

A closer look...



How Millennials, Gen Z and
Generation Alpha will shape the
future of the workforce.

wild
recruitment

By 2020, Millennials and Generation Z will make up over half of the UK workforce.

And with Generation Alpha starting to enter the world of work just a few years later, it's time to start considering how generational shifts will impact your business, and more specifically, your employee recruitment, retention and engagement strategies.

In this guide, we take a closer look at the characteristics of these three generations, to understand how different they really are, or aren't, from the rest of the workforce.

We will also provide some useful practical advice, along with a handy 'A Closer Look' checklist to help you and your business prepare for the future of work.



**GENERATIONS
AT A
GLANCE...**

B
BABY BOOMERS

X
GENERATION X

M
MILLENNIALS

Z
GENERATION Z

A
GENERATION ALPHA

Born	1946-1964	1965 - 1979	1980 - 1994	1995 - 2009	from 2010
Social markers	Moon Landing 1969	Stock Market Crash 1987	September 11 2001	Financial Crisis 2008	Trump /Brexit 2016
Leadership style	Directing	Coordinating	Guiding	Empowering	Inspiring
Ideal leader	Thinker	Doer	Supporter	Collaborator	Co-creator
Learning style	Structured	Participative	Interactive	Multi-modal	Virtual
Influenced by	Experts	Practitioners	Peers	Forums	AI advice
Marketing method	Broadcast	Direct	Online	Digital (social)	In situ (real time)



22% of millennials intend to take an extended break from work to gain new skills or qualifications

Millennials.

The term Millennials, or Generation Y, is usually considered to apply to individuals who reached adulthood around the turn of the 21st century. Opinions on exact date ranges do differ, however a general consensus is that Millennials include anyone born between 1980 and 1994.

As the offspring of (mostly) baby boomers, Millennials entered the labour market during a global recession, when youth unemployment rates were high, and businesses were adapting to new technological advancements.

Despite a lot of bad press, which has seen Millennials branded as self-centred, entitled and narcissistic, they are thought to be the most educated generation to date with an ability to adapt quickly, and a desire to continue learning new skills to remain employable throughout their working life.

Millennials have grown up witnessing first hand how quickly technology can change, and with this seems to come an understanding and appreciation for the importance of continued education and 'up-skilling'. In fact, 93% of Millennials consider ongoing skills development as an important part of their future career and would be willing to spend their own money on further training and development.

Millennials in the Workforce

By 2020, Millennials are expected to account for 35% of the global workforce, and they are expecting to work longer and harder than any generation before them.

As retirement age continues to rise and the dream of being financially independent (from their parents) by the age of 20 slips away, Millennials are anticipating a long working life ahead of them. For this reason, they prioritise competitive pay, opportunities which offer personal and professional growth and a positive working culture.

84% of Millennials anticipate significant career breaks along the way highlighting a trend where working lives are characterised by “waves” of activity, rather than a 'career ladder' mentality seen in previous generations.

Job Search Priority

1. Competitive pay
2. Growth opportunities
3. Work culture
4. Timely feedback
5. Flexible hours



93% of millennials say that up-to-date technology is one of the most important aspects of a workplace



30% would take a pay cut to work for a company with a mission they care about deeply

Gen Z

Generation Z, or Gen Z, is the demographic cohort after the millennials. Born between the mid 1990's and early 2000's, this generation has been exposed to the internet, to social networks, and to mobile systems from their earliest youth, making them true 'digital natives'.

They have grown up in an era where the human population is becoming more ethically, socially and environmentally aware, resulting in them placing value in companies, organisations and brands which strive to make a positive impact.

In fact, 55% of Gen Z'ers will choose brands based on whether they are eco-friendly and socially responsible.

Gen Z in the Workforce

The oldest members of Gen Z have already started entering the world of work and by 2020, this generation are expected to make up 24% of the global workforce.

Gen Z are entering the workforce during a period of record low unemployment and during a time when employers are fighting to hire and retain top talent. This means they will favour employers who can offer more than just a good salary, citing factors such as growth opportunities, job security and healthcare benefits as key in deciding whether to accept a job.

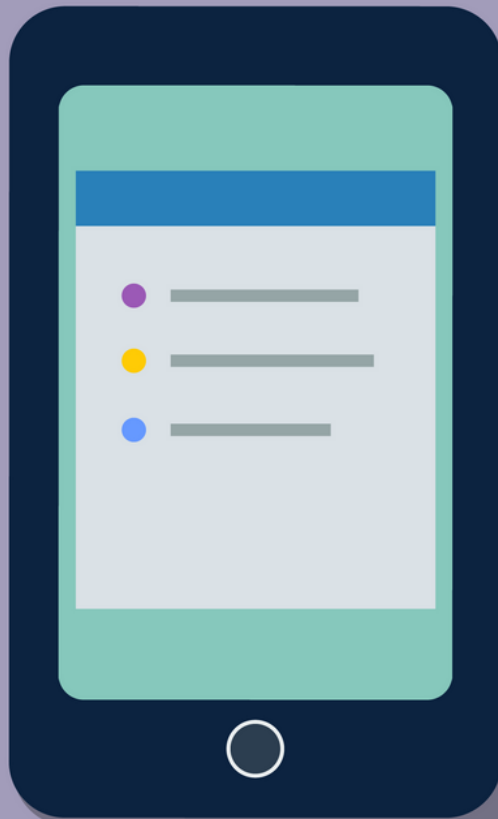
Like Millennials they are expecting a long working life ahead of them, with an average of 5 careers and 17 jobs.

Job Search Priority

1. Growth opportunities
2. Generous pay
3. Making a positive impact
4. Job security
5. Healthcare benefits



74% say they prefer to communicate face-to-face with colleagues



This generation is expected to reach more than 2 billion. In comparison to Millennials who only reached 1.8 billion globally

Generation Alpha

Generation Alpha are those born from 2010 to 2025 and by the end of this period, they will account for 2 billion of the global population. They are considered to be the most 'technologically-infused' demographic to date, having been born into a world of smartphones, tablets and applications.

Although still relatively young, members of the Alpha generation are already demonstrating how the use of Artificial Intelligence (AI), voice search and augmented reality comes naturally to this tech-savvy generation. We can expect that this will continue to influence every aspect of their personal and professional lives, as they enter adulthood and start to join the workforce.

Generation Alpha in the Workforce

By 2030, Generation Alpha will have started to enter the work force. It's hard to predict what this will mean for businesses, or even what the world of work will look like by then, but if one thing is certain, it is that technology will play a key part.

For now, here is what we do know about the personality traits of Generation Alpha.

Traits of Generation Alpha

1. Technology experts
2. Prepared for challenges
3. Limited attention span
4. Frequent changes in interests
5. Less concern for privacy



"Generation Alpha will be the most formally educated generation ever, the most technology-supplied generation ever, and globally the wealthiest generation ever."

Offer Opportunities for Advancement

Millennials and Gen Z almost always need to know that they will have the potential to progress within their company. But progression doesn't have to mean 'promotion'. Both Millennials, and Gen Z prioritise growth opportunities, training & education, as well as job security when searching for a new role, so being able to demonstrate a clearly outlined plan for where they might see themselves in the upcoming years will help you to attract top talent.

Provide Recognition and Frequent Conversation

Similar, to having a clear career path, Millennials and Gen Z prefer to work towards short-term goals that allow them to feel that they are making progress. Millennials in particular have a desire to confirm that their workload not only has a purpose but is also being accomplished correctly. Consequently, regular reviews and feedback on their work is reassuring and helps employees of any age to feel valued within a company.



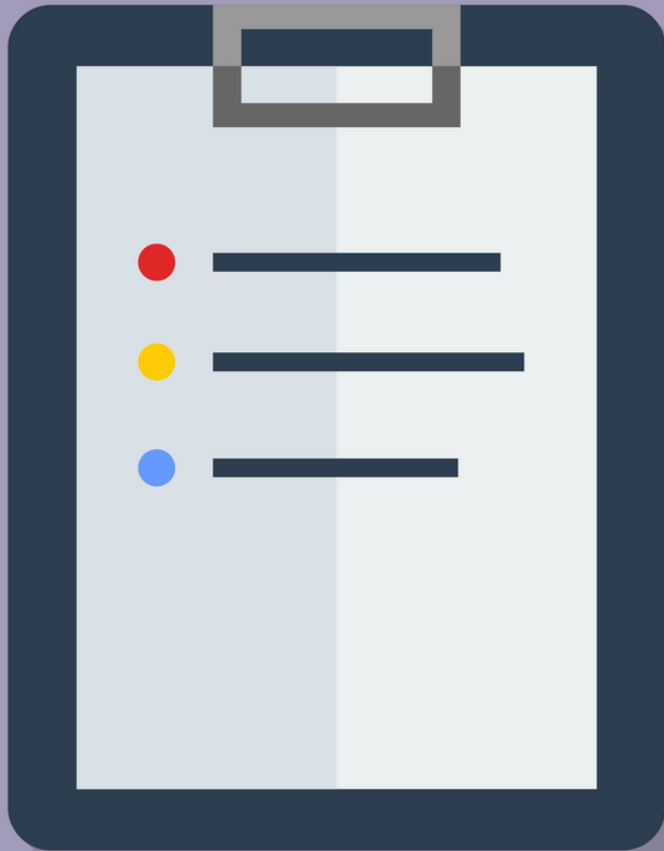
Offer Flexibility for Work/Life Balance

In the past, classic office setups and 9 – 5 working hours were to be expected. Nowadays, younger generations are motivated by fulfilling roles that enable them to achieve goals but also offer flexibility and mobility. Advancements in technology mean that catering for this growing need is becoming dramatically easier for businesses. The companies that are willing to offer this to their employees will find that talented candidates are drawn to them and will work more productively knowing their employers are flexible and sensitive to employee needs.

Concentrate on Work Culture and Collaboration

Although Millennials and Gen Z have grown up with the convenience of technology, research shows that instant messaging and social media are not these generations' first choice of communication and face-to-face interaction is much more popular - even if it means capitalising on the use of video call. Face-to-face communication is also really important in building strong working relationships and encourages cross-departmental collaboration.





'Businesses who choose not to adapt, may get left behind'

While changing business practices may seem to be a great deal of work, by 2017, 93% of businesses had already planned to make a design change over the coming years to cater for generational workforce changes. It is true that employees of all generations can adjust their behaviour to a degree depending on the employer's culture and practice, however, businesses that struggle or choose not to adapt to the needs of their employees may eventually get left behind.

Sources:

McCrindle

McKinsley

ManpowerGroup

'A Closer Look' Checklist

Based on our research of the expectation and priorities of Millennial and Gen Z, here are a few suggestions you may wish to implement in your business.

Not yet considering it	Considering it	implementing or already in place.	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Flexible Working Policy
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Employee recognition schemes
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Employee training and development plans
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Working environment which encourages collaboration
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Technological upgrades
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Employee feedback platforms
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Company mission statement, values & positioning
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Adapting job adverts, interview process etc to attract a diverse, inclusive workforce.

We hope you enjoyed this guide. If you would like to find out more about the future of our nation's workforce and how this affects your hiring practices, please do get in touch.

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