

THE FUTURE-READY WORKFORCE SERIES: UNDERSTANDING GEN Z VALUES IN THE WORKPLACE

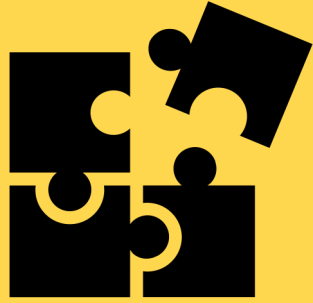
Anne-Marie Fannon, Director, Work-Learn Institute
David Drewery, Associate Director, Work-Learn Institute
Ingrid Kaffka, University of Waterloo alum



TERRITORIAL ACKNOWLEDGEMENT

The University of Waterloo acknowledges that much of our work takes place on the traditional territory of the Neutral, Anishinaabeg and Haudenosaunee peoples. Our main campus is situated on the Haldimand Tract, the land granted to the Six Nations that includes six miles on each side of the Grand River.

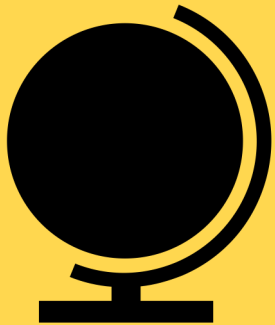
Our active work toward reconciliation takes place across our campuses through research, learning, teaching, and community building, and is co-ordinated within our Office of Indigenous Relations.



65 years
of innovation & growth
in co-operative education
and work-integrated
learning programs



25,000+
co-op students
enrolled in
120+
programs



7,500+
employers in
60+
countries



home of the
**Work-Learn
Institute
(WxL)**



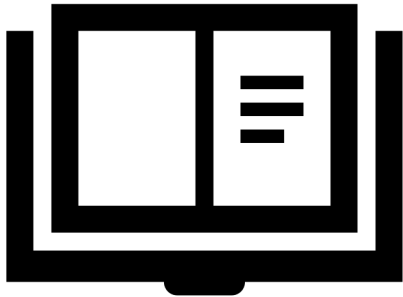
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WxL AND THE FUTURE-READY WORKFORCE SERIES

WxL is committed to supporting our employers in three key areas:

RESEARCH



TRAINING



PARTNERSHIPS



Our **future-ready workforce series** is designed to share insights about the future workforce that can influence how organizations build their talent pipeline through five key themes: recruiting, engaging, converting, retaining, upskilling and reskilling.

MEET THE SPEAKERS



**Anne-Marie
Fannon**
Director, WxL



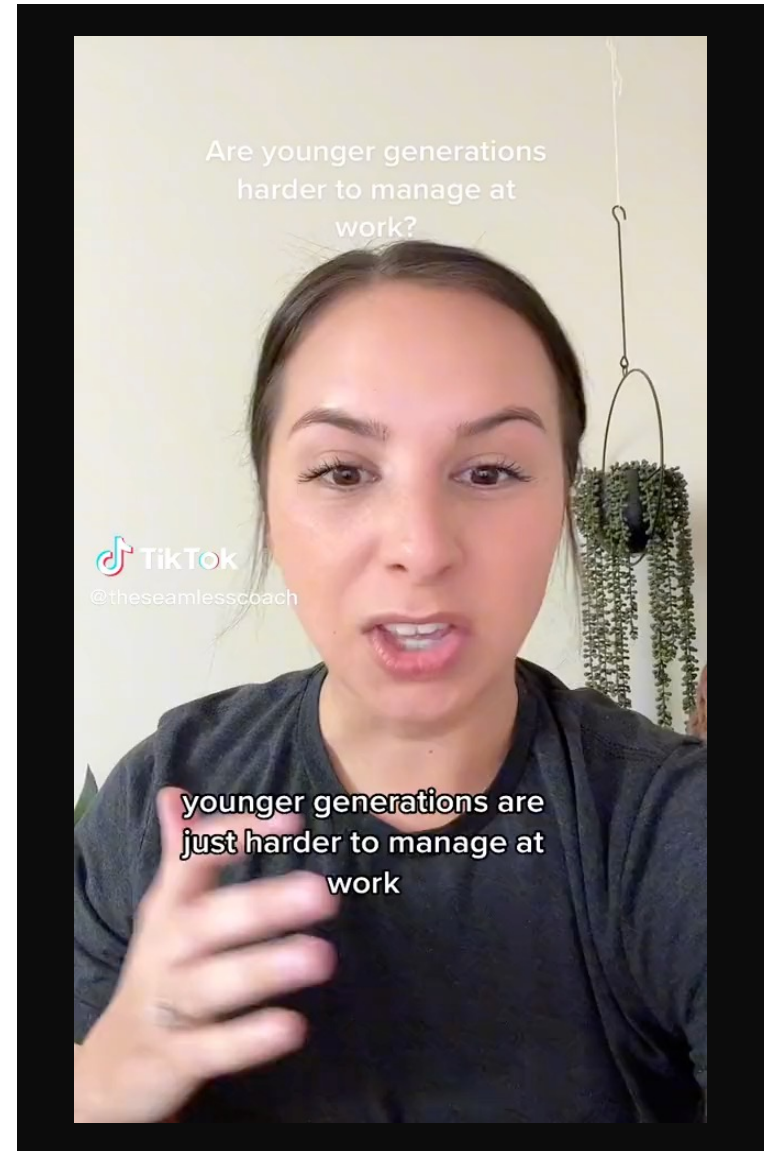
David Drewery
Associate
Director, WxL



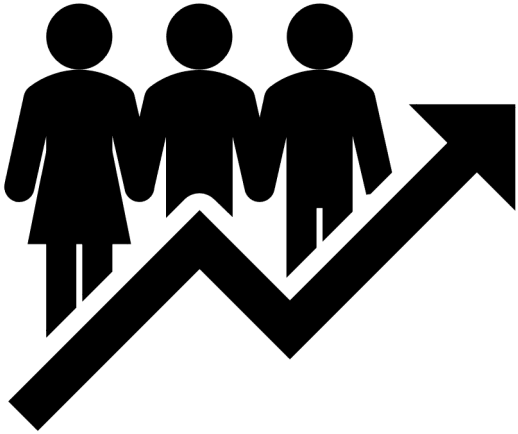
Ingrid Kaffka
Alum (BA'23)

MANAGING GEN Z AT WORK

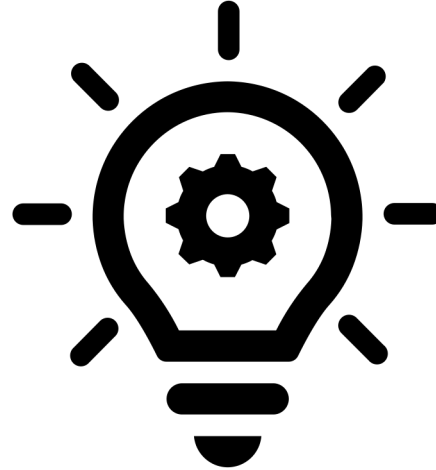
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WHY THIS MATTERS



**Gen Z will be 30% of
the workforce by 2030**



**Youth
generate innovative
solutions**



**Values fit predicts
organizational
attractiveness**

AUDIENCE QUESTION

**WHAT CORE VALUE IS
THE MOST IMPORTANT
TO GEN Z?**



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CORE VALUES IMPORTANT TO GEN Z

- Benevolence
- Hedonism
- Universalism
- Stimulation
- Tradition
- Self-direction
- Security
- Achievement
- Conformity
- Power



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AUDIENCE QUESTION

**WHAT DOES GEN Z
PRIORITIZE MOST WHEN
CONSIDERING AN
ORGANIZATION?**



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AUDIENCE QUESTION

**WHAT DOES GEN Z
PRIORITIZE MOST WHEN
CONSIDERING A JOB?**



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SHARING RESEARCH INSIGHTS

1. What does Gen Z value most?
2. How have their values evolved over the last four years?
3. How do Gen Z's values inform their preferences for employer and job characteristics in the future of work?



AGENDA

- Values
- Organizational and job preferences
- How to support key preferences
- Audience Q & A

THEORY OF CORE VALUES



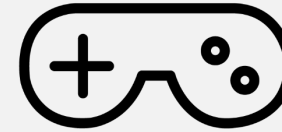
Benevolence



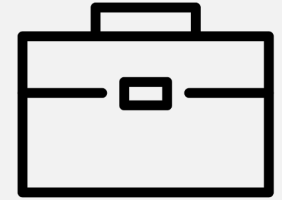
Hedonism



Universalism



Stimulation



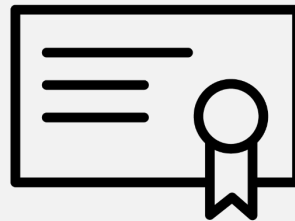
Tradition



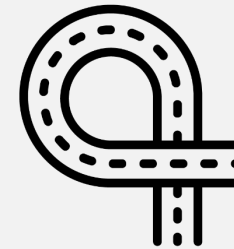
Self-direction



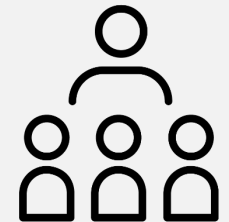
Security



Achievement



Conformity



Power

THE GREAT RETHINK

Gig economy

COVID-19 pandemic

Physical and mental health epidemics

Housing crisis

Inflation

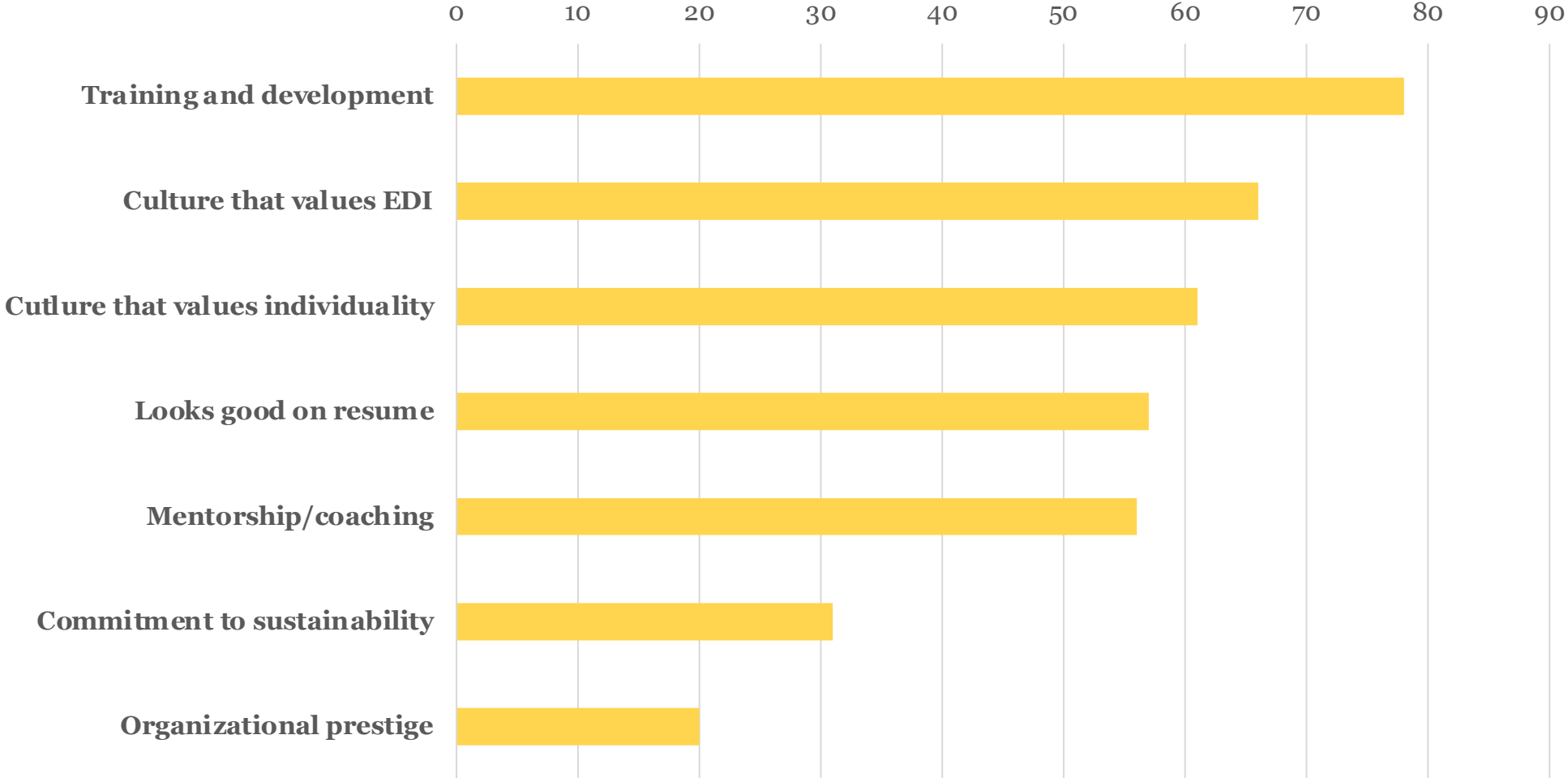
Remote work

Unemployment rates

CORE VALUES 2022 VS 2018

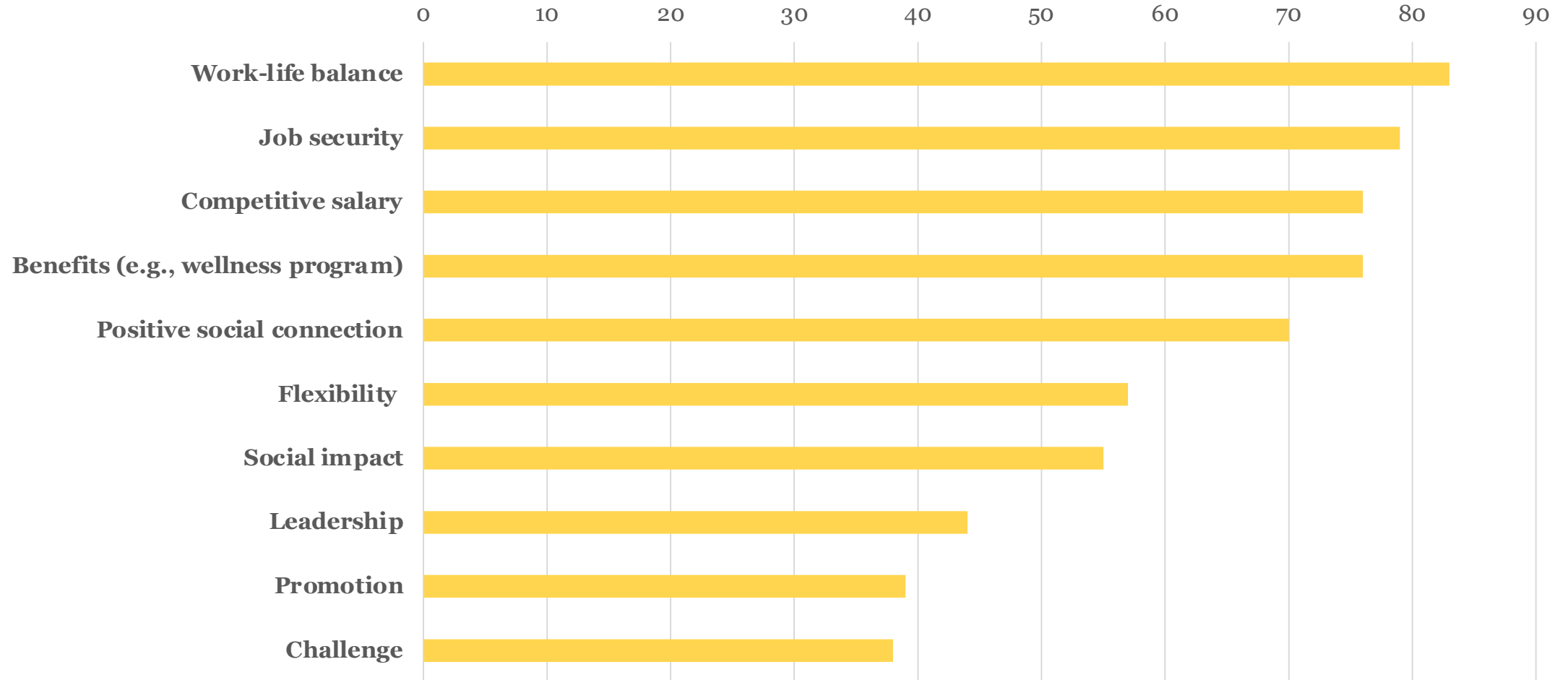
Value	Definition	2022 Rank	Change since 2018
Benevolence	Helping others	1	--
Hedonism	Enjoying life	2	↑ 1 (more important)
Self-direction	Explore curiosities	3	↓ 1 (less important)
Universalism	Justice and equity	4	↑ 1 (more important)
Security	Safe communities	5	↓ 1 (less important)
Achievement	Stand out from others	6	--
Stimulation	Looking for adventure/risk	7	--
Conformity	Follow the rules	8	--
Tradition	Following customs	9	--
Power	Being in charge	10	--

ORGANIZATIONAL PREFERENCES

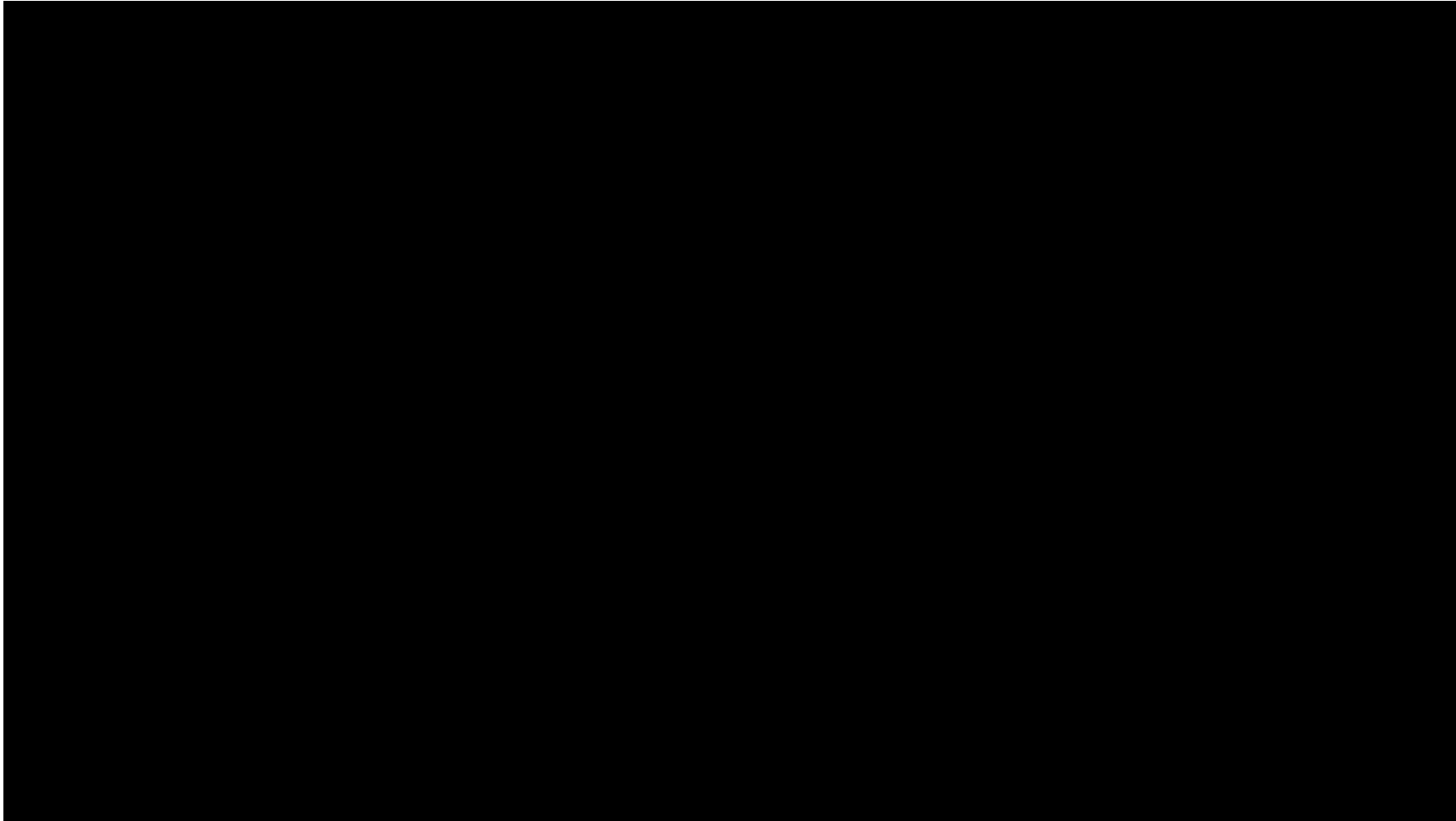


**Bars represent per cent agreement*

JOB PREFERENCES



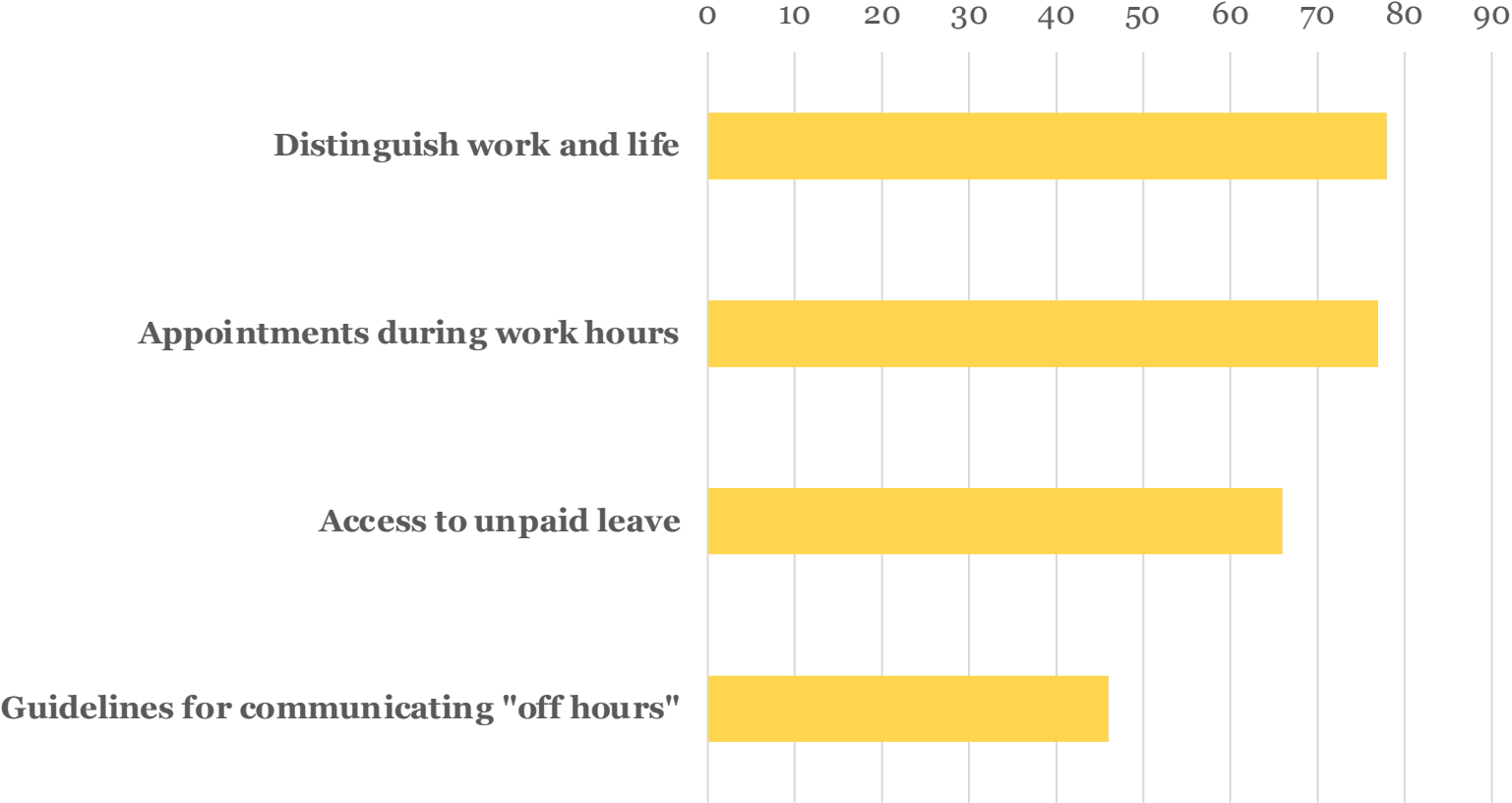
**Bars represent per cent agreement*



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HOW TO SUPPORT GEN Z

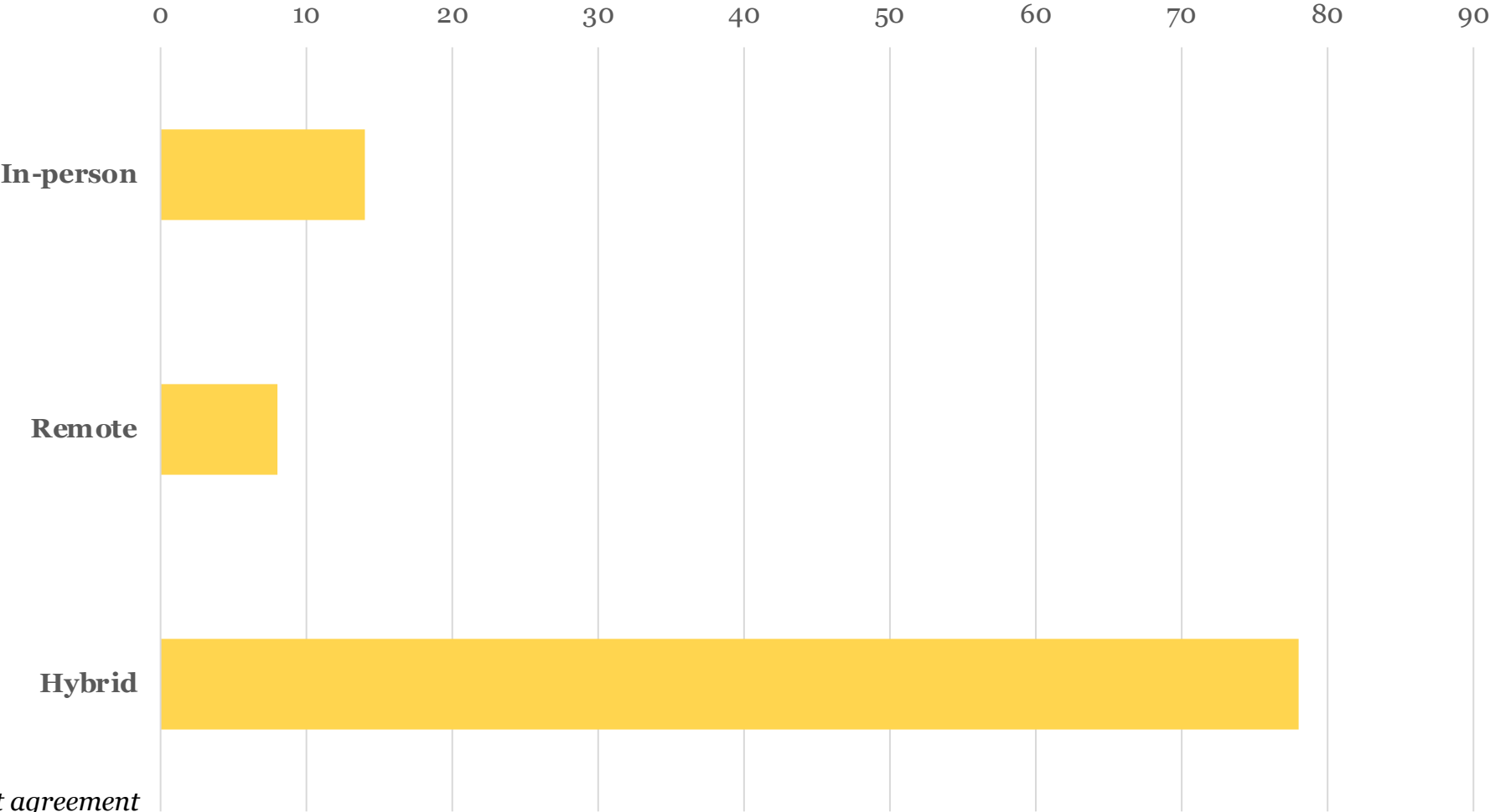
SUPPORT FOR WORK-LIFE BALANCE



51% of respondents indicated that they were unlikely to mention or ask about these during an interview

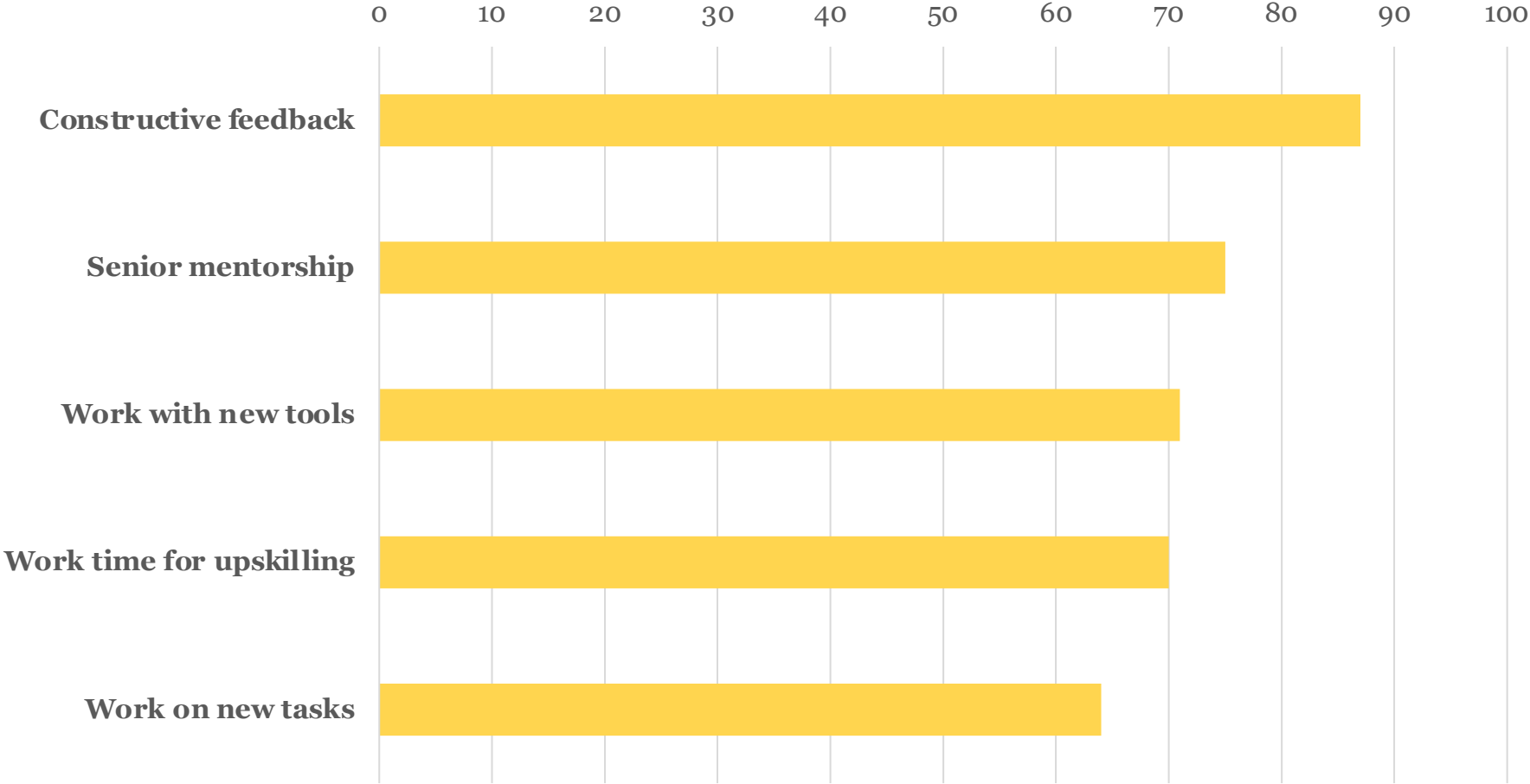
**Bars represent per cent agreement*

SUPPORT FOR WORK ARRANGEMENT



**Bars represent per cent agreement*

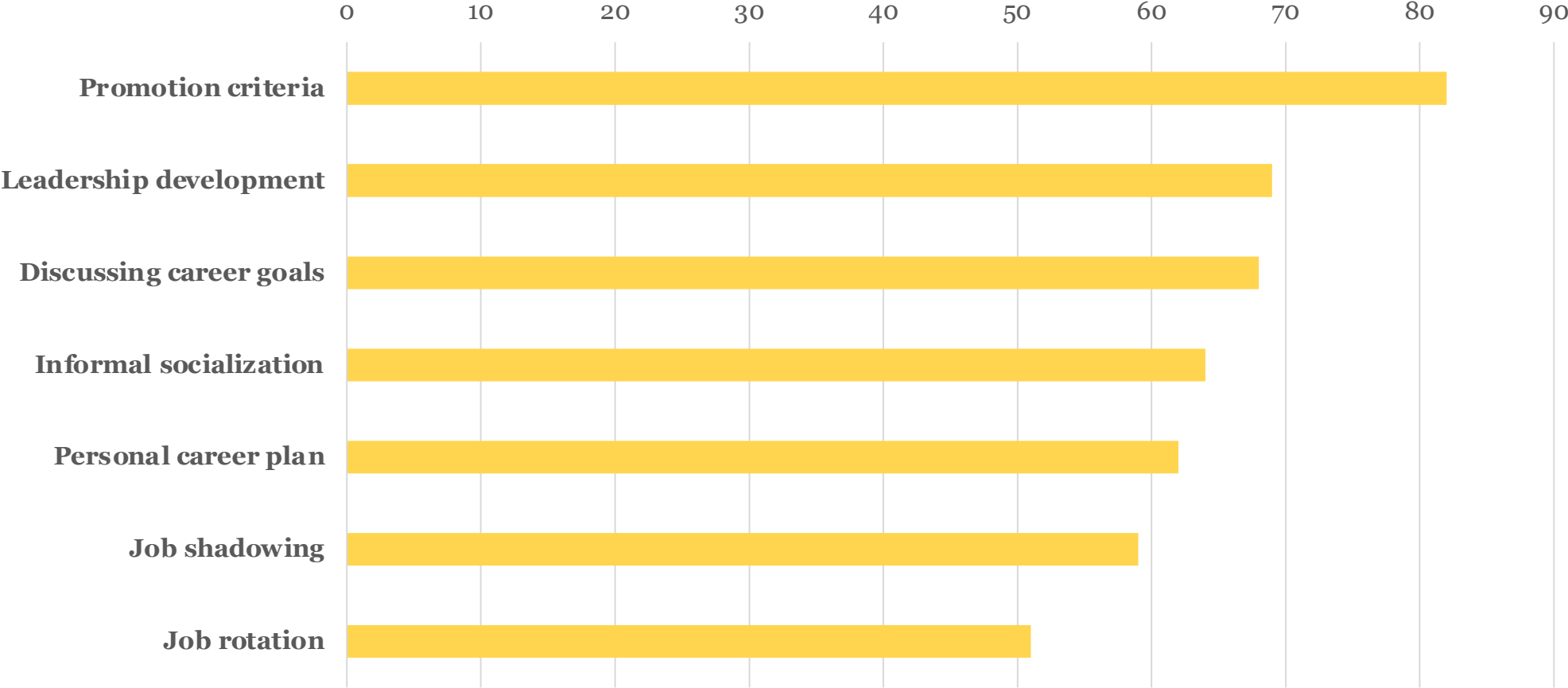
SUPPORT FOR LEARNING



**Bars represent per cent agreement*



SUPPORT FOR CAREER DEVELOPMENT



**Bars represent per cent agreement*

WHAT DOES THIS ALL MEAN?

Gen Z is looking for value alignment

Gen Z want to work in:

1. Organizations that support growth, EDI and individuality
2. Jobs that offer work/life balance and security



WHAT CAN YOU DO?



Advertise and manage work/life balance



Offer flexible time and space (e.g., hybrid work)



Train supervisors as coaches



Clarify career development

WHAT QUESTIONS DO YOU HAVE?

STAY CONNECTED!

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UWATERLOO.CA/WORK-LEARN-

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 @WxLinstitute

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 worklearn@uwaterloo.ca

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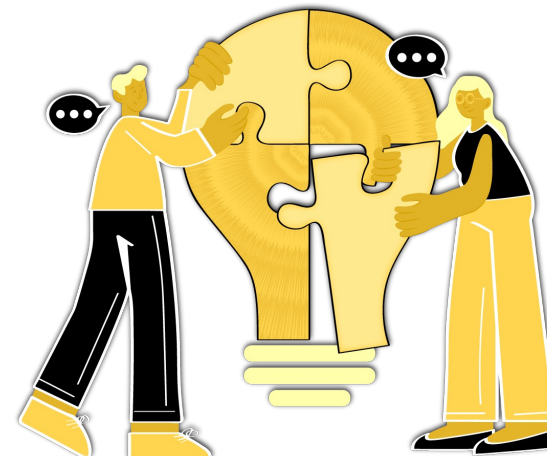
 hire.talent@uwaterloo.ca

Join us online for the next event in **The future-ready workforce series:**
Creating inclusive experiences for Gen Z
September 20, 2023

SIGN UP!



Looking for more insights on the future of work? Subscribe to the **Insights for Impact newsletter!**





THANK YOU!



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