

## A NEW GENERATION HAS ENTERED THE WORKFORCE

# GEN Z

[BORN BETWEEN 1996 AND 2010]

Gen Z is known for their entrepreneurial spirit, the so called DIYers and tech innats. And they are vastly different from millennials (born between 1981 and 1995). Understanding their motivation and skills is vital to your talent attraction and retention capabilities.

### THIS GENERATION IS TAKING CONTROL OF THEIR CAREERS

61%

of gen Z decided on a career path before starting college.



88%

have or are considering job availability before selecting their majors.

### WHAT SKILLS DOES GEN Z HAVE?

Most students entering the workforce will arrive with some type of work experience.



~13% already have their own business.



4 out of 5 graduates will have completed an internship or apprenticeship prior to entering the workforce.

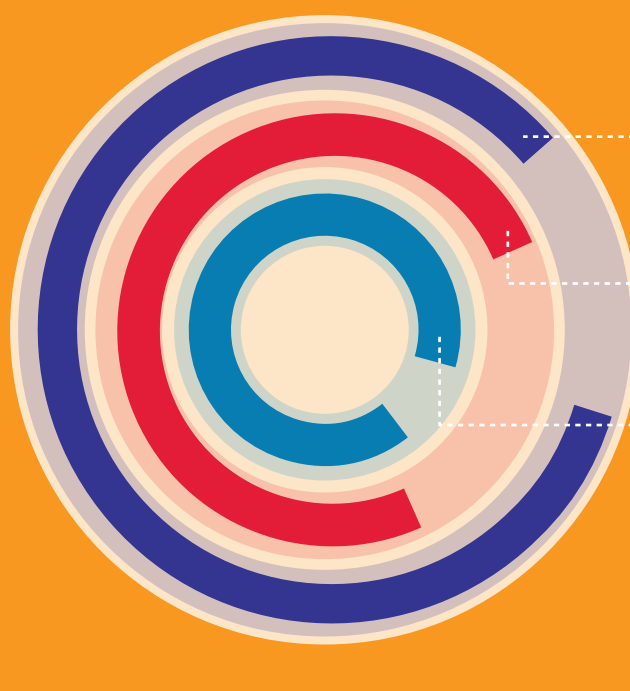


77% of gen Z currently earns money through freelance work, part-time jobs and/or earned allowances.



~3 out of 4 new grads have already taken digital, coding or computer science-related courses upon beginning their first post-graduation job.

### WHAT DOES GEN Z WANT MOST IN A JOB?



84%



84% of gen Z list career growth as their top factor when considering an employer.

76%



76% of gen Z members understand that they will have to start at the bottom and work their way up.

91%



91% of gen Z say that a company's technological sophistication will impact their decision to accept (or reject) a job offer.

### HOW DOES GEN Z PREFER TO WORK?



### PROFESSIONAL DEVELOPMENT

More than half (56%) of gen Z members say they want to write their own job descriptions.

62% want to customize their own career path.

Some 75% of gen Z are interested in having multiple roles at one place of employment.

56%



62%



75%



Gen Z believes gaining new experience is more important than climbing the corporate ladder.

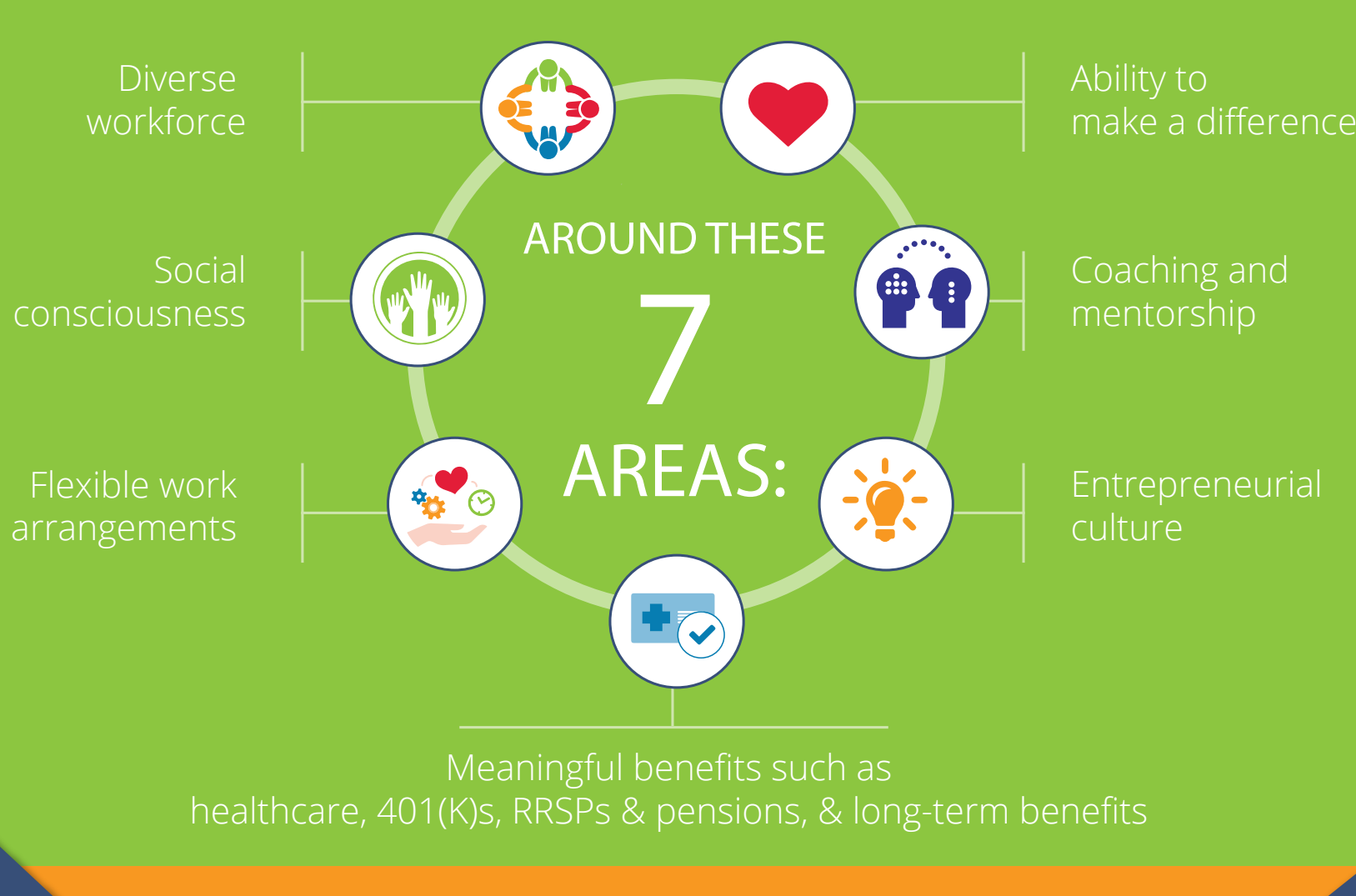
Maybe that's why, today, average tenure for gen Z is just 1.6 years per job?

### THEY ARE SELF-EDUCATORS

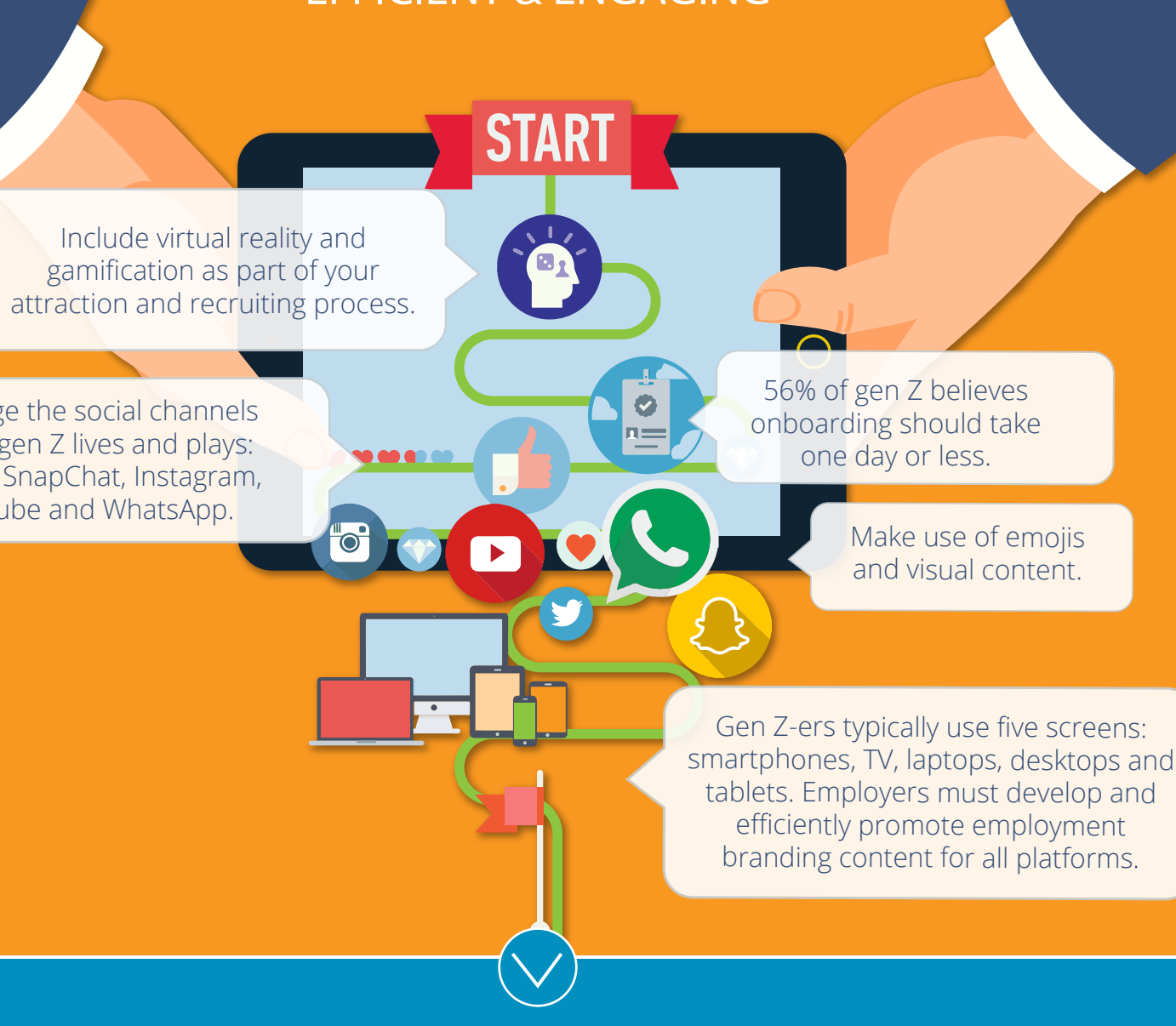
85% of gen Z watched at least one online video over the past week in an effort to learn new skills.

### PROVEN CAMPUS RECRUITMENT STRATEGIES

#### FOCUS COMMUNICATION



#### MAKE YOUR PROCESS EASY, EFFICIENT & ENGAGING



#### Where are you on the campus recruitment journey?

For more research, insight and thought leadership specific to campus recruitment, Explore WilsonHCG's "at a glance": The Business Must of Campus Recruitment.



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#### SOURCES:

Barnes & Noble College - *Getting to Know Gen Z*, Study • EY • Forbes • Genzguru.com • Journalofaccountancy.com • Sparks & Honey  
The Accenture Strategy 2017 College Graduate Employment Study • The Center for Generational Kinetics • *The State of Gen Z 2016*, Report • US Bureau of Labor Statistics