

# *From Boomers* *to Zoomers:*

HOW TO BUILD A ROCK-SOLID,  
HIGH-PERFORMANCE WORKFORCE



2024 is a year of radical change. For the first time, more Gen Zers are predicted to work full time than boomers. And Gen Alpha is lining up behind them. Future-proof your workforce by understanding and optimizing the performance of our workforce's newest generations.

**In this eBook, you'll learn:**

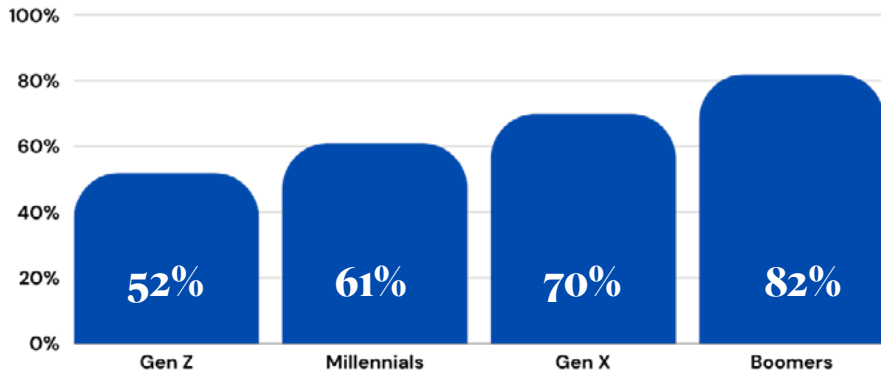
How Gen Z differs from earlier generations – and why it matters to employers.

- Ways to craft a candidate experience that attracts Gen Z workers.
- What to change – and what to keep – in your training and mentoring programs.
- Who Gen Alpha is, and what to expect as they enter the workforce in the years to come.
- Where to turn for help in recruiting the best of this cohort.





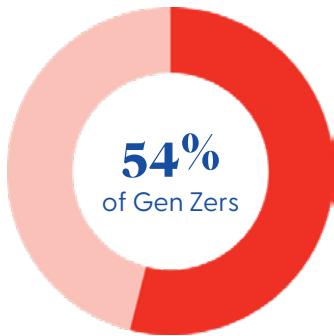
## Describes Themselves as “White, non-Hispanic”



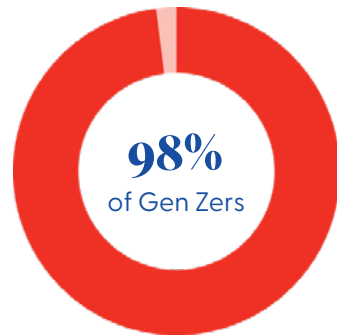
## Prioritizes Work-Life Balance



## Spends 4 Hours or More on Social Media Every Day



## Owens a Smartphone



## Who is Gen Z?

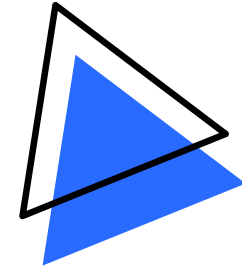
The Pew Research Center defines Gen Z as those born after 1996. In 2024, the oldest members of the cohort turn 28, while the youngest are still in middle school.

Gen Z stands out from previous U.S. generations in several ways:

- **They’re more racially and ethnically diverse than preceding generations.** Only 52% of Gen Z describe themselves as “White, non-Hispanic,” compared to 61% of millennials, 70% of Gen X, and 82% of boomers. A record percentage of Gen Zers – 25% – are Hispanic.
- **They care about work-life balance.** 77% of Gen Z prioritizes work-life balance, and they’re the generation most likely to have either left or considered leaving a job because their employer didn’t offer a flexible work policy.
- **They’re perpetually online.** More than half (54%) of Gen Zers spend four hours or more on social media every day. 98% of this generation owns a smartphone – and most have used them since they were young.



# Gen Z: They're Not Millennials



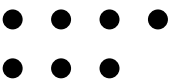
While popular media tends to categorize “millennials” as young adults, the truth is that millennials are full-fledged adults – the oldest are in their 40s. Gen Z differs from the preceding millennial generation in several ways. For example:



- **Millennials came of age in the Great Recession**, which permanently changed their view of work and trust in a prosperous future. Gen Z stood to inherit a strong economy – until the COVID-19 pandemic taught them that everything can change in an instant.
- **Millennials grew up as the digital world did.** Gen Z has never known a world without instant connectivity and personalized digital – - patterns they expect to see in non-digital life.
- **Millennials remember a world before 9/11 and a world after.** For Gen Z, post-9/11 world tensions, cultural clashes, and security concerns have always existed.



In short, Gen Z aren't simply younger millennials. This generation grew up in a different environment – economically, digitally, and culturally.



## Why You Need to Meet Gen Z

Currently, **Gen Z constitutes 100% of workers under the age of 27**. The majority of new college graduates are members of Gen Z, as are **all entry-level workers starting their careers in their teens or early-to-mid-20s**.

**Gen Z currently comprises 20.2% of the U.S. population.** That's 68.2 million tweens, teens, and young adults. Worldwide, Gen Z constitutes more than 30% of the total population, and the internet supports their sharing of information and ideas like never before.

**Gen Z's experiences, approaches, and attitudes will shape U.S. culture and policy for the next few decades** – and they'll also have a profound effect on the hiring process.



# Gen Z and the Candidate Experience

Because members of Gen Z reach working age each year, they're new to the world of job seeking, interviews, and working with recruiters.

- Only 25% of Gen Z job seekers understand what recruiters do.
- 24% of Gen Z applicants have walked away from a job application process midstream because the employer's communication was so poor as to be confusing. Many of these applicants dropped out because they took an offer from a more responsive company.
- 19% of Gen Z candidates will abandon an application process if it's too complicated or time-consuming.
- 85% of Gen Z job seekers say the entire job search process is outdated.

Gen Z is especially sensitive to application processes' uses of technology. For instance, Gen Z workers are far more likely to abandon an application process that demands information be entered more than once. As digital natives, Gen Z is used to responsive forms and personalized online experiences – and they'll abandon an application process that doesn't offer them.



# Keeping Gen Z Workers

Gen Z continues a trend that began with Gen X and millennials: Treating their work as a means to an end, not as an identity.

- **Gen Z assumes their career path will include several employers.** Only 77% of Gen Z workers say they'll stay in their job "for a long time," compared to 81% of millennials, 88% of Gen X, and 90% of boomers.
- **Gen Z finds their work less meaningful.** Only 76% of Gen Z workers agree that "my work is meaningful," compared to 79% of millennials, 87% of Gen X, and 90% of boomers. When work isn't meaningful, Gen Z is more willing to quit in search of work that is.

For Gen Z, loyalty to an employer isn't presumed. These workers expect their employers to earn that loyalty.



## Gen Z and the Office

Offering flexible work opportunities is a must. Having grown up with digital connectivity, Gen Z assumes it will be a natural part of their work. For instance:

- 45% of Gen Zers prefer hybrid work.
- 29% prefer fully remote job opportunities.

Both of these numbers tower over the percentage of Gen Z who want to be in an office full time. Fewer than one in 4 (24%) say they want office-based work.





A vibrant, stylized illustration of a diverse group of people of various ages and ethnicities. The characters are depicted in a flat, modern art style with bold colors and clean lines. The background is a mix of warm and cool tones, creating a lively and inclusive atmosphere. The people are shown from the chest up, looking in various directions, suggesting a dynamic and engaged workforce.

## *Gen Z and Stronger Workplace Cultures*

What does work for Gen Z in the office? Working-age members of the cohort say a strong, supportive culture is a must. Specifically, these workers look for:

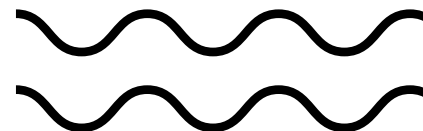
- “Drama-free” workplaces where gossip, politicking, and backstabbing aren’t concerns.
- Organizations where promotions and raises are awarded fairly, based on achievement.
- Leadership that doesn’t play favorites. Rather, they prefer environments where workers are assessed on their skills and execution.
- Managers who seek input. When a decision affects day-to-day work, management involves workers in the discussion.

## *Training for Gen Z Teams*

Gen Z's commitment to higher education translates readily to its participation in the workforce. Nearly 1 in 3 Gen Z workers (32%) chose their current job because it offered opportunities for ongoing education.

After a record number of years spent in classrooms, Gen Z expects employers to extend the learning experience by providing upskilling and reskilling opportunities.

The takeaway? If Gen Z isn't learning, they'll move on.



# Cross-Mentoring for Younger Workers

A digitally connected childhood also made one thing abundantly clear to Gen Z: There's a lot in the world they do not know. Consequently, mentoring programs for Gen Z are a must.

Mentoring builds a stronger workplace culture. It also allows Gen Z to teach older generations the things these workers do know – such as how to navigate a digital world comfortably and how to adapt with learning and skill-building when work conditions change.



## After Gen Z: Meet Gen Alpha

Most estimates see Gen Z ending in 2010. Children born in 2010 or later are still in elementary or middle school – but they'll be heading for the workforce soon enough.

Unofficially known as “Gen Alpha” and sometimes called “the iPad Generation,” these future workers share some characteristics with Gen Z. They're also starting to stand out as their own cohort. For instance:

- Gen Alpha may be even better educated than Gen Z.
- Gen Alpha is positioned to be the first generation in history that spent most of its waking hours with grandparents, aunts and uncles, or other adults who aren't their parents.
- The oldest members of Gen Alpha already seem to care deeply about social issues, such as ensuring food and housing for everyone.

Most social scientists say it's too early to make predictions about Gen Alpha. As they develop their own outlook and approach, however, employers will need to consider their view.

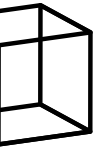




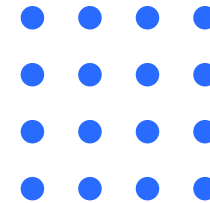
# What to Know About Gen Alpha

Gen Alpha, like the generations before it, is growing up with a unique experience all its own.

- They were kids during COVID. There will be lasting marks – economic, social, educational – on this generation thanks to the pandemic.
- They're technology dependent. And that's not necessarily a bad thing. Gen Alpha is likely to grow up seeing technology as a way to get input, to collaborate, to solve problems – not just to entertain themselves.
- They have access to all the information in the world. As complete digital natives, Gen Alpha consumes a lot of content – and a lot of information. They know more about the world at a younger age than the generations that came before them.



So, what does all this mean for Gen Alpha once they reach working age?

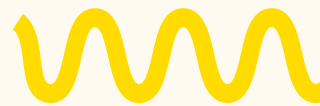
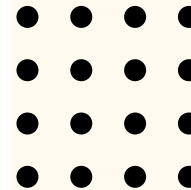
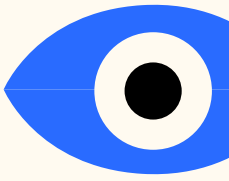


# How to Reach Gen Alpha (When They're Old Enough)

Most members of Gen Alpha won't be entering the workforce for a few years. But it doesn't hurt to be prepared ahead of time for when they do.

Here's what you want to do to reach Gen Alpha:

- **Be transparent.** Gen Alpha doesn't want to play games when it comes to your company's mission and purpose. Be transparent about business practices and goals to appeal to this generation.
- **Be socially conscious.** Gen Alpha cares deeply about social responsibility, and they care that your company follows suit.
- **Be story centered.** As both consumers and employees, Gen Alpha will want to know the story behind the companies they interact with. Be authentic with your story, and you'll appeal to Gen Alpha's socially conscious nature.
- **Meet them where they are.** Gen Alpha is influenced by technology, social media, and their peers. User-generated content, virtual spaces, and interactive media will be key for them.
- **Understand their work preferences.** Gen Alpha is growing up in a world where remote and hybrid work is the norm, or at least as normal as on-site work. They value flexibility and, like Gen Z, often see work as a means to an end, not an identity.



# Does Reaching Gen Z and Gen Alpha Seem a Bit Overwhelming?

That's okay. You don't have to do it all alone. That's where staffing partners come in.

A reputable staffing firm can help employers like you connect to Gen Z workers, as well as Gen Alpha in the coming years. And it turns out that Gen Z is very enthusiastic about partnering with recruiters. 95% of Gen Z workers think a recruiter can help them find a job more effectively.

## Talk to your staffing partner for help with:

- Creating a strategic staffing plan to support your workforce.
- Recruiting younger generations of talent.
- Understanding what benefits and work arrangements appeal to candidates – at every age.



## SOURCES:

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