Generation Z - as employee

The leadership perspective

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Organizational Development

- ✓ Organizational Diagnostics
- ✓ Organizational Development Strategy
- ✓ Organizational Culture Transformation
- ✓ Organizational Structure Optimization
- ✓ Change Management

Talent & Leadership Development

- ✓ AC/DC Programs
- ✓ Personality, competency and ability measurement
- ✓ Leadership Development
- ✓ Talent Development
- ✓ Individual & Team Coaching
- ✓ Team Efficiency Acceleration
- ✓ Skill Development Trainings
- ✓ Wellbeing Programs

HR Development

- ✓ HR Strategy Design
- ✓ HR Professional Development
- ✓ Learning & Development
- ✓ Recruitment & Selection
- ✓ Competency Architect
- ✓ Performance Evaluation System
- ✓ 360 Evaluation
- ✓ Onboarding & Outplacement
- ✓ Succession Planning

**We provide a full range of services throughout the employee life cycle**

>> INSPIRING YOUR WAY TO CHANGE

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Introactions

X

Y
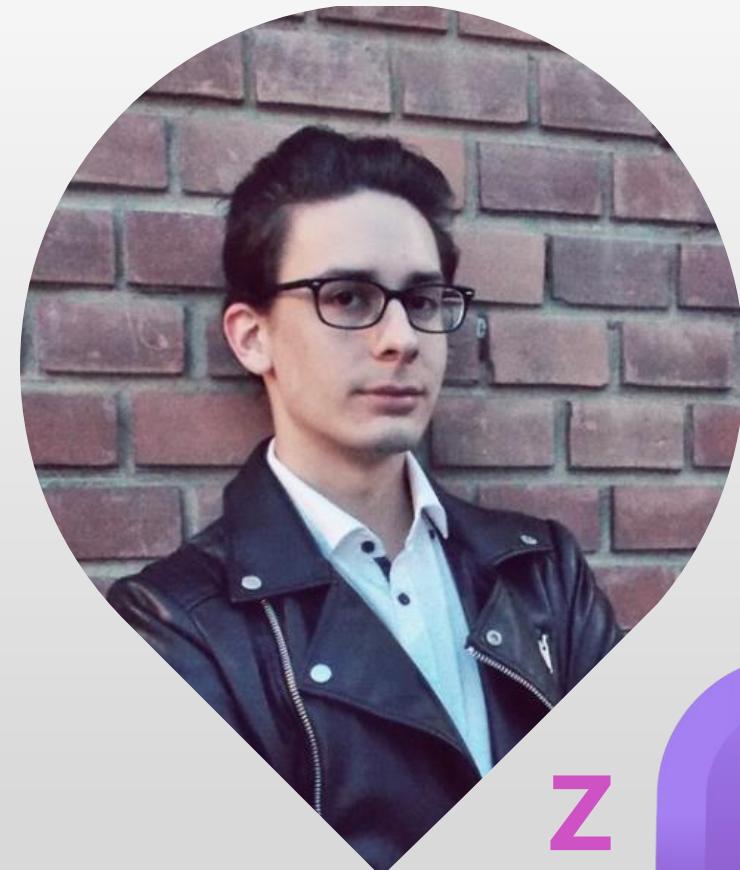
Z

Zita, Peter and Benedek
Psychologists, Leadership Developers and Coaches

>>
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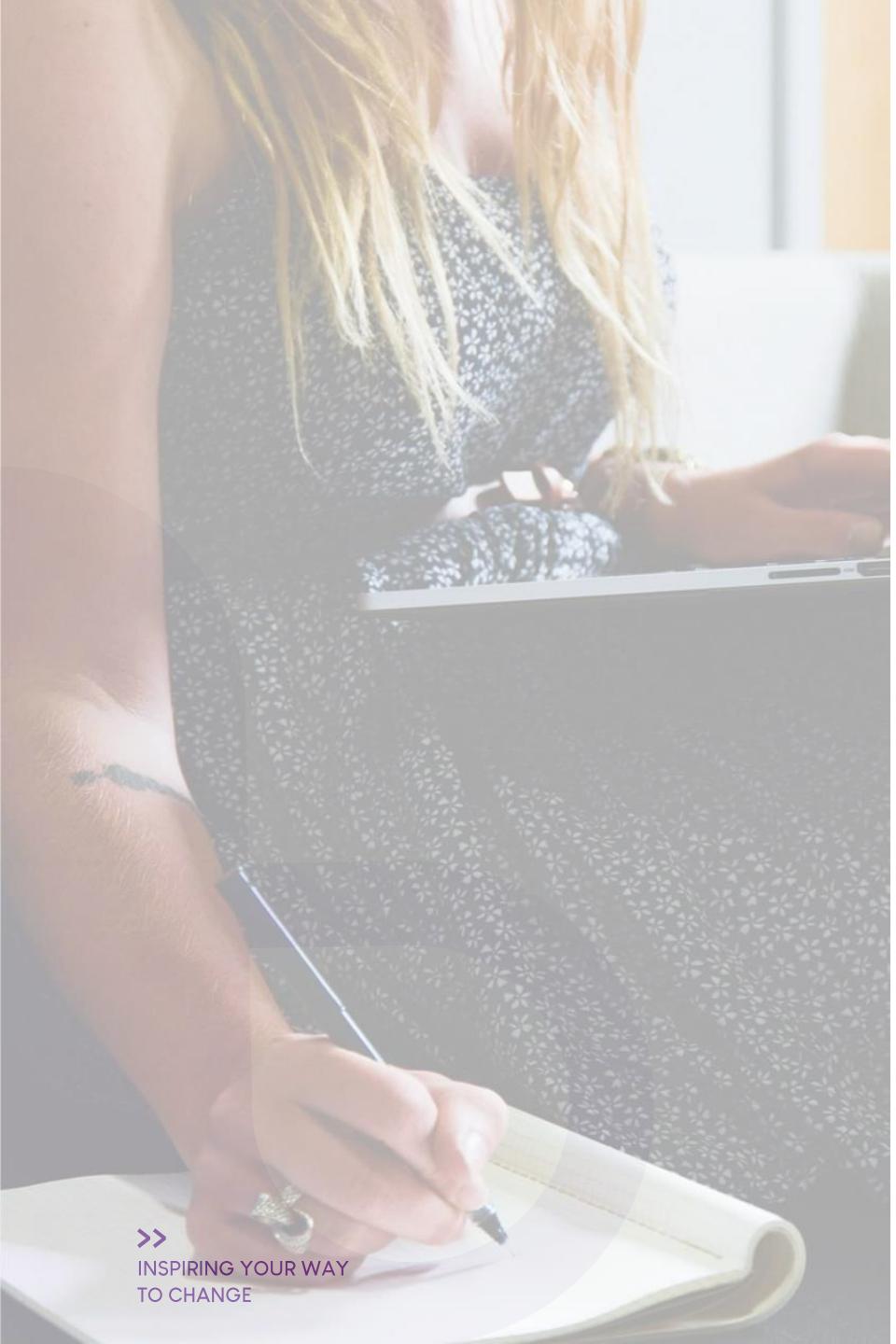
Agenda

> Fight between generations – is it about   age or something else?

> The generations and its characteristics especially Gen X-Y-Z – a panel discussion

> World Café - round table discussions

> > What are our biases when we work with Gen Z?

> > What internal opportunities do we have for Gen Z according to their needs?

> > What are the values and how do we communicate them on a compelling way to our Gen Z people? Do we walk the talk?

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Culture and structure
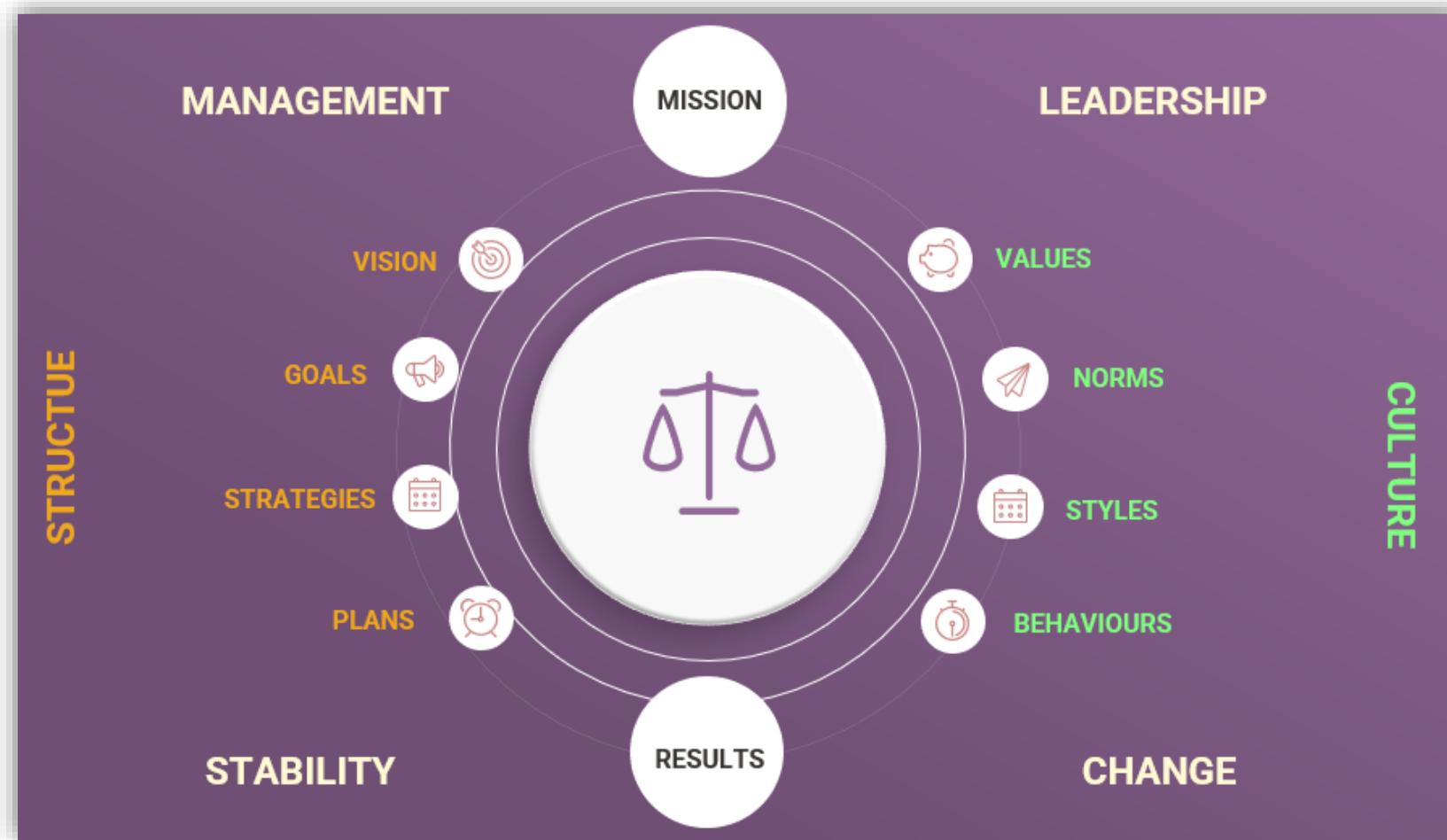
What is NORMAL?

Culture means: How we are doing things around here and what we consider NORMAL.

Culture is driven by our beliefs and paradigms

NORMAL is what we experience in the first 3-7 years in our lives

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How to describe culture? – the cultural web

The Paradigm: A self-consistent set of ideas and beliefs which act as a filter, influencing how we perceive and make sense of things. A paradigm defines what are the topics we research, the aims we target and what are the questions we can ask in a given system.

STORIES
Past events and things people have talked about both internally and externally

SYMBOLS
Visual representation of the university e.g. logos, offices, dress code

RITUALS & ROUTINES
Individual and organisational values and ways of working

PARADIGM
A summary of the different elements of the university environment.

POWER
The power and influences in the university and where they reside

CONTROLS
Systems in place to control the university i.e financial, qualit y, rewards

ORGANISATION
Formal structure (defined on the org chart) and informal (others whose contributions are highly valued)

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By Johnson and Scholes 1992

Classical tensions – „Kids these days…"

Older people tend to believe that younger generations lack whatever traits they themselves possess in abundance.

Complaining about the young is a longstanding prerogative of the old.

Even Aristotle, who said of Greece's young people: "They think they know everything and are always quite sure about it."
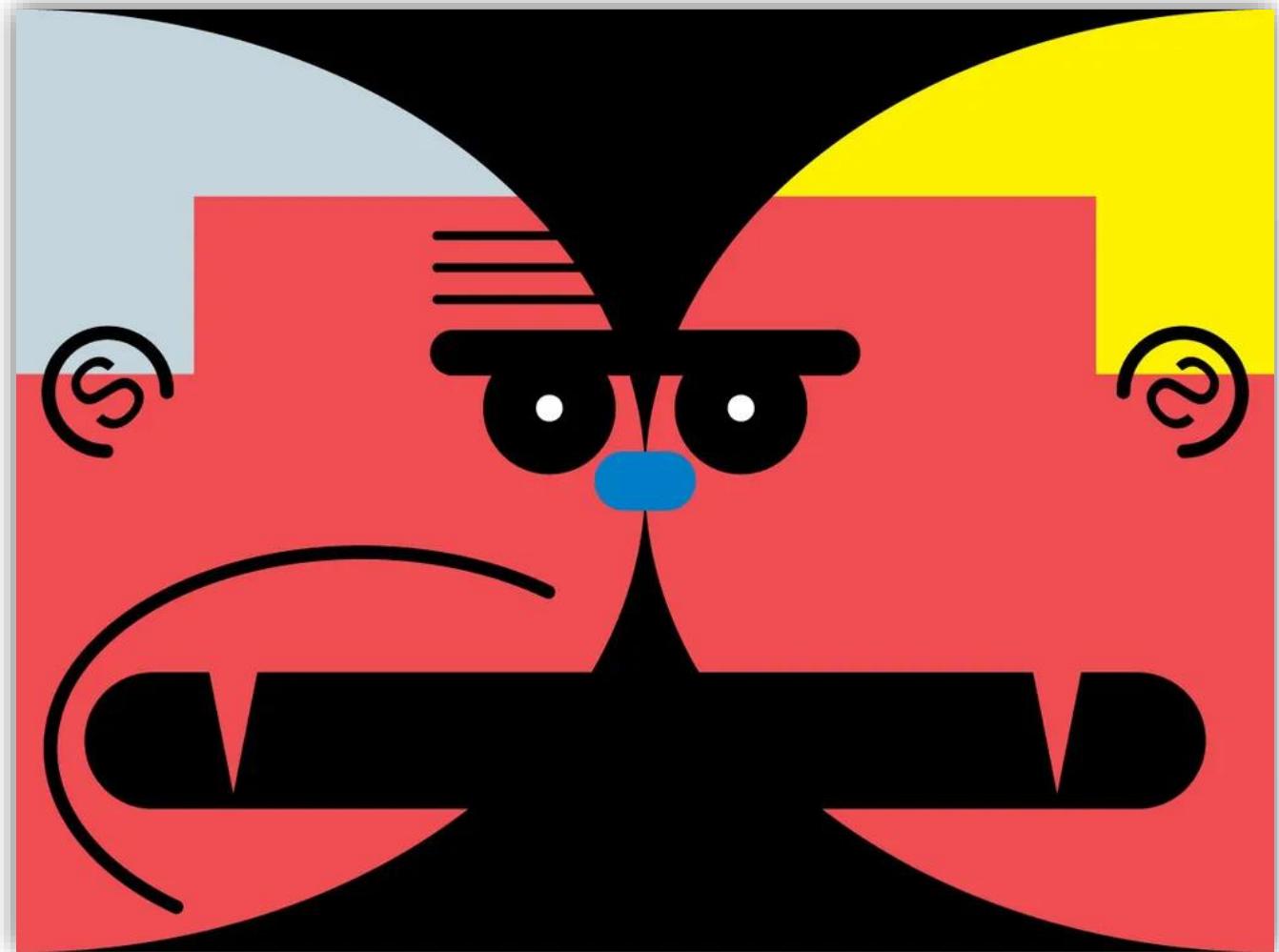
Common tensions between young and old

On the left are attributes and values that are frequently (and stereotypically) assigned to younger generations, and on the right are ones often linked to older people

Young	Old
Efficient communication	Rich communication
High technology	Low technology
Progressive values	Traditional values
Feeling entitled to advancement	Earning advancement
innovation	Status quo
meaning	money
Modern music	Classical music

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Generations -definition

A generation is an age cohort whose members are born during the same period in history and who share in their experience significant events and phenomena at similar life stages. These collective experiences — like technology, a population boom, or political change — can shape the group's values and norms in a unique way.

Members of a generation will think of the world that shaped their first 1000 days as the origo or the normal.

GENERATIONS

eDigital.

Alpha
(Born 2011-2025)

Gen Z
(Born 1997-2010)

Millennials (Gen Y)
(Born 1981-1996)

Gen X
(Born 1965-1980)

Boomers
(Born 1946-1964)

Silent
(Born 1928-1945)

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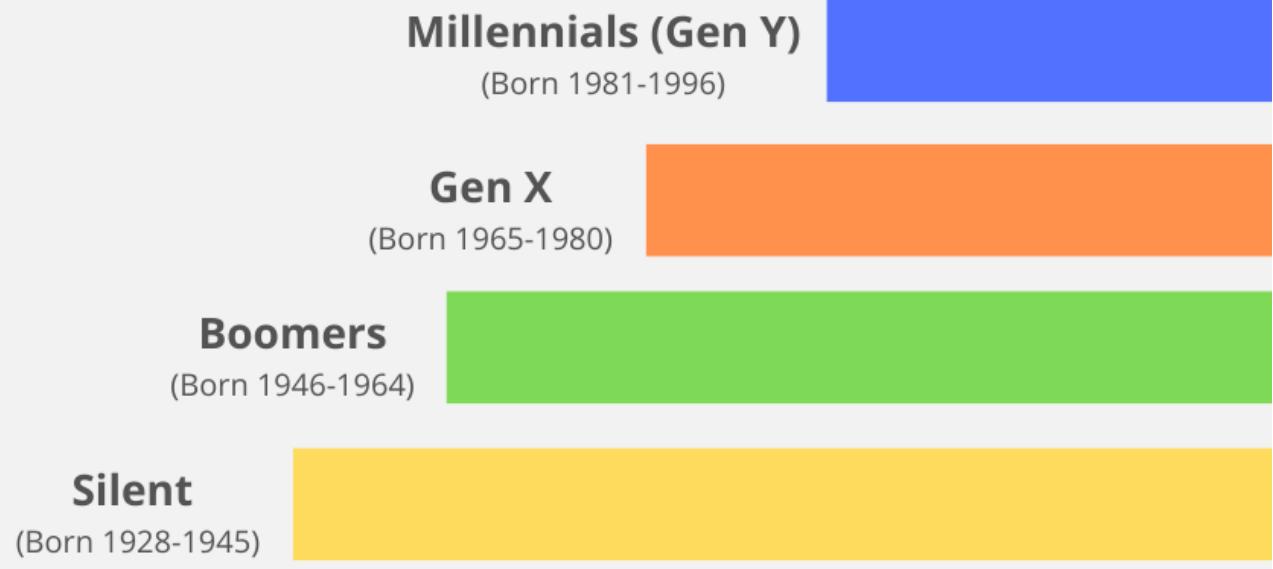
Generations in comparison

Gen X	Gen Y	Gen Z
• Audiovisual generation (Television)	• Ego-centred approach (Walkman, Selfie)	• Born into the internet, digital natives
• Maximalist	• Own age group oriented	• Forced choice
• Success oriented	• Digitalized	• Usefulness for the individual
• Network oriented	• Experience oriented	• Visual appearance
• Adult oriented	• Reversed mentoring – learning from each other	• Partnership
• Emotionally unstable	• Soft skill focus – learning about each other	• Self confidence in skills
• Gender egalitarian	• Hierarchy and age is not the cause for respect	• Self-Learning
• Work life balance is issue	**• Message they got from parents: you don't overwork just be happier**	• Knowledge is superficial
• Learning is constant and deep		**• Message they got from parents: state your value, be yourself**
• Message they got from parents: you just learn and have it easier		

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The paradigm of GenX and the needs of Gen Z

Gen X Value and Belief	Gen Z value and belief
Being good is not enough, it needs to be perfect (maximalist)	Being myself and being a user of the situation
Things are done structured and in sequences	Things are done parallel
Success is only depending on me, hard work pays of	There is no end of work life so enjoy while you can
Things are done in a community: Managing the network leads to success	Things are done on an ego centric way: Managing Insta presence leads to success
Learning is continuous, a lot of information is to be memorized	Learning is to reach a goal, it needs to be fast and non-hierarchical
No one can do as well as I can – so I do not delegate	I have to make choices and when I can't stay.
Emotional attachment is never reliable	Work is only acceptable if reflecting personal values

Not better, not worse different

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Managing the needs of GenZ to avoid silent quitting

Gen value and belief	How to deal with it?
Being myself and being a user of the situation	**Positive culture, show appreciation and recognition**
There is no end of work life so enjoy while you can	**Mental health and well being**
Managing Insta presence leads to success	**Stay on top of technology**
Learning is to reach a goal, it needs to be fast and non-hierarchical	**Quick and constant feedback, opportunities for growth and development**
I have to make choices and when I cannot I cannot stay.	**Offer flexibility and autonomy**
Work is only acceptable if reflecting personal values	**Create purpose and meaningfulness**

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Biological changes caused by the technology

1 grandchild = 13.568 granny

Long term memory by remembering facts, phone numbers etc – versus short term

Causative thinking is formed by experience that machines can be dismounted and mended

The reading and writing and the fairy tale read for the child forms a slower, trust oriented limbic system functioning versus the quick and more superficial influences of the audio-visual story telling

Internet is quick access to info supports forgetfulness not the memory. Also, the endurance in reading and concentration is decreasing, yet Deep concentration is needed for problem solving

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Gentillegence

Identify your assumptions

Adjust your lens

Take advantage of differences

Embrace mutual learning

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The method – world Cafe

WORLD CAFE METHOD

3 or more **rounds of conversation**, approximately 20 minutes each

1 question per table or 1 question per round

1 **host** per table staying to facilitate discussions

4 or 5 **travelers** changing tables after each round

Participants writing, drawing, doodling key ideas

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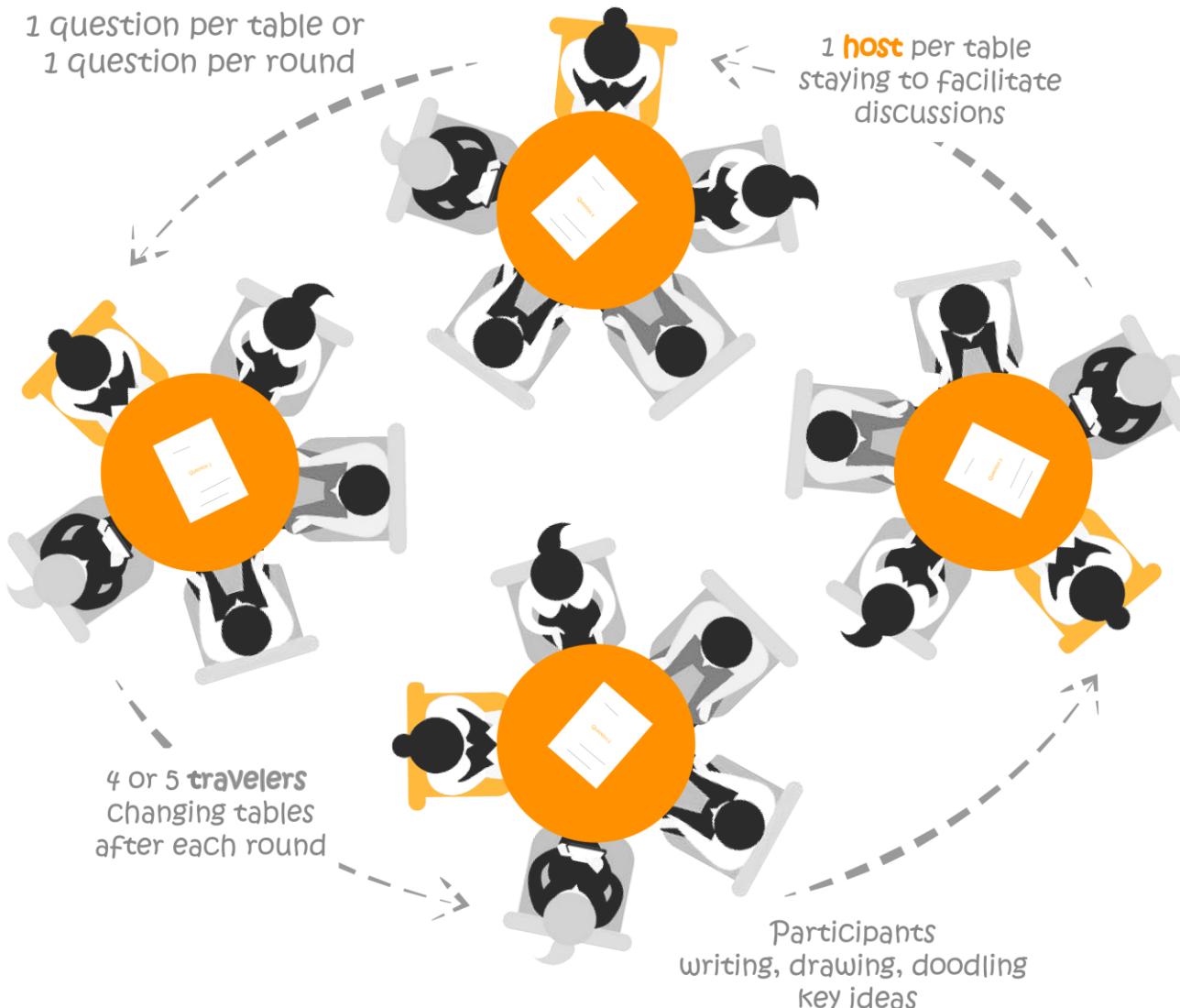
> What are our biases when we work with Gen Z? Share your leadership success/failure story.

> What are the values and internal opportunities we have that are compelling for Gen Z according to their needs?

> What actions do we commit to on a personal Leadership level concerning partnering with Gen Z? How do we walk the talk?

Smarter and Clear Goal Setting

S.M.A.R.T.E.R.

Best for: Beginners who want to achieve a realistic goal.

Specific: Say exactly what you want to achieve.

Measureable: Decide on a metric that marks success.

Achievable: Ensure your goal is realistic.

Relevant: Connect this goal to your overall vision.

Time-bound: Set a deadline.

Evaluate: Determine when you will check in on progress.

Readjust: Stay flexible if goals need to change.

SMARTER goal: I will learn how to code a single webpage in HTML within a year, checking my progress each month with tests and readjusting if necessary.

C.L.E.A.R.

Best for: Working in teams

Collaborative: Ensure everyone is involved.

Limited: Set limits in time, money and scope.

Emotional: Tap into everyone's passion.

Appreciable: Break large goals into measurable steps.

Refinable: Give yourself permission to refine the goal.

CLEAR goal: The marketing team will use their individual skills to launch a new campaign by next year, with monthly reports on their progress.

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Gen X

First audiovisual generation

Basic experience is Television

Early communities – child care

In CEE political change, this Gen can reach higher than parents with hard work

Basic characteristics

Maximalist, Hero oriented, Success oriented, Work-life balance is difficult, network oriented - offline connections, ambivalent emotional relation

Conclusions:

Difficult for them to delegate,

Want to be perfect also at home as well – continuous learning

Never good enough – unsure as parent

In advertising emotionally approachable

Uses 3 platforms work-family-friends

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Gen Y

Besides TV there is Walkman, Egoistic and individualistic approach

Socializations is based on reading and writing, but meet internet at an early age

Basic characteristics

Own age group oriented, digitalisation, experience oriented (that is not connected to work), learning is mutual, soft skill orientation over task focus

Conclusions:

Influencer is more credible for them than older people, self-confidence in the knowledge,

Knowledge is not only the task, but rather the soft skill

Uses 4 platforms: work, family, friends, internet

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Gen Z

Born into the internet, yet not the unlimited one

Having the choice and being forced to choose (any time access to fairy tales)

Individually why is it useful – as there is no visible end of the life activity

Basic characteristics

Quick changes, importance of image, partnership, as they reach anyone on the net, micro platform parallel, they are users, knowledge wide rather than deep, learning from the internet

Conclusions:

Insta compatible workplace, being present at many platforms at the same time, users are not thinking hierarchical, they want to use what is there, understand what is my place and what is my benefit while I am here

Can state what they are good at

Get bored quickly when only focusing on one thing – one is not enough, instead of deep knowledge of something, wider knowledge of everything, that leads them to their goals

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