

The Gen Z Advantage

Boosting Business with Young Talent











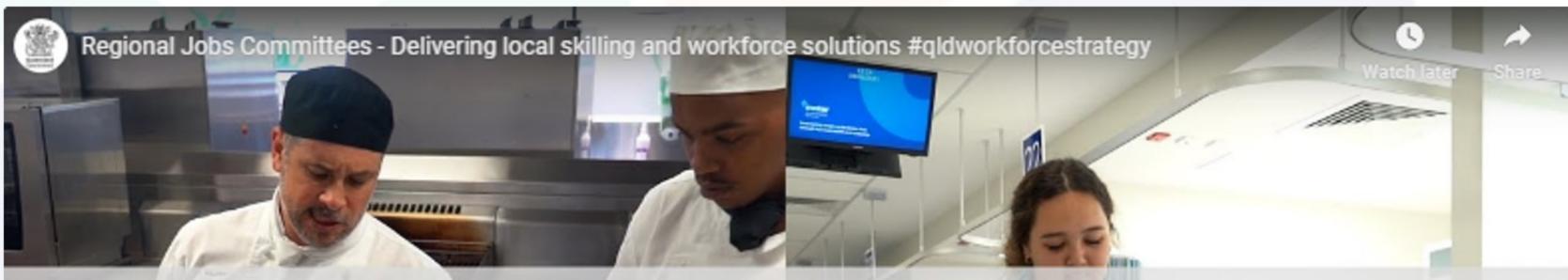
Good People. Good

Jobs: Queensland

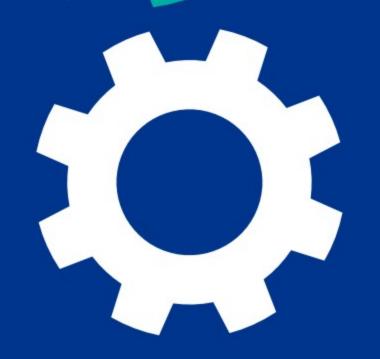
Workforce Strategy

2022–2032





Regional Jobs Committees Delivering lo skilling and workforce solutions









GREATER BUSINESS SERIES

The Gen Z Advantage

Boosting Business with Young Talent

Ask us a question...





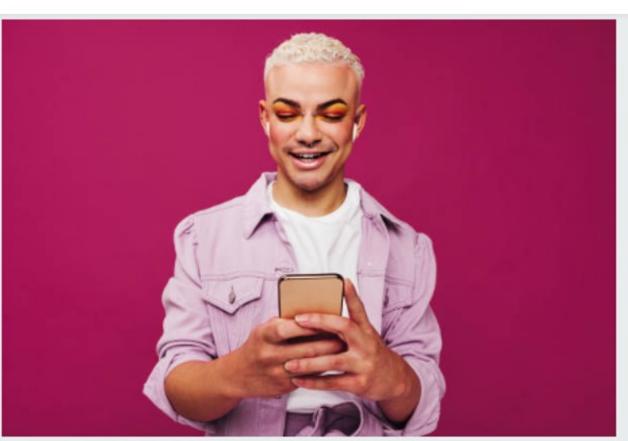


The Greater Whitsunday Regional Jobs Committee is proudly supported and funded by the Queensland Government.





















Greater Business Series The Gen Z Advantage

Boosting Business with Young Talent Keynote and networking event

Sophie Renton

Social researcher, trends analyst and managing director at McCrindle



The future workforce

Recruiting, retaining and training the new generations at work

Sophie Renton

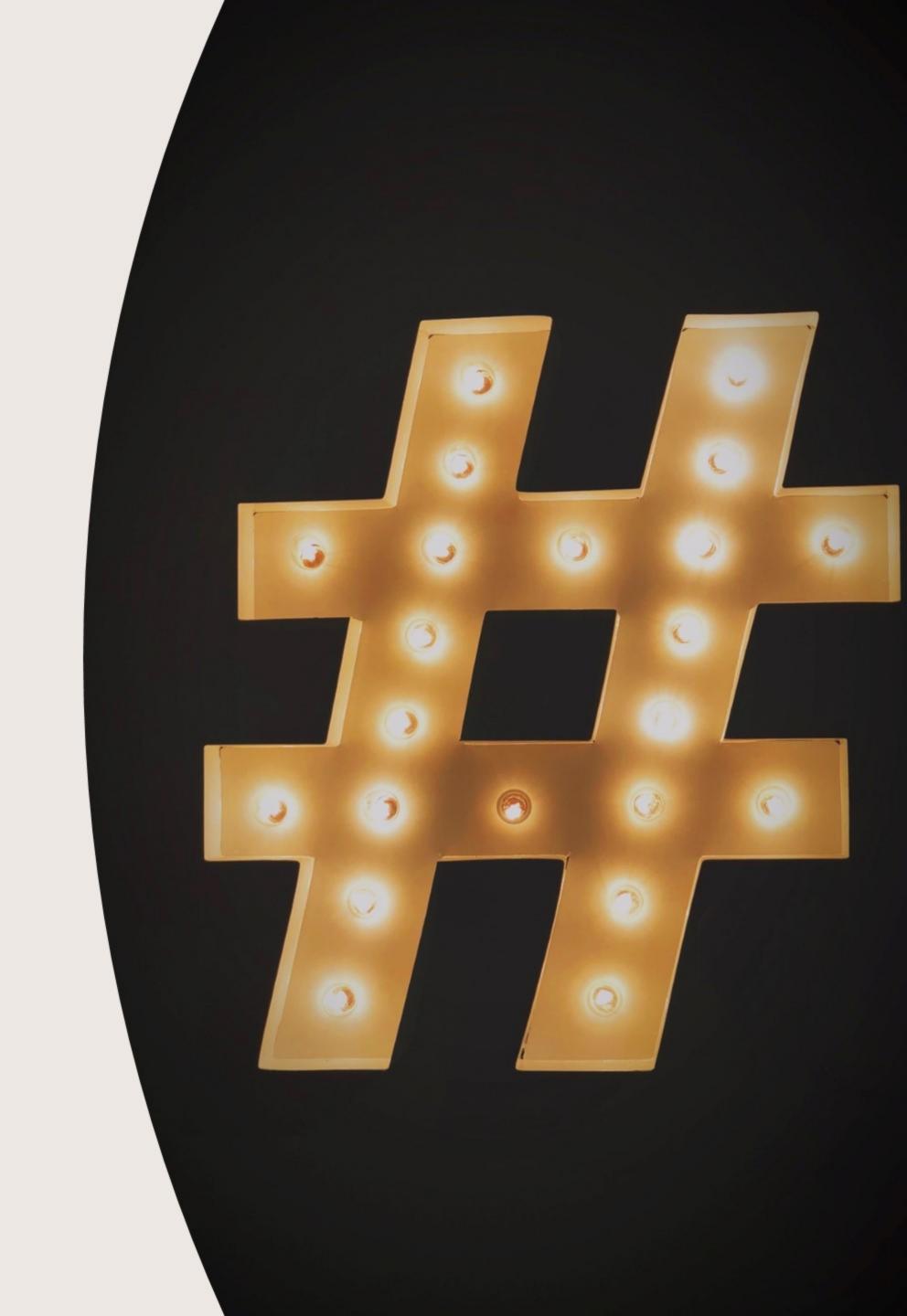




A decade of transformation



2013-Hashtag



• 2014 Selfie



• 2015

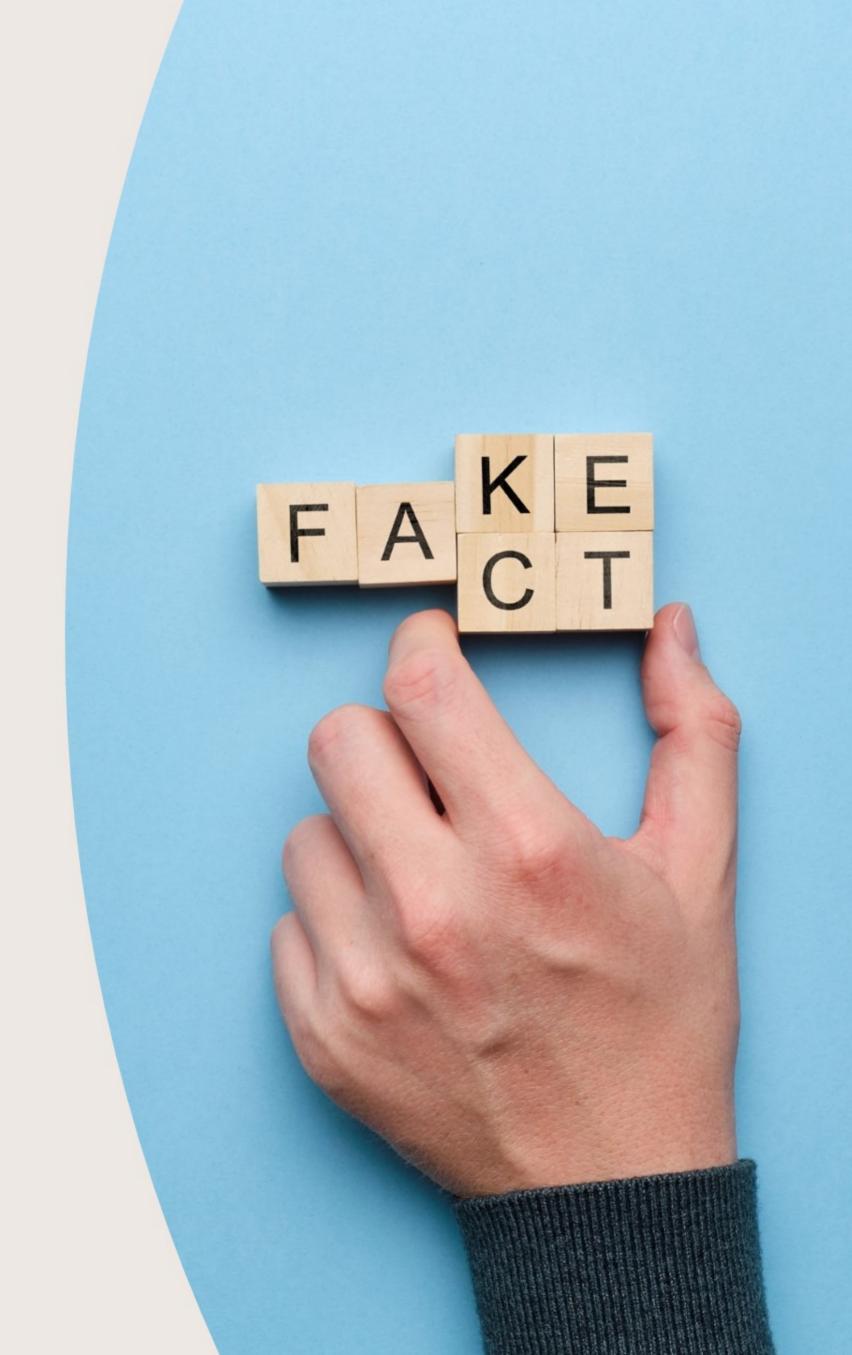
2016 Post-truth

Adjective

Relating to or denoting circumstances in which objective facts are less influential in shaping public officion than appeals to emotion and personal belief



• 2017 Fake news



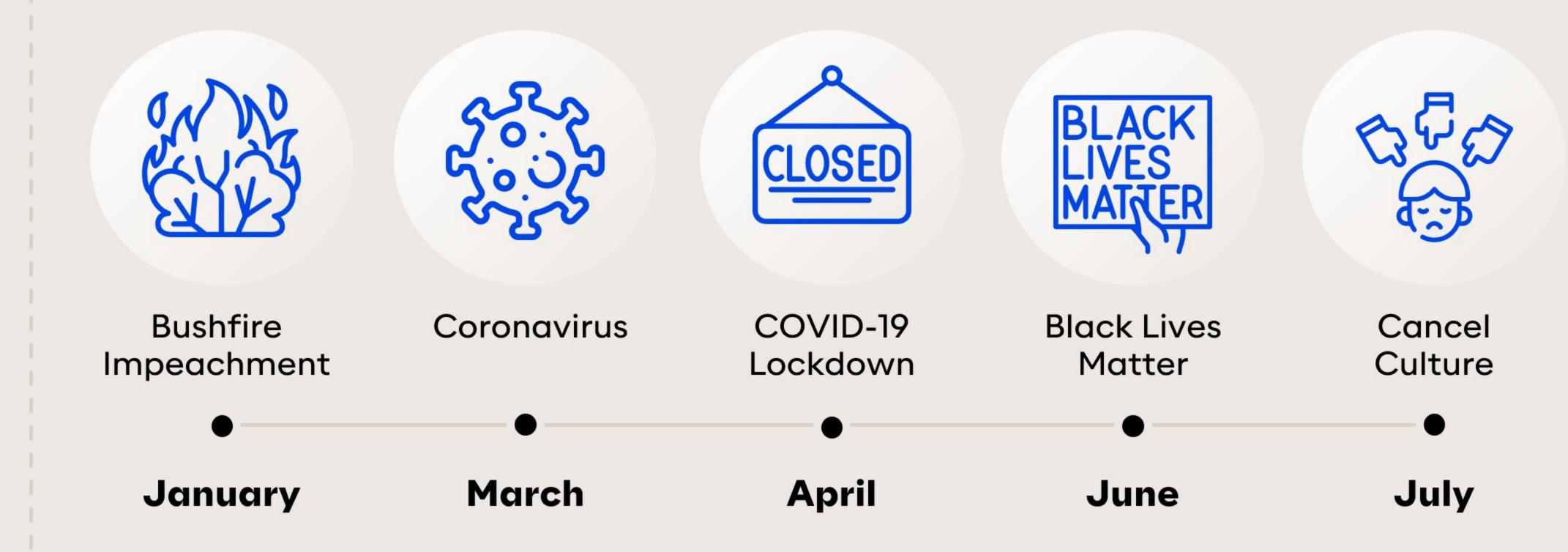
• 2018 Toxic



Climate emergency



• 2020



• 2021 Val



• 2022 Goblin mode





"Pretty sure Goblin Mode is just a new term to describe what teenagers have always been in."

• 2023 Rizz





Don't know about y'all but I could really go for some precedented times.

Change fatigue



Helping grandma with the controller

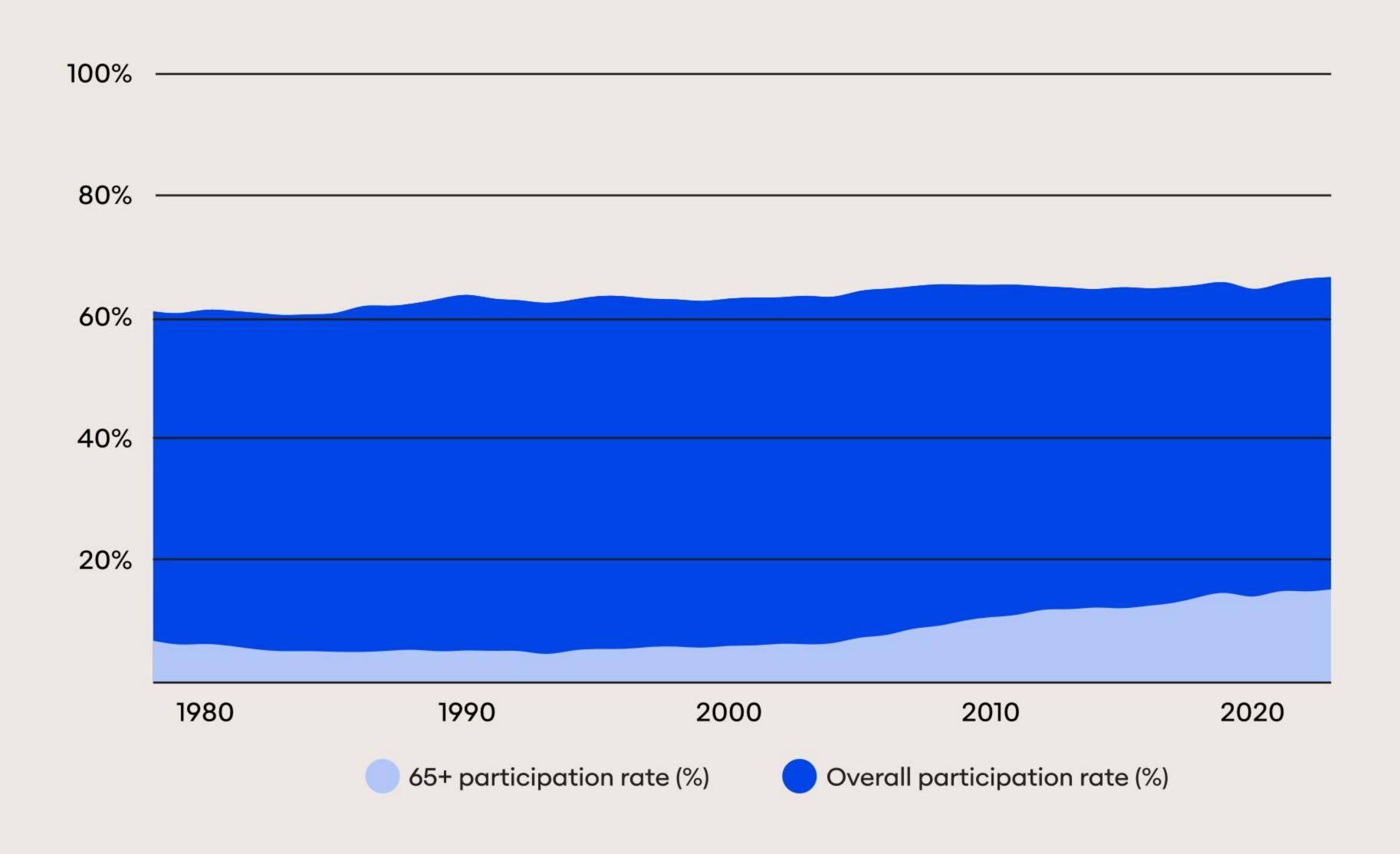
Change apathy



Building intergenerational teams

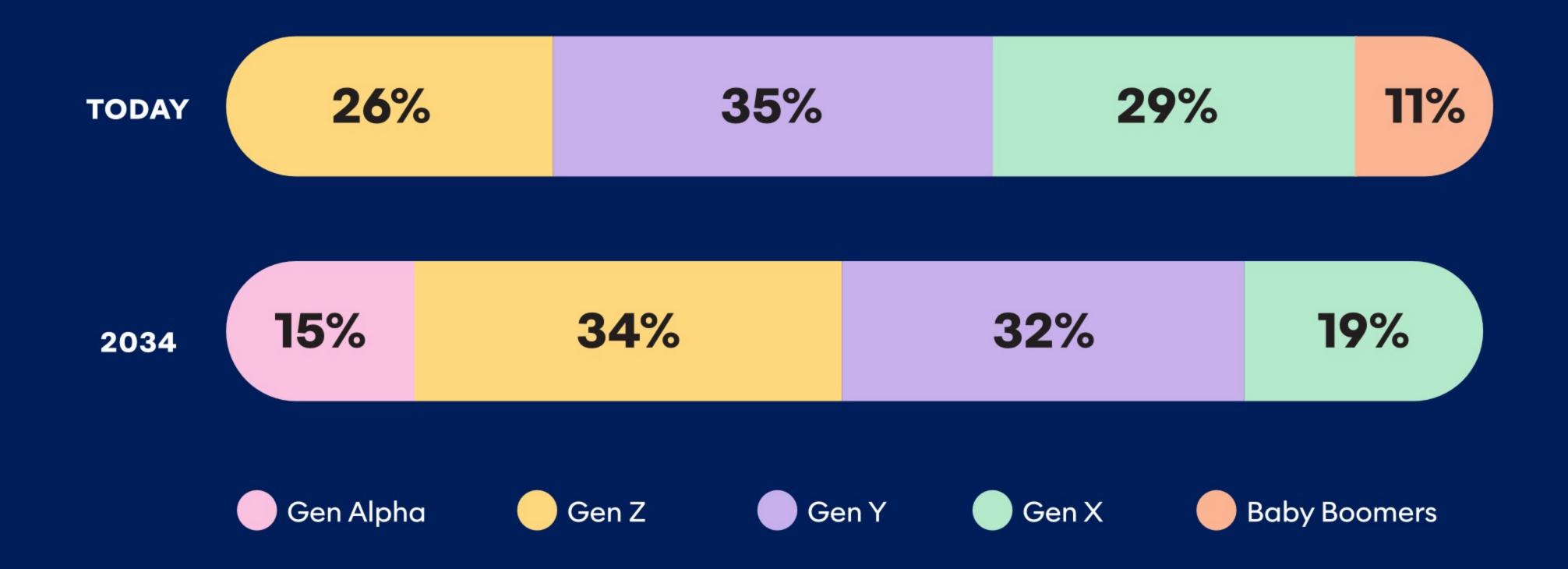


Workforce participation rate



Workforce population

Aged 18 to 65



"Every generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it."

eorge Orwell







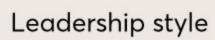


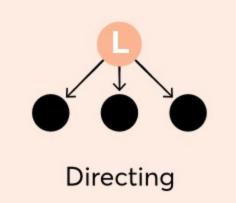


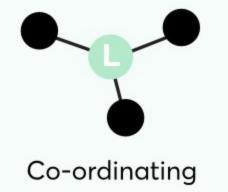
Gen X

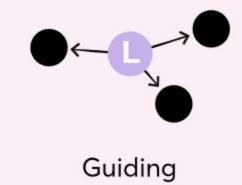
Gen Y

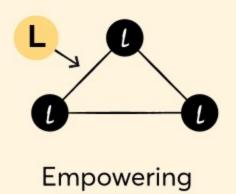
Gen Z











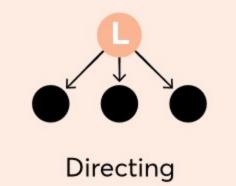


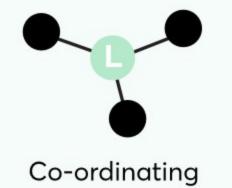


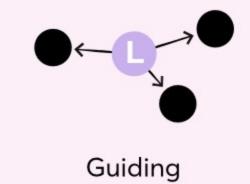


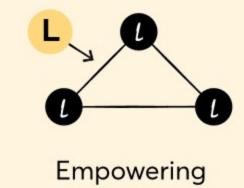


Leadership style









Communication









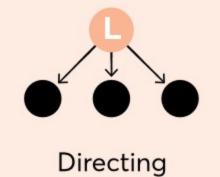




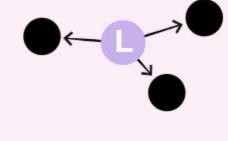


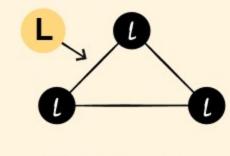


Leadership style









Co-ordinating

Guiding

Empowering

Communication







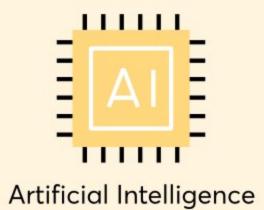


Emerging technologies









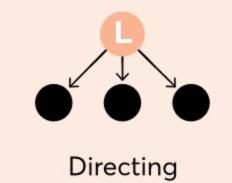


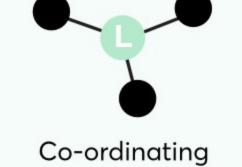


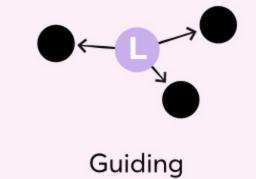


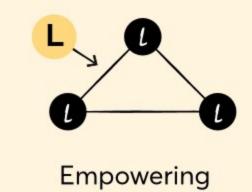


Leadership style











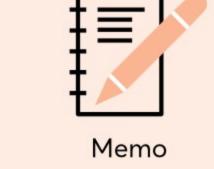


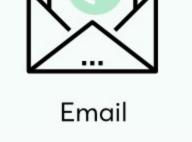


Online messaging



Communication

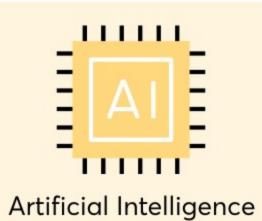








Smart phone

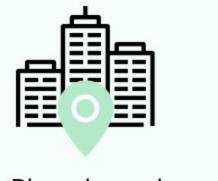


Emerging technologies



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Desktop computer





Work location

Place bound Place bound

Place flexibility

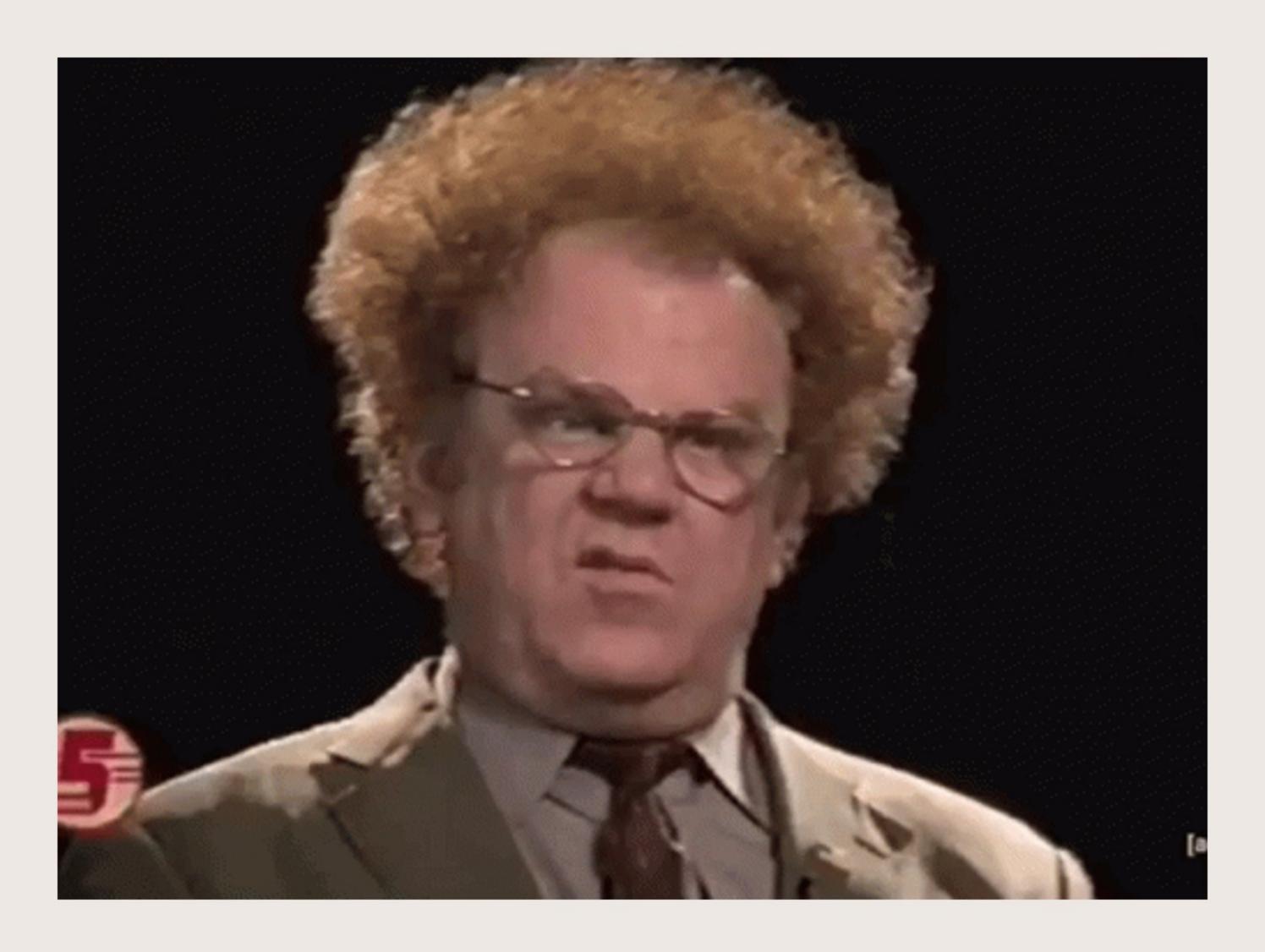
Work from anywhere

What are the challenges of an intergenerational team?

Please select all that apply - Top 5 responses

Different communication styles

50%



What are the challenges of an intergenerational team?

Please select all that apply - Top 5 responses



Could you fax over a copy?

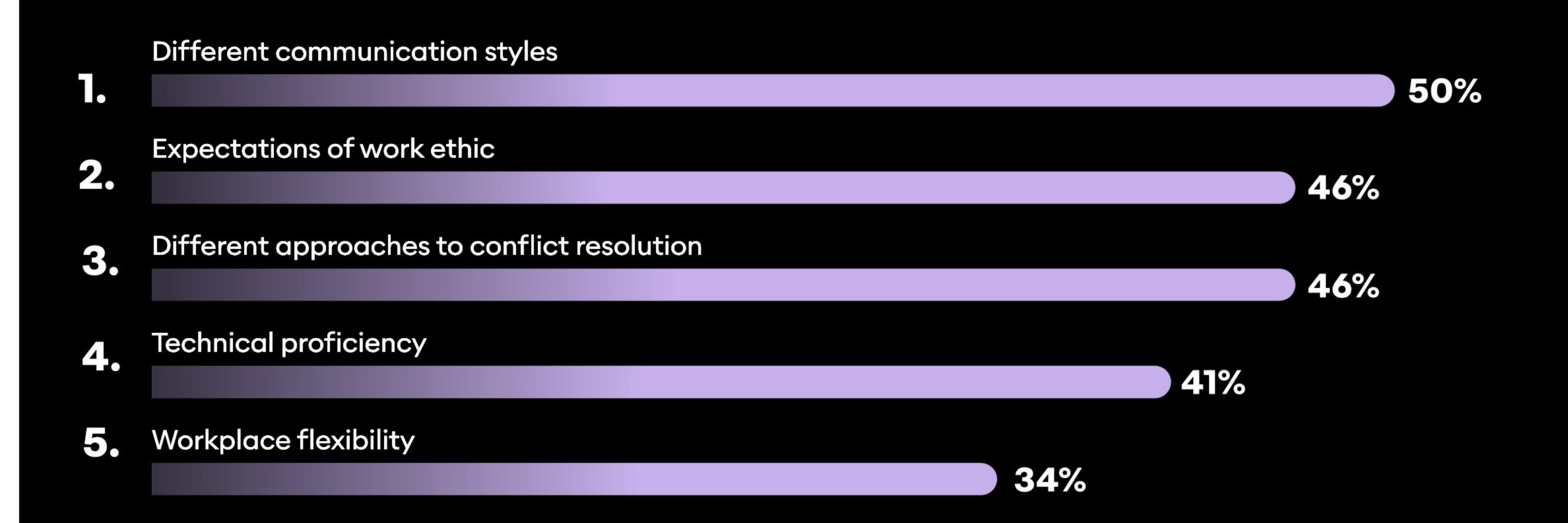
No, I can't fax because of where I live

Where do you live?

The 21st century

What are the challenges of an intergenerational team?

Please select all that apply - Top 5 responses



Strong generational teams are the future

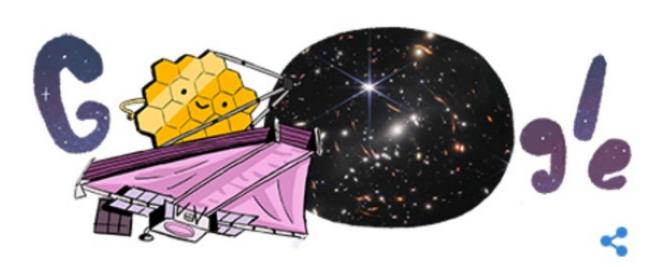


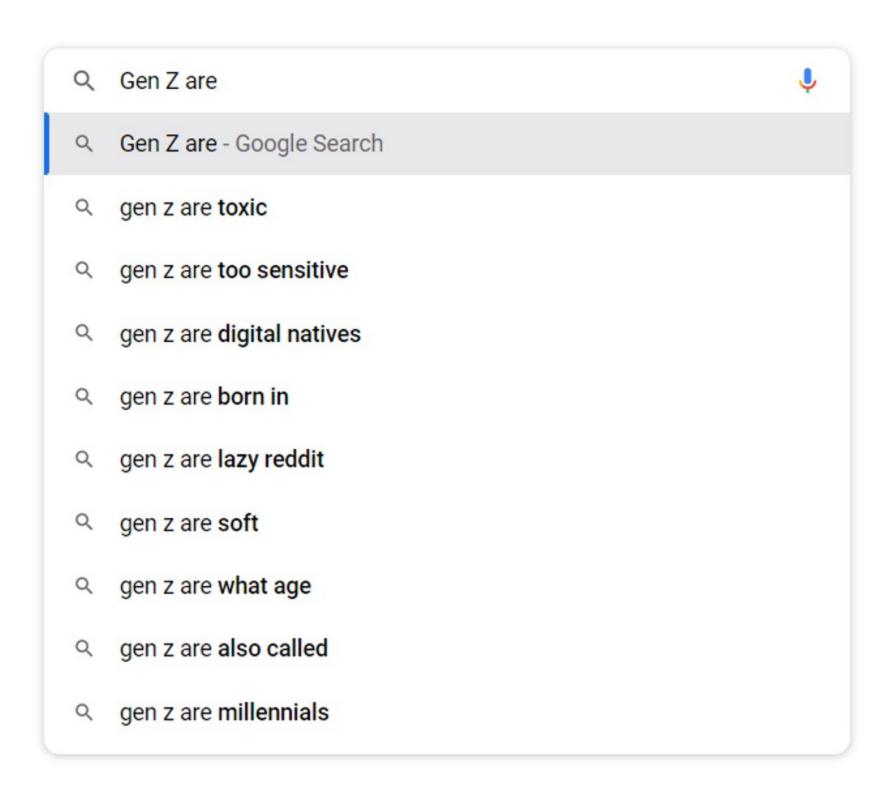
79%

of workers believe learning to work effectively with people of all generations is extremely/very important to the future of work

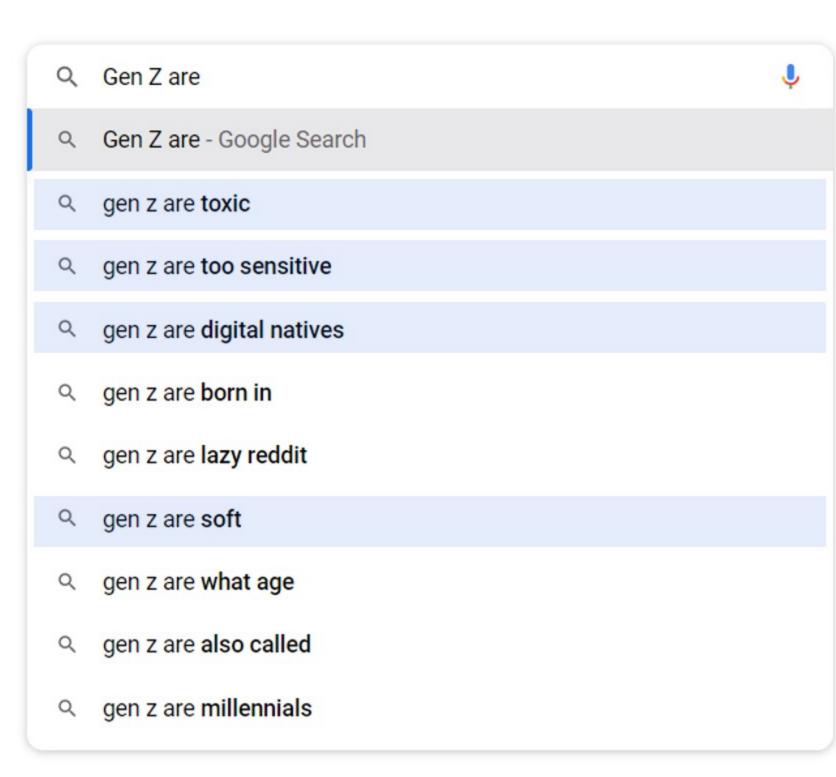
Understanding the mindset of Gen Z





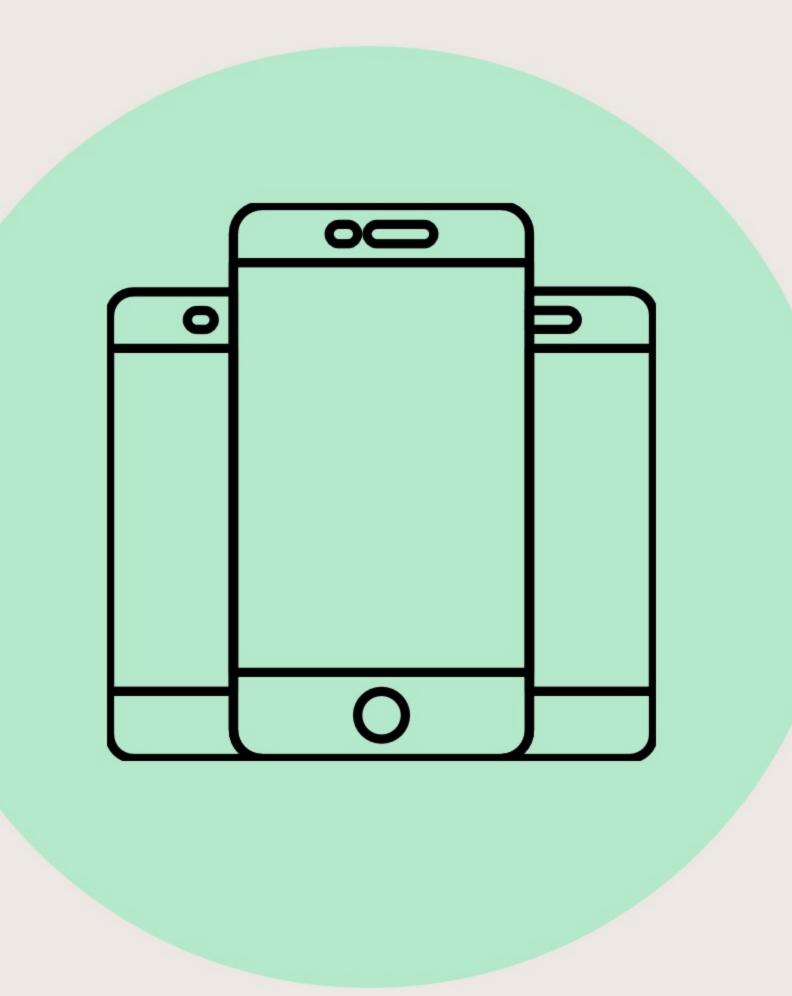






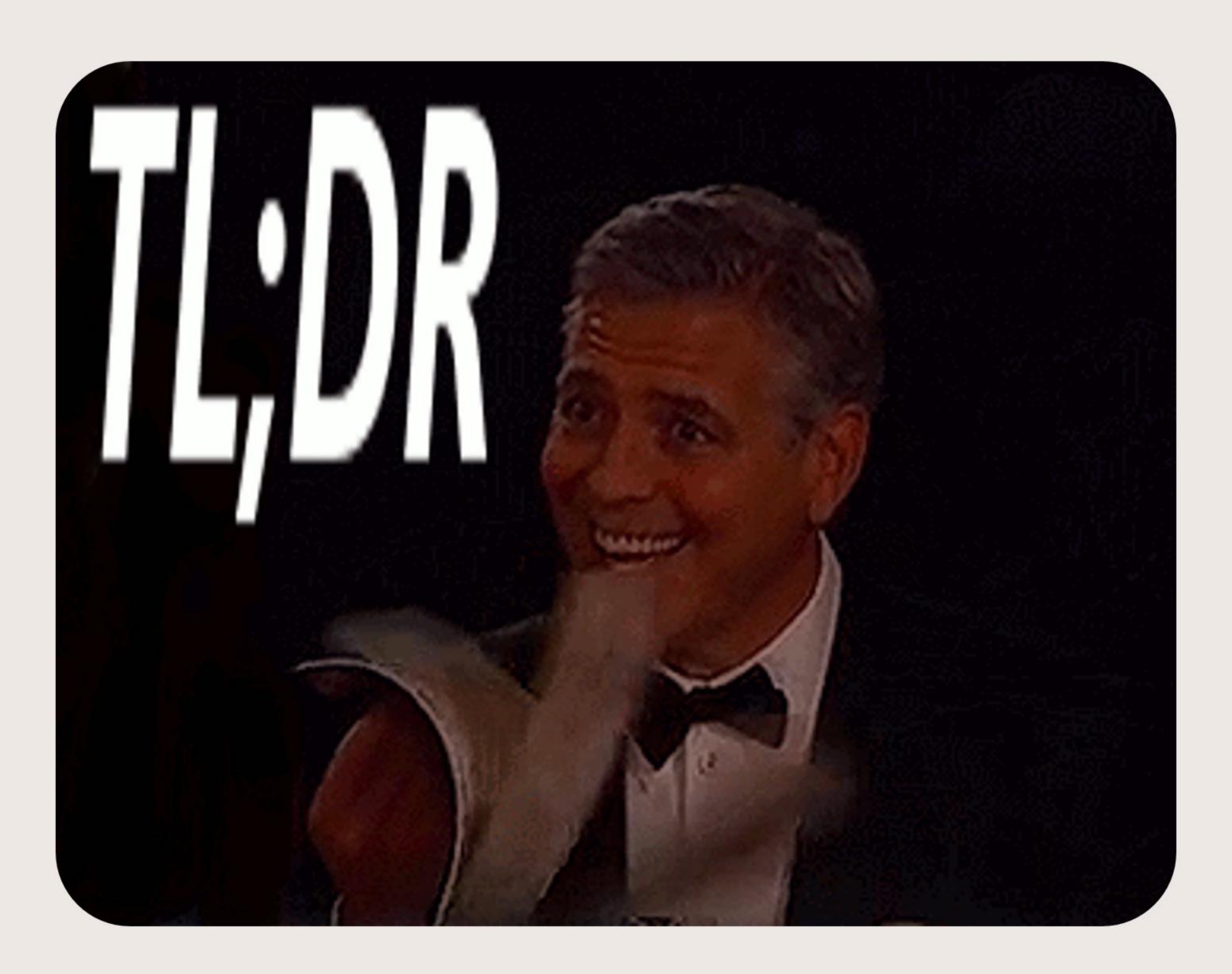
Digitally and socially engaged





of Gen Z check their device within 3 minutes of waking up

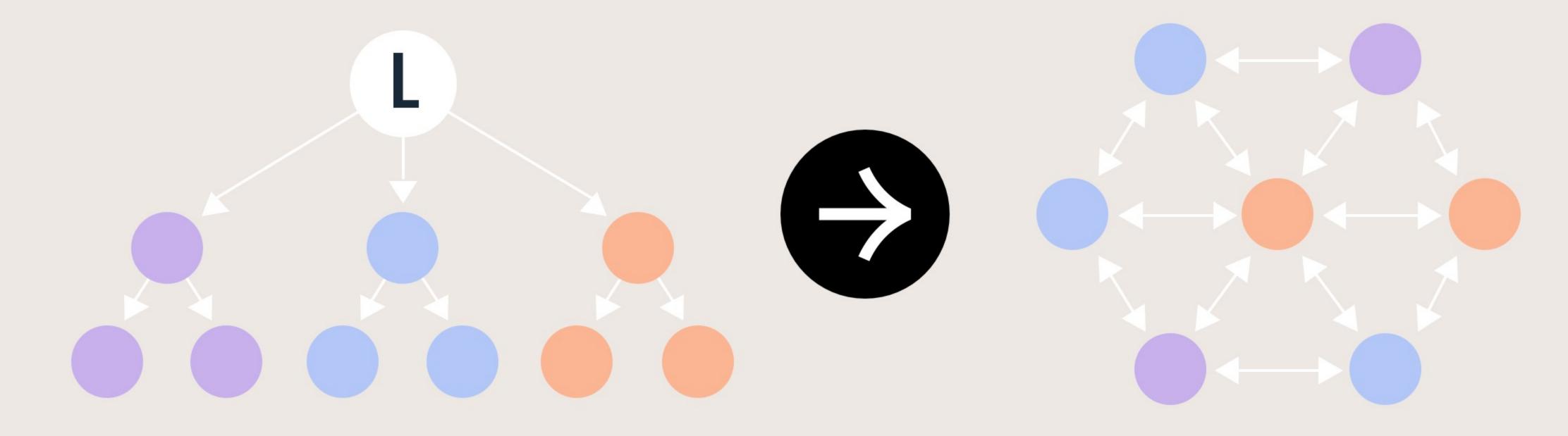




Responding to different leadership styles



Leadership style

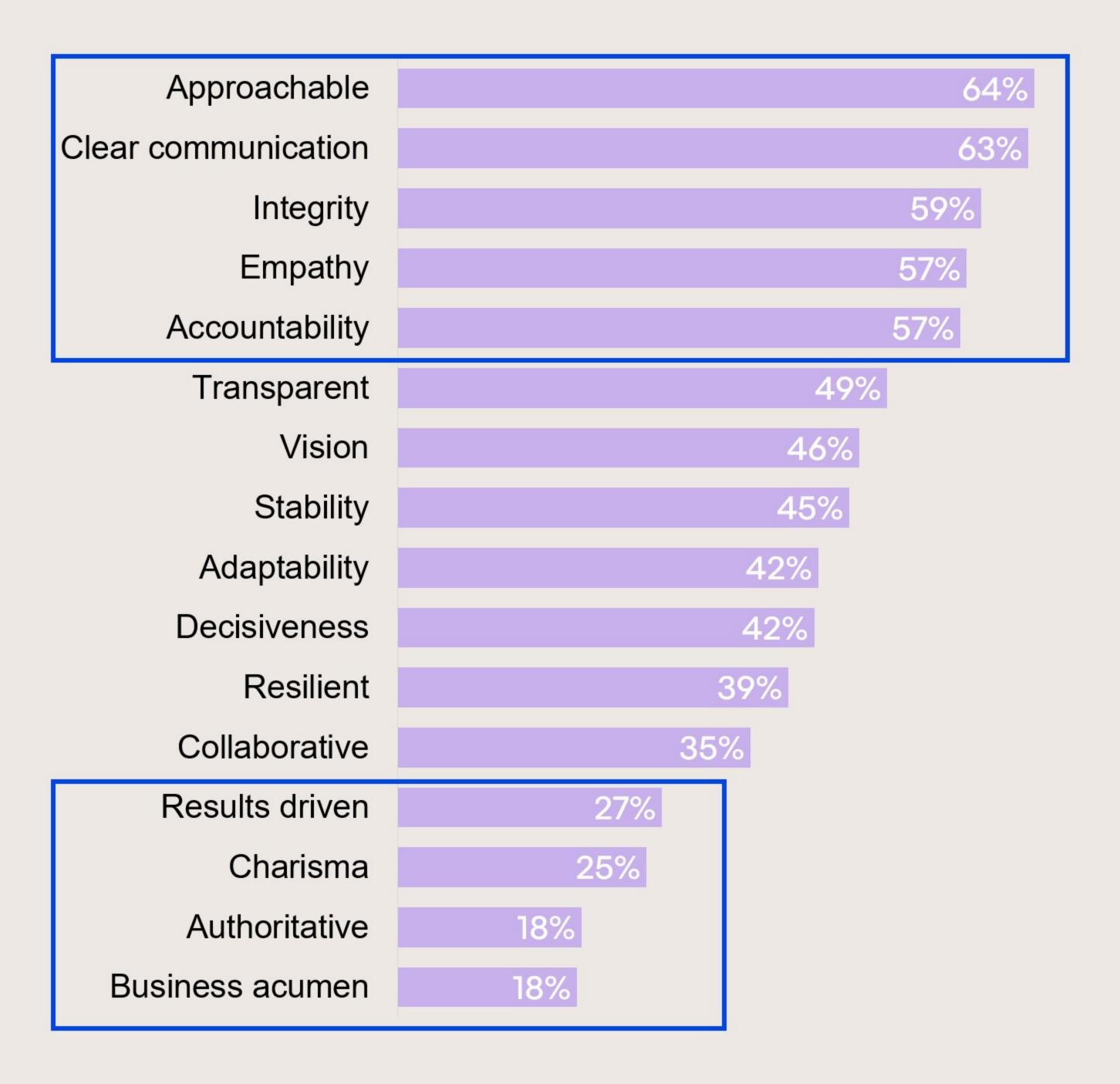


Command & control

Collaboration & contribution

What qualities do you value in a leader?

Please select all that apply

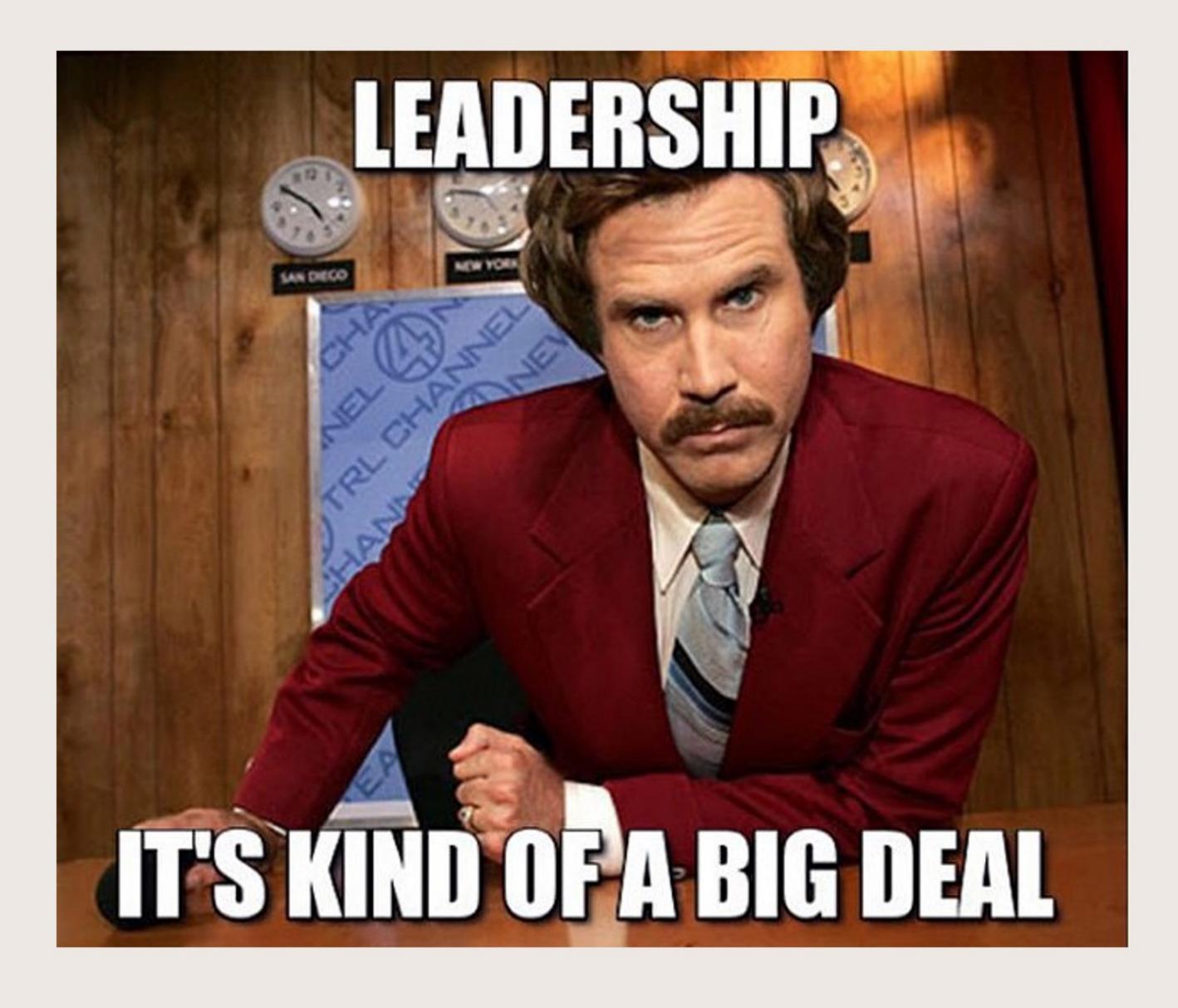


Qualities most valued in a leader

Gen Z	Gen Y	Gen X	Boomers
58% Approachable	60% Clear communication	70% Approachable	71% Clear communication
57% Clear communication	59% Approachable	64% Clear communication	71% Integrity
57% Empathy	55% Integrity	60% Integrity	68% Approachable

Leadership shift

managing mentoring

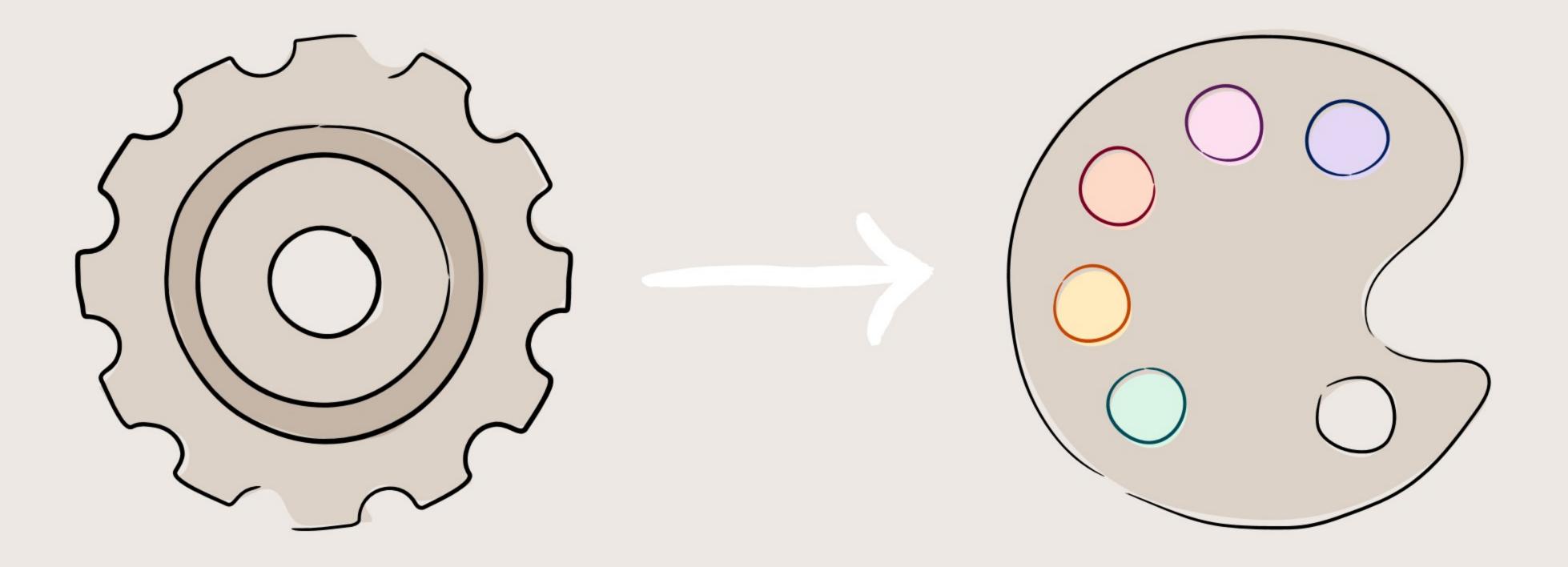


Attracted to purpose

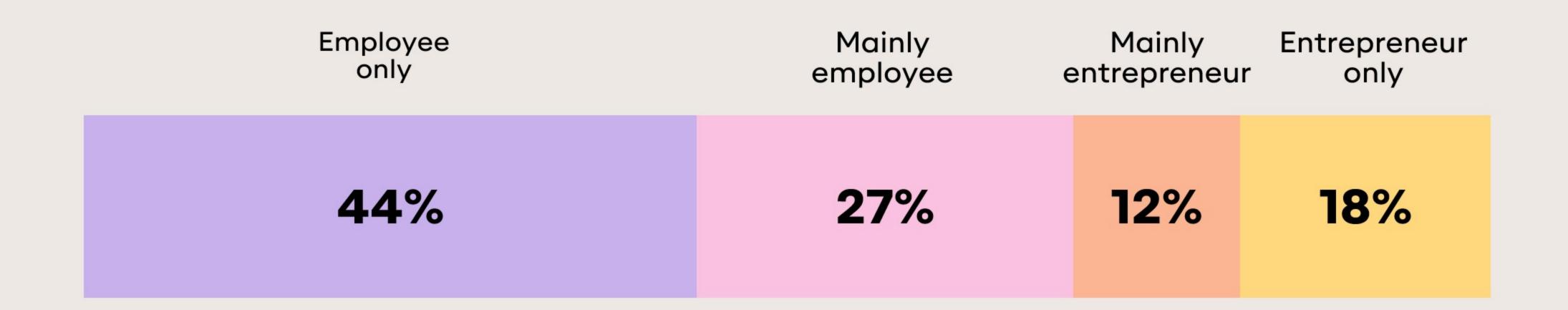


Key desires for careers





Which of the following best describes your ideal working situation?



Which of the following best describes your ideal working situation?

Employee only

Self-employed or side hustle

44%

56%

Which of the following best describes your ideal working situation? 18-28 year olds

Employee only

Self-employed or side hustle

21%

79%

Didn't want a 9 to 5 job so became an entrepreneur, now I work 24/7



Rise of the intrapreneur

EMPLOYEE ENTREPRENEUR



The new reality

Paying a premium for undivided attention

