gen Z go online every day

Source: 92% of Gen Z go online every day
FairyGodBoss: Stats about today's newest workers

Opportunities for employers

In our client conversations and via our ongoing workplace research we see many opportunities to simplify and make work communication better. Here we share our top ten:

- Create a community so Gen Z have a sense of belonging
- Leverage efficiency ideas this group are keen to share
- Turn your employees into brand advocates by really listening and responding
- Make the operational HR tasks eg: shift changes and sickness reporting, easy and digital
- Power up your training and create an easily accessible training hub where and when your employees need it
- Regularly share wider business updates to everyone so they understand what the brand purpose and mission is
- Remember every employee from temps and part-time to long-serving members should all be included
- Encourage cross generational learning where Boomers help the newbies and Gen Z help Boomers with digital skills
- Demonstrate clear career progression paths and show Gen Z employees who travel this journey
- Finally learn as much from Gen Z as they do from the business!



Status updates when we do a shift handover would really help.

Emma 18, stockpiler Hoogvliet

32%

Of the global population was made up of Gen Z in 2019

Source: 32% of the global population was made up of Gen Z in 2019
Bloomberg: Gen Z is set to outnumber Millennials

Risks to employers

Although Covid-19 has changed the employer and employee landscape, it's likely as we adapt to new ways of working or even return to pre Covid behaviours, the need to attract, train and retain the best talent will still be a number one priority. Indeed, the skills and attitudes needed in what is undoubtedly a more agile, flexible and changing environment are aligned well to many in Generation Z. There are however risks for employers and we share these below:

- Businesses behind the curve digitally will not attract candidates hungry to learn more digital skills
- Employee communication is not part of digital transformation or acceleration
- Investment is made in training only for employees to leave to find better recognition, rewards and a sense of community
- Teams become disengaged if they are not listened to - including their ideas to make working practices easier
- Overall efficiency will stagnate as opportunities for knowledge sharing, operational improvements and speed of change slow down if old practices are maintained



We're asked by customers where products are. It can be hard to find them for staff too!

Thijs, 21, warehouse worker

23%

Of Gen Z expects text messages to be a key part of workplace communication

Source: 23% of Gen Z expects text messages to be a key part of workplace communication
Concordia St. Paul: Gen Z in the workforce

About Keephub

For two decades we've been helping retail and customer facing businesses improve their employee communication and engagement. In 2020 we became Keephub (We were called Retail InTouch). The name change was a development designed to share how far we've come in our journey to be the best one-stop, unifying workplace communication platform - and also our growth beyond retail into new sectors.

We are as passionate about motivating your employees as you are. To help turn passion into productivity, we're building a community of like-minded (and sometimes the not like-minded) to help us keep on doing better.



Can we help?

We have developed Keephub collaboratively with our client partners with user generated functionality updates and the expertise of Kega, one of Europe's leading digital retail agencies. We are as passionate about employee communication as you are and we not only provide the tech, but can help with your ongoing content and engagement processes and delivery.

[Get in touch here](#)

Keephub can:

- Build a community for your Gen Z employees
- Provide accessible, quality training materials
- Demonstrate appreciation and celebrate success
- Facilitate efficient problem solving
- Can show examples of Gen Zers who have progressed in their career
- Can provide operational functionality e.g. shift changes

Source: 92% of employees are using our platform
Keephub client survey

92%

Of client employees are using our platform



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