



# Here's how we can make Gen Z like working for our company



# H

## Help them hone happiness

Take action NOW for a hopeful future. Gen Z believes that happiness is not an innate emotion or a feeling. It is a skill that is to be learned. It is never a discovery or a checkpoint.

# A

## Acknowledge their struggles

Gen Z believes that happiness begins with acknowledgement of their struggles, values, and aspirations. We need to foster their hopes and create a more empathetic world for their generation.

# P

## Prioritise their wellbeing

Gen Zs want us to prioritise their wellbeing over the race of targets and profits. They want us to respect drawing of boundaries and uphold zero tolerance to toxicity. They believe that true success lies in achieving balance across all aspects of life.

# P

## Pursue purpose

**Pursue purpose**  
Gen Z is redefining work and workplaces by upholding their values with great courage. They know how to draw boundaries and are getting better at it with no tolerance of toxicity. They see work as a bridge between passion and purpose.

# I

## Be inclusive and a safe space

Gen Z wants to be valued for their authenticity and would choose companies that are safe, empathetic, and inclusive. Focus on mental health is a key consideration towards choosing their prospective employers. They would trade higher salaries in lieu of these.

# N

## Have no labels

Gen Z is more than an age bracket or a type. They cannot be defined by demographic labels either. They value diversity and are non-conformists who come from a melting pot of cultures.

# F

## Encourage expression

Gen Zs are a champion of expression and have devised a way of giving feedback. They know how to be heard without being seen and with minimum usage of words. They want companies to understand their communication style and include them as an accepted form of communication.

# S

## Smash bureaucracy

Gen Zs rebel against bureaucracy. They thrive in environments that promote collaboration and adaptability allowing them to be themselves and drive meaningful change. They value transparency and open communication and want us to initiate collaborative dialogues with employees and envision organisations as communities.

# S

## Support their vision

Gen Zs need us to support their vision and help them make every moment count. They grew up watching the world change in a matter of seconds which makes them feel uncertain about the future. The Earth pushes them to experience the "Now" fully. They want organisations to show them that this is possible and also take steps to secure the future with more time "doing" than "thinking".

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