

# 15 Critical Insights into Gen Z, Purpose and the Future of Work.

WeSpire

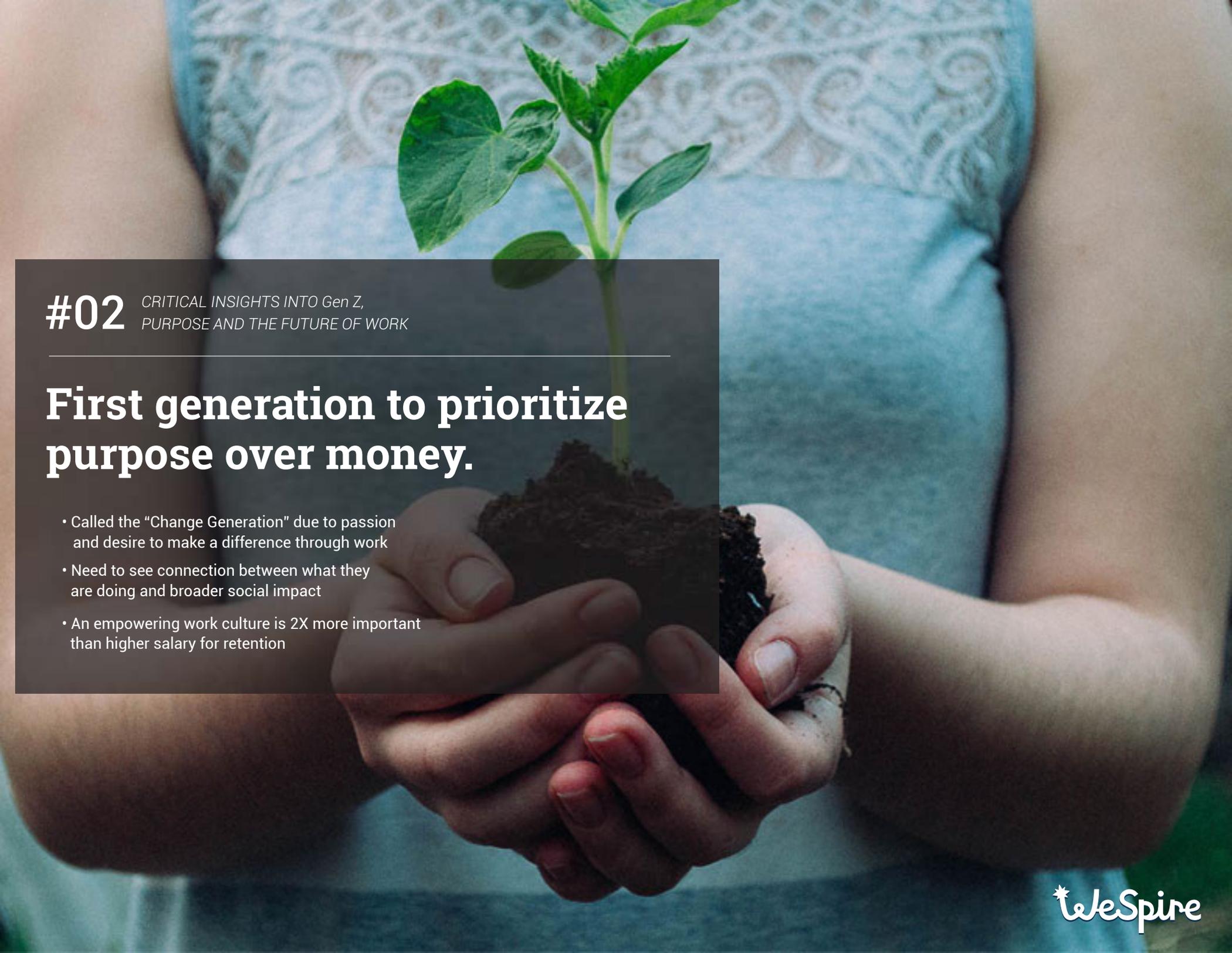
A person's hands are shown holding a globe of the Earth. The background is a bright sunset or sunrise over a field, with the sun low on the horizon, creating a warm, golden glow. The person is wearing a red top. The globe is the central focus, showing continents and latitude/longitude lines.

#01

CRITICAL INSIGHTS INTO Gen Z,  
PURPOSE AND THE FUTURE OF WORK

## Will be 30% of the US workforce in four years.

- Most educated, tech savvy generation yet
- War on terror and Great Recession shapes world view
- Dream big and have a “we can change the world” attitude



#02

CRITICAL INSIGHTS INTO Gen Z,  
PURPOSE AND THE FUTURE OF WORK

## First generation to prioritize purpose over money.

- Called the “Change Generation” due to passion and desire to make a difference through work
- Need to see connection between what they are doing and broader social impact
- An empowering work culture is 2X more important than higher salary for retention

## #03 *CRITICAL INSIGHTS INTO Gen Z, PURPOSE AND THE FUTURE OF WORK*

# Pride in organization they work for is critical.

- Look for workplaces with values like their own
- Read mission statements and expect cultures built on social purpose and consistent application of values
- Over half expressed a desire for service-oriented work (public service, not for profits)

## #04 *CRITICAL INSIGHTS INTO Gen Z, PURPOSE AND THE FUTURE OF WORK*

# Obsessed with authenticity.

- The “no photoshop” generation: real photo shoots, real people, not overly polished
- Everything you say or do will be scrutinized for whether it’s “real” or not
- Will actively publicize ugly corporate cultures





**#05** *CRITICAL INSIGHTS INTO Gen Z,  
PURPOSE AND THE FUTURE OF WORK*

---

## Even higher expectations than Millennials.

- Expect open conversations around business strategy and decisions, including bad news
- Expect workplace flexibility, the “WeWork” generation
- Expect their opinions to matter and to take on leadership opportunities
- Respect for manager is a top priority

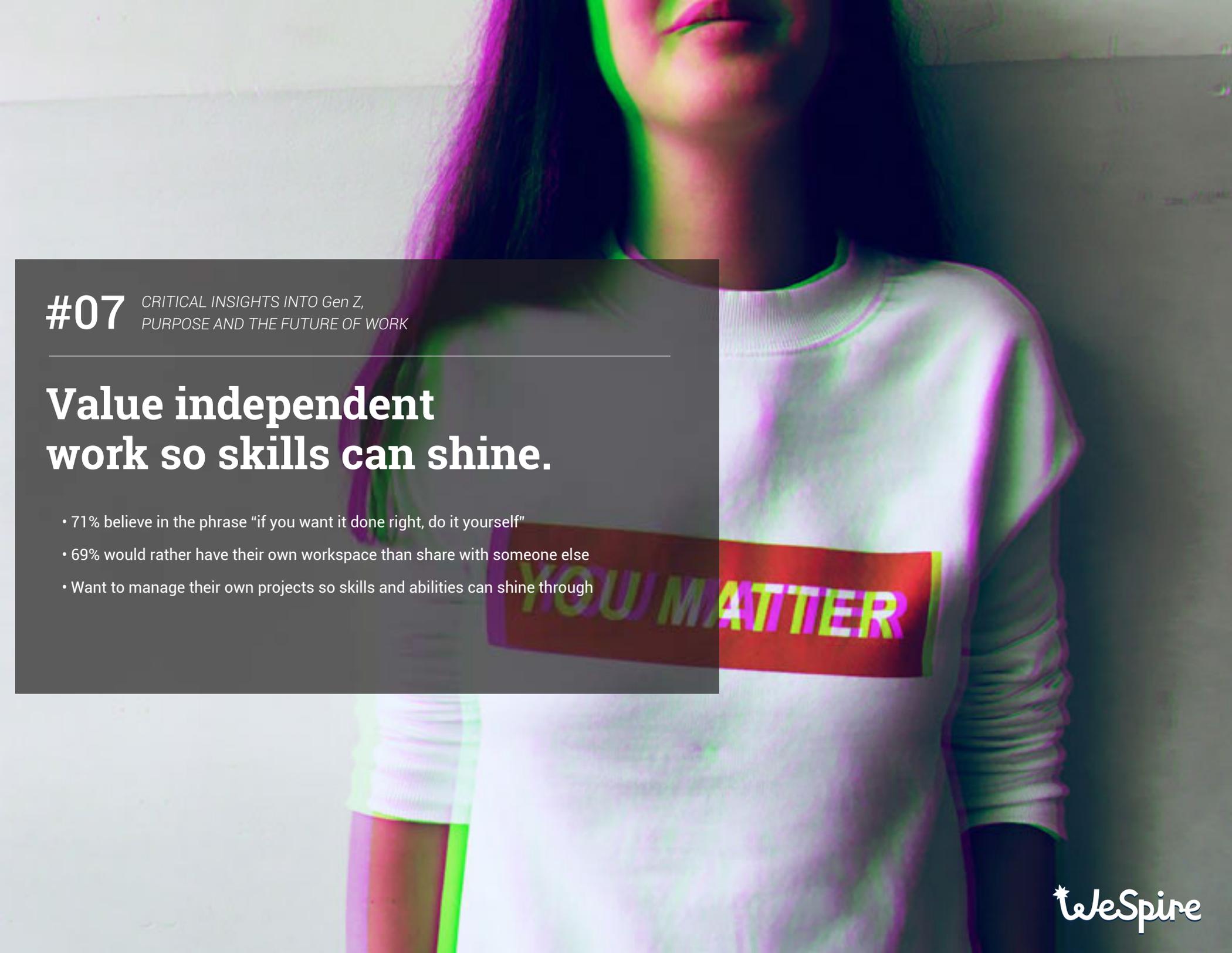
#06

CRITICAL INSIGHTS INTO Gen Z,  
PURPOSE AND THE FUTURE OF WORK

## Meaningful work drives motivation.

- 75% believe that work should have a greater meaning than just bringing home the bacon
- Looking for positive, purposeful and significant roles
- Leaders need to show how the work matters





**#07** CRITICAL INSIGHTS INTO Gen Z,  
PURPOSE AND THE FUTURE OF WORK

---

## Value independent work so skills can shine.

- 71% believe in the phrase “if you want it done right, do it yourself”
- 69% would rather have their own workspace than share with someone else
- Want to manage their own projects so skills and abilities can shine through



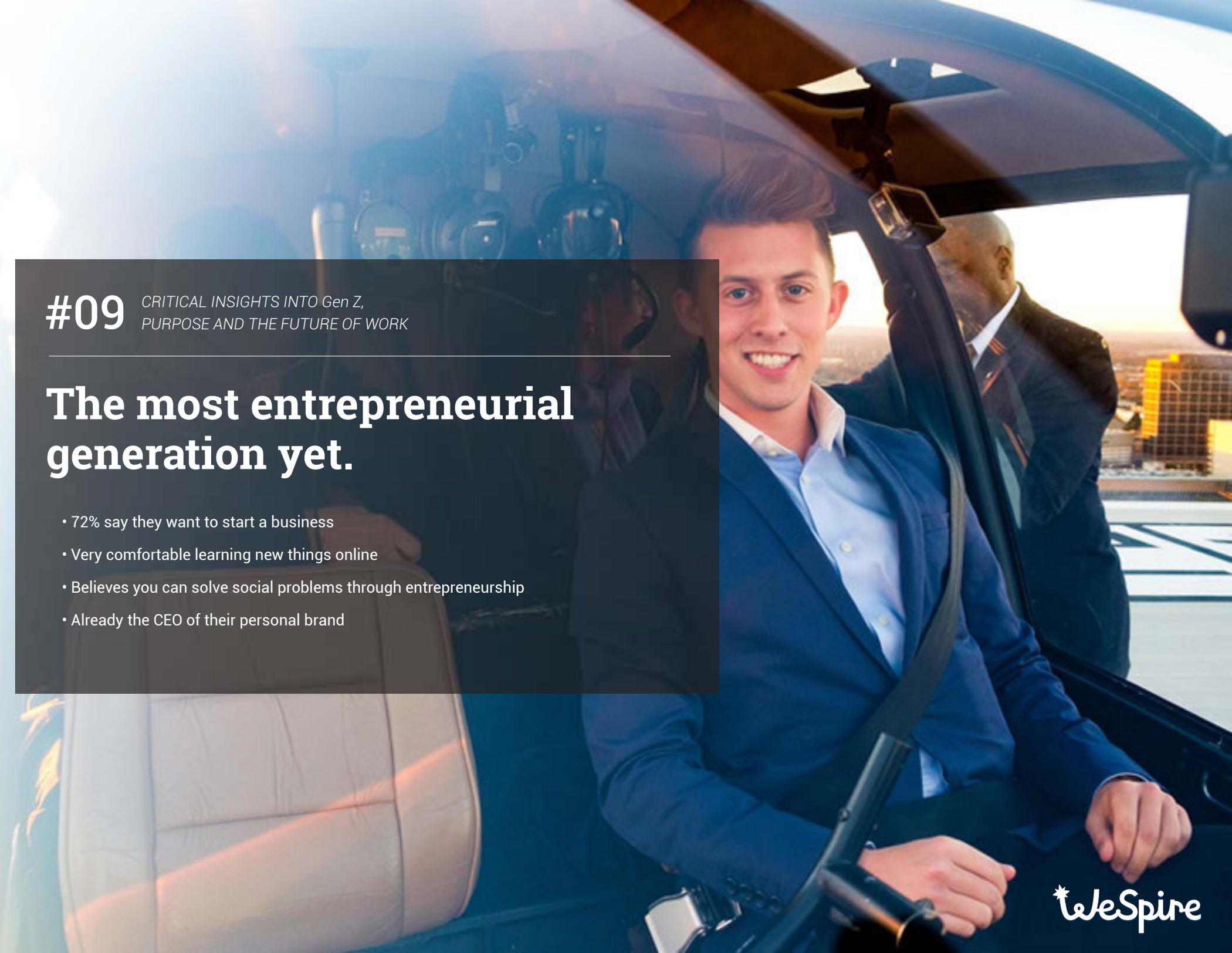
#08

CRITICAL INSIGHTS INTO Gen Z,  
PURPOSE AND THE FUTURE OF WORK

---

## Are concerned about working with Boomers, GenX.

- 92% are concerned about the tech generation gap
- Don't feel comfortable about their communication skills like writing an email and handling voice calls
- Want daily interactions with their boss and think they did something wrong if they don't get it

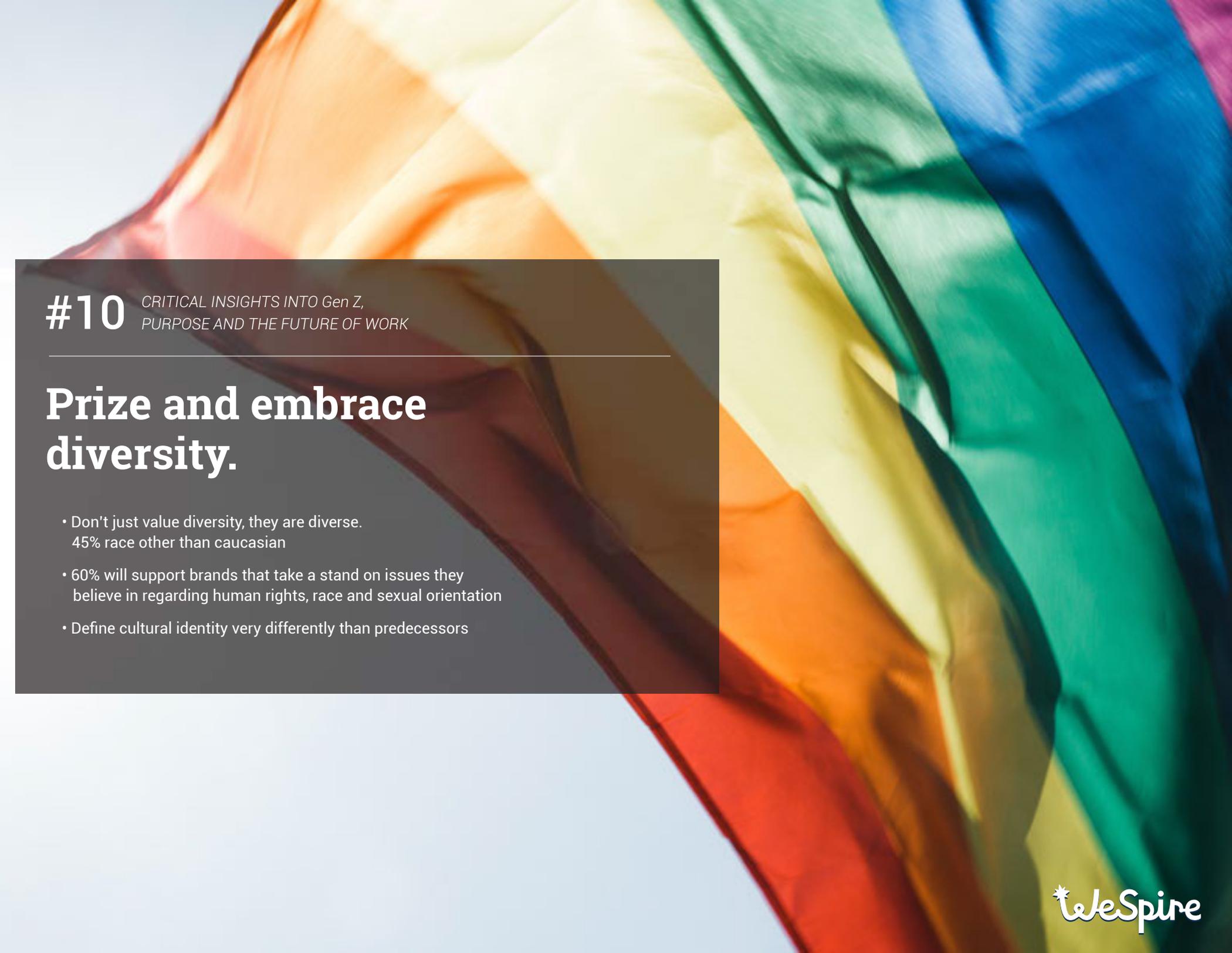
A young man with short brown hair, wearing a blue blazer over a light blue shirt, is smiling and driving a helicopter. He is wearing a seatbelt. In the background, another man in a dark suit is visible, likely the pilot. The helicopter is flying over a cityscape at sunset or sunrise, with buildings and a helipad visible. The overall tone is professional and aspirational.

#09

CRITICAL INSIGHTS INTO Gen Z,  
PURPOSE AND THE FUTURE OF WORK

## The most entrepreneurial generation yet.

- 72% say they want to start a business
- Very comfortable learning new things online
- Believes you can solve social problems through entrepreneurship
- Already the CEO of their personal brand



#10

CRITICAL INSIGHTS INTO Gen Z,  
PURPOSE AND THE FUTURE OF WORK

---

## Prize and embrace diversity.

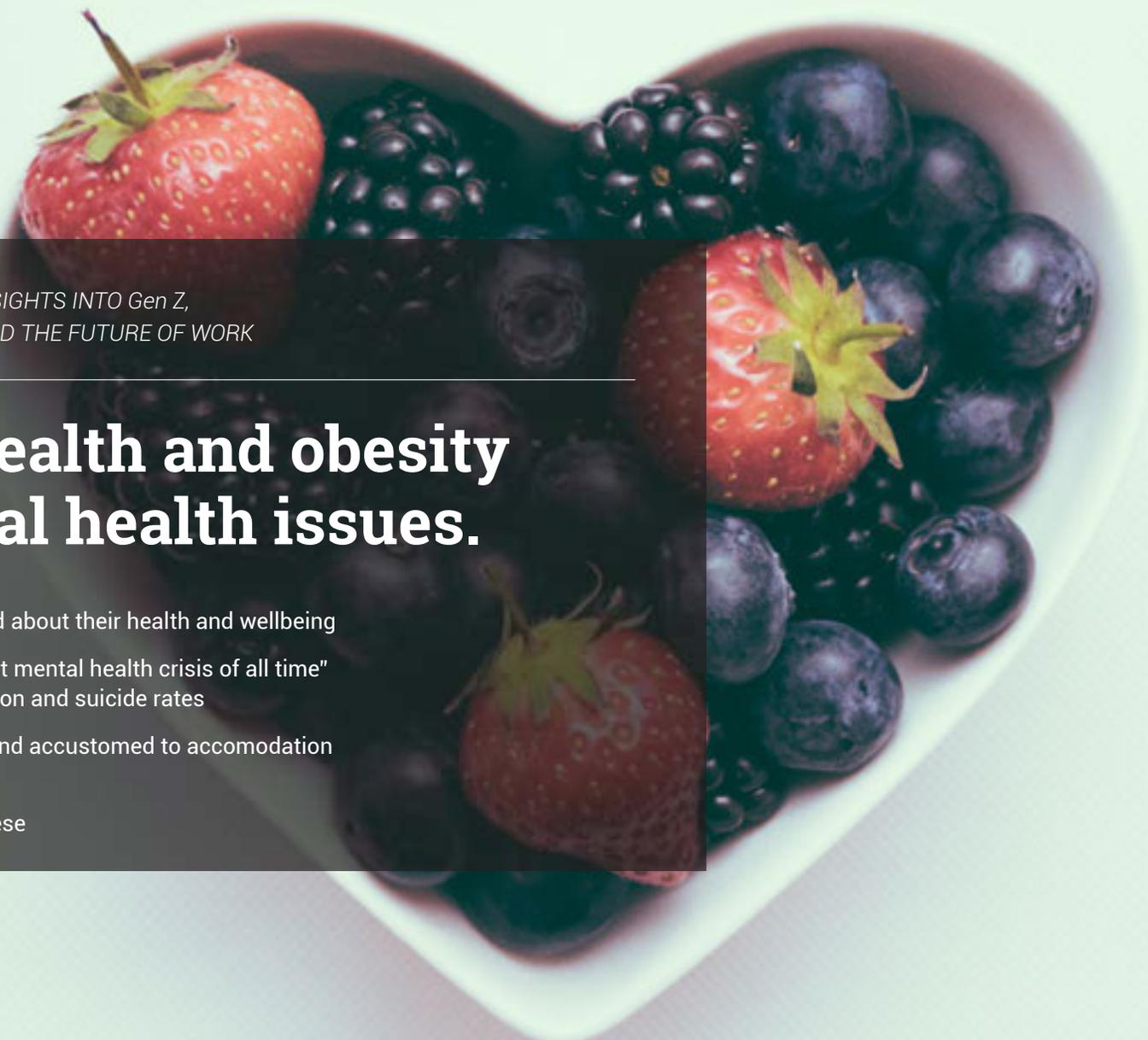
- Don't just value diversity, they are diverse.  
45% race other than caucasian
- 60% will support brands that take a stand on issues they believe in regarding human rights, race and sexual orientation
- Define cultural identity very differently than predecessors

#11

CRITICAL INSIGHTS INTO Gen Z,  
PURPOSE AND THE FUTURE OF WORK

## Equality and environment are top causes.

- 72% believe racial equality is the most important issue of today
- 36% say the number one cause they want their employer to support is equality
- Second was environment, followed by health, students and poverty

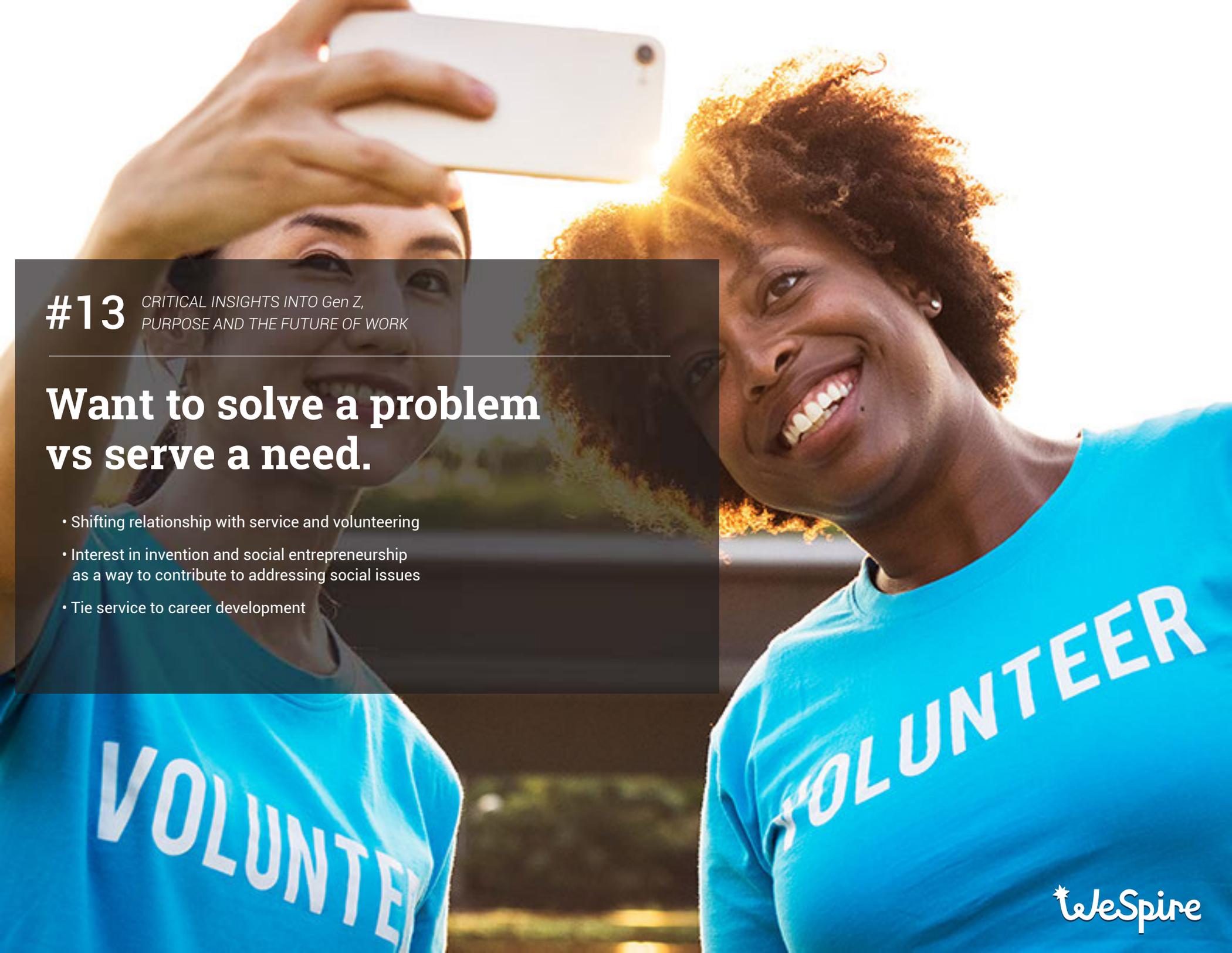


#12

CRITICAL INSIGHTS INTO Gen Z,  
PURPOSE AND THE FUTURE OF WORK

## Mental health and obesity are critical health issues.

- Two-thirds are stressed about their health and wellbeing
- On “the cusp of greatest mental health crisis of all time” with rocketing depression and suicide rates
- Higher rates of ADHD and accustomed to accomodation in schools
- 47% expected to be obese

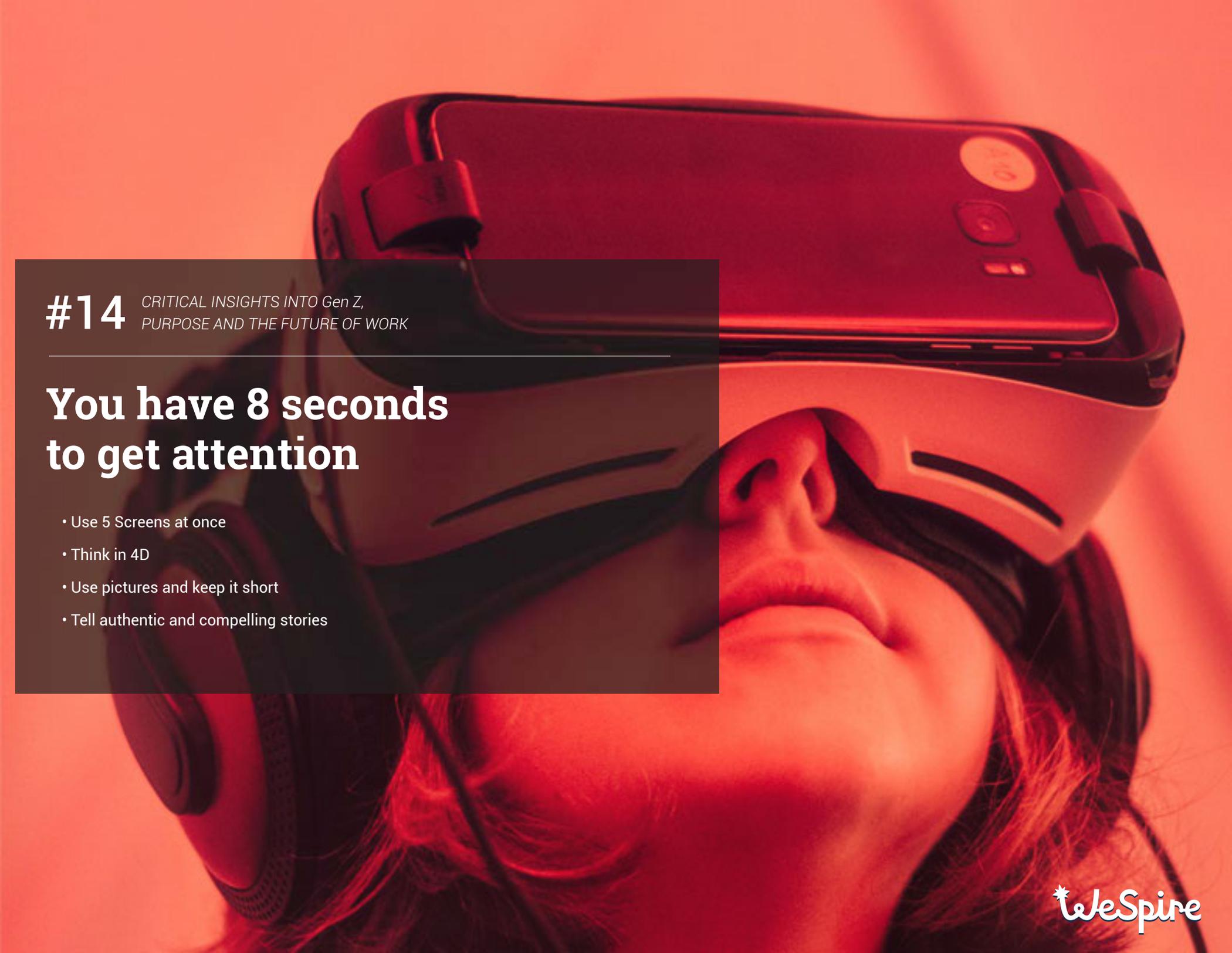
A photograph of two young women wearing bright blue t-shirts with the word 'VOLUNTEER' printed in white. The woman on the left is holding a white smartphone up to take a selfie. The woman on the right is smiling broadly. The background is a bright, sunny outdoor setting with a blurred horizon.

**#13**

CRITICAL INSIGHTS INTO Gen Z,  
PURPOSE AND THE FUTURE OF WORK

## Want to solve a problem vs serve a need.

- Shifting relationship with service and volunteering
- Interest in invention and social entrepreneurship as a way to contribute to addressing social issues
- Tie service to career development



#14

CRITICAL INSIGHTS INTO Gen Z,  
PURPOSE AND THE FUTURE OF WORK

## You have 8 seconds to get attention

- Use 5 Screens at once
- Think in 4D
- Use pictures and keep it short
- Tell authentic and compelling stories

# #15

CRITICAL INSIGHTS INTO Gen Z,  
PURPOSE AND THE FUTURE OF WORK

## Video Rules

- Nearly all use YouTube and 50% say they can't live without it
- It's how they discover, learn, socialize and connect
- Make it clear in your video content that there's an overall goal your company is after beyond profit

# Sources

- 1 6 Reasons Why Entrepreneurship is a Match for Gen Z
- 2 Different Motivations for Different Generations of Workers: Boomers, Gen X, Millennials, and Gen Z
- 3 Generation Z vs Millennials: The 8 Differences You Need to Know
- 4 Your Guide To Generation Z: The Frugal, Brand-Wary, Determined Anti-Millennials
- 5 Gen Z: Culture Builders
- 6 The Power of Gen Z Influence
- 7 What 5,000 Gen Z'ers Tell Us About the Future of Work
- 8 Generation Z Is Stressed About Their Health and Well-Being – And Technology Isn't Helping
- 9 Have Smartphones Destroyed a Generation?
- 10 New Kids on the Block: A First Look at Gen Z
- 11 Generation Z and the Workplace: Accommodating Tomorrow's Workforce
- 12 The Change Generation Report: How Millennials and Generation Z are Redefining Work
- 13 8 Key Differences between Gen Z and Millennials
- 14 With Eyes Wide Open, Generation Z looks to serve, share and impact
- 15 Generation Z Could Solve Your Inclusion Problems – If You Include Them
- 16 Volunteering: Engaging Generation Z



For more information, contact [insights@wespire.com](mailto:insights@wespire.com)