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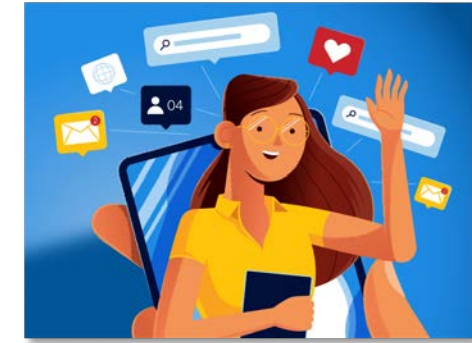
People Practices for NonProfits

***HR Fundamentals Cohort | 2021 Workshop #8 | Generations at a Glance / Gen Z
Communication***

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Prepared by Christie Cawley, Eileen Wickett & Joel Skerlong

Generations at a Glance



Preference	Gen X	Millennials (Gen Y)	Gen Z
	1965-1980	1981-1996	1997-2012
Behavior	Change the rules	Create the rules	Customize the rules
Training	Required to keep me	Continuous and expected	Ongoing and Essential
Learning Style	Independent	Collaborative	Tech based (Highly Visual)
Communication Style	Hub & Spoke	Collaborative	Face-to-face
Problem Solving	Independent	Collaborative	Entrepreneurial
Decision Making	Team Included	Team Decided	Team Persuaded
Leadership Style	Coach	Partner	Teaching
Feedback	Weekly	On demand	Consistent & Frequent

How to Effectively Communicate With Gen Z in the Workplace

1. Don't underestimate face-to-face communication

- If there's one stereotype about Gen Z that should be dismissed immediately, it's that because they are digital natives, they prefer texting or tweeting over talking in-person. A Gen Z survey by Yello [highlights the problem with this thinking perfectly](#): 51% of Gen Z workers say they prefer face-to-face communication, while only 25% prefer to communicate digitally.
- What does this mean? Make sure you're giving younger employees quality face-to-face time to really get to know them. It's also a good idea to walk to their desk for a status update on a project or a catch-up every now and then instead of sending an email.
- Not only can you build a better rapport through face-to-face communication with Gen Z workers, but you can also begin to earn their trust. Generation Z doesn't trust authority figures as easily as other generations; you're going to have to work for it.

2. Feedback is not only welcomed, but encouraged

- Compared to less than half of millennial workers (47%), 69% of Gen Z workers in a [Randstad study](#) on generational workplace preferences say they want their manager to mentor them and give them regular feedback. In other words, Gen Z wants to know where they stand at all times, and it's on company leaders and mentors to let them know.
- If the only place your Gen Z workers are getting feedback is during annual performance reviews, you need to increase the feedback frequency significantly. One way to do this is to pepper more performance feedback into your conversations with Gen Z employees.

3. Know that it's a two-way street

- As much as Gen Z values feedback from others, that doesn't mean they want all of their conversations to go one way. In fact, a [study by the Workforce Institute](#) found that 44% of Gen Z workers want leaders that *"listen to their ideas and show they value their opinions."*
- Though many young Gen Z professionals may not feel completely comfortable speaking up in a new job, it's important to give them opportunities to share their ideas so they can be a more integral part of the team. During brainstorming sessions, ask for their input. Question them about what they think or feel about a project so they can see you value their voice. Also, ensure any channels that you use to give feedback are open to receive feedback as well.

4. Get to the point faster (and make it visual)

Research suggests Generation Z is even more fickle with their attention than the already fickle millennials:

- Gen Z has an average attention span of about eight seconds, compared to 12 seconds for millennials.
- Gen Z splits their time between an average of five different screens (smartphone, TV, laptop, desktop, and tablet). Millennials only use three screens.

While Gen Z benefits from being expert multitaskers that are hyper-selective of the information they observe and retain, it could mean something important you're communicating to them could easily be lost.