

# A Critical Evaluation of Generation Z at Workplaces

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## ABSTRACT

Generation Z truly is the digital generation. They are unlike any before them and are developing in a world that is pure media. They are born into a digitized economy where instant access is everywhere and while the world that they are growing up in is new and evolving, so are the techniques that it will take to teach them.

These are children that have never known a world without internet service, landline phones, or homes without a PC. They have never had to use a phone book or encyclopedia to gain information. This is a generation of instant gratification but a group of kids that welcome diversity, change, and accept that things cannot and will not last forever. They are environmentally conscious and aware of social causes. They mobilize through social networks and public formats. They have been called "The Silent Generation" because of their lack of face to face interaction. They are communicating through various mediums and digital formats. These kids learn differently because they have evolved differently. No longer will a pen, paper and book satisfy the needs of this group who thrives in a media rich environment.

## OBJECTIVES TO STUDY:

1. **An overview of Generation Z and to identify its importance at workplaces.**
2. **To observe a current trends at workplaces.**
  - Generation Z at par
  - Generation Y are strugglers
3. **To see the comparative analysis of Generation Z/Generation Y.**
4. **A critical evaluation of Generation Z in workplaces.**
5. **To give a concluded observations and Futuristic Approach.**

## RESEARCH METHODOLOGY:

The present paper is divided into five sections based on **SECONDARY DATA** received from

newspapers, reputed journals and websites. The present paper describes various sections according to the above mentioned objectives.

## Keywords

**The silent generation, baby boomers, Millennial Generation, PDA**

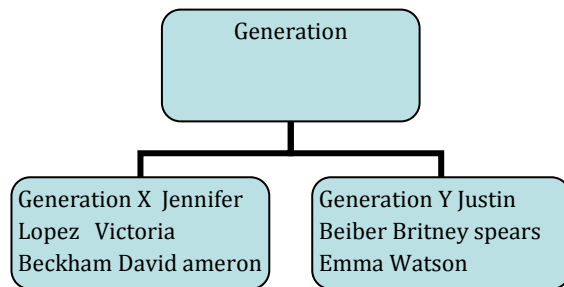
## INTRODUCTION

Those born between the early 1990's and the early 2000's have a common name and common thread, the Internet. Generation Z also known as Generation Net have become the most recent generation. The earliest birth year for a Gen Z is commonly agreed at 1991. These people were born at the dawn of the World Wide Web. More generally, some of the oldest members of this generation were born at the end of the "Echo Boom" or the Gen Y group. The youngest babies are generally believed to be a baby "boom let" which occurred around the time of the financial money crisis in the 2000's ending in 2010. The next generation is yet unnamed. The parents of the Gen Net group are typically Gen X, or late boomers and quite easily the older members of the Gen Y generation. The new generation has been given many names such as Generation Internet, Gen Z after the Gen Y, the M Generation after the reference to their need to multi-task, Generation 9/11 referencing the juvenile population at the time of the September 11 attacks, Homeland Generation, based on a study by Strauss-Howe, showing the similar type

of personality of their grandparents or great grandparents, the Silent Generation. Digital natives is another tagged name for this group since they have been connected for their lifetime by media technologies such as the World Wide Web, MP3 players, text messaging, mobile phones, PDA's, YouTube, I Pad's and the list goes on and on and on. The difference between their Generation X parents and the Gen Z children is

their parents had limited use to tech communication and the children were born with the highly connected forms of communication from birth. The trends and traits of the Gen Net have been described by some as instant minded, a tendency to have “acquired Attention Deficit Disorder” since their dependency on technology is

**ORIGIN OF GENERATION Z**



**Baby Boomers**

The Baby Boomers are a generation of people born during the post WWII ‘Baby Boom’, roughly during the years 1946 to 1964. In the years following WWII many western nations experienced a spike in births as they slowly recovered from the economic hardships experienced during wartime. This new generation of Baby Boomers experienced an unprecedented level of economic growth and prosperity throughout their lifetime. They entered the world in a time of relative hardship, but thanks to education, government subsidies, rising property prices and technological advancements they have emerged as a successful and affluent generation.

**Generation X**

Generation X came after the Baby Boomers, and typically covers people born between the mid 1960’s and the early 1980’s. Gen X was shaped by global political events that occurred during this generation’s youth. Events such as The Vietnam War, the fall of the Berlin Wall, the end of the Cold War, and the Thatcher-era government in the UK were events that helped to shape the culture and upbringing of Generation X. Relative to previous generations, Gen X is more open to diversity and has learnt to embrace differences such as religion, sexual orientation, class, race and ethnicity.

**Generation Y**

Generation Y came after Generation X. Generation Y covers people born between the 1980’s and the year 2000, and these individuals are sometimes

high and the attention span is lower than other generations who relied on book reading, newspaper reading. They are more consumers driven as their need to upgrade to the next more efficient tech tool, game, application is top of mind for this generation.

referred to as Gen Y, the Millennial Generation, or simply Millennials. Generation Y has been shaped by the technological revolution that occurred throughout their youth. Gen Y grew up with technology, so being connected and tech savvy is in their DNA. Equipped with latest technology and gadgets, such as iPhones, laptops and lately tablets, Generation Y is online and connected 24/7, 365 days a year. Many Millennials grew up seeing their Baby Boomer parents working day and night doing stressful corporate jobs, which has shaped their own views on the workforce and the need for work-life balance.

**Generation Z**

Generation Z are predicted to be highly connected, living in an age of high-tech communication, technology driven lifestyles and prolific use of social media.

**Some examples of people born in Generation Z:**  
Brooklyn Beckham, Apple Martin.

**TO OBSERVE A CURRENT TRENDS AT WORKPLACES.**

**Generation Z at par**

**Generation Z is innately reliant on technology.** These individuals have been using technology since infancy; however, unlike their Millennial and Gen X counterparts, Generation Z will be “normal” users of technology, meaning they won’t necessarily be the most tech savvy when it comes to programming behind the device. What does this mean for HR and L&D? We should be thinking about how we can automate and use technology in our work processes, structures, and so forth to cater to Generation Z’s technological preferences, but don’t expect this generation to be as technologically savvy or adept as previous generations. They just want technology that is easy to use and will solve their problems, help coordinate their activities, or provide them with relevant people or information.

**Generation Z is hyper-connected.** The connected quality of the Millennial generation will only be

amplified by Generation Z. In fact, a recent Wikia study cited that 60 percent of Generation Z says they like to share their knowledge with others online. This is a strong indicator that this generation will want access to collaborative learning opportunities and technologies once they have entered the workforce. Due to their abundant use of social media, they will likely approach learning and development in a networked fashion, much like the Millennial generation, so it makes sense to continue thinking about how to integrate social learning elements into L&D practices.

**Generation Z is increasingly “in the moment.”** This generation will spend way more time in the “relevant now,” leveraging pertinent information and knowledge that is dependent on what a particular moment dictates. This means that pre-scheduled and pre-planned learning

## TO SEE THE COMPARATIVE ANALYSIS OF GENERATION Z/GENERATION Y.

**In generational conflict Generation Y will hide.**

All generations have conflict between each other. But conflict is really bad for Generation Y because they hate conflict. They are the generation that moves home with their parents because they get along so well, and they apologize for quitting because they can't cope with disappointing their boss confrontational who means that Generation Z, raised by pragmatic, confrontational Gen X parents, will think Gen Y are lame Weak, delusional

**Gen Z will lead Gen Y almost immediately.**

Gen Y hates to stand out. Their idea of leadership is leading from the middle. Or pretending people don't like leaders. This has not been a problem for them because Gen X doesn't want to lead. Gen X just want to go home to their kids. So the only people providing top-down leadership at work right now are Baby Boomers who refuse to retire and exist miles and miles from the cutting edge of everything except the new retirement. So there will be a power vacuum when Gen Z enters the workforce, and they will take it over very quickly. All they'll need to do is say, “I want to lead.” No one will challenge them. And, conveniently, Strauss and Howe point out those generational tendencies are cyclical, and Generation Z is poised to lead. They grew up in a time of turmoil: economic demise, war, rampant, random shootings. Generation Z will take charge, create stability, keep everything in line.

**he passion problem will be passé.**

activities (for example, training or lectures) will be less effective in developing these individuals. Generation Z will be much more likely to engage in ad hoc and on-demand learning and development activities, enabled by technology, that are related and relevant to the individual in that moment. This generation will bring a whole new meaning to just-in-time learning.

**Generation Z = mobile.** According to a 2012 Forrester Research study, Generation Z is the second largest demographic owning an iPhone (24 percent), with Millennials ranking highest at 29 percent. It seems safe to say that Generation Z will be highly mobile and will demand learning and development opportunities that can support their free and nomadic nature.

Gen Y is immobilized by their need to “do what they love”. Their Boomer parents instilled in the fairy tale idea that passion should guide what they do. But Baby Boomers have never had this, except when they were unemployed at Woodstock, and their impractical, dreamer career advice has left their kids unable to make decisions. Gen Y has a passion problem. But this will end when Gen Z comes on board. First of all, Generation Z will be the education generation. They will have been homeschooled at a rate we have never seen before, so they will be great at identifying what they like. Generation Y, on the other hand, was schooled by teachers who told them what to study to ace the test, and parents hired tutors to help, which means Gen Y is particularly good at taking tests and bad at figuring out what they like. Generation Z will fill the gap and simply tell Generation Y what to do. Generation Z will give meaning to work in a way that Gen Y has talked about but has been incapable of achieving. Work will be about creating a national sense of stability. Work will be about helping families to adjust to the new economic realities. Work will be about helping people build new paths through adulthood that do not focus on the corporation. Gen Z has been priming for this their whole lives, with their counter-culture, Gen X parents.

**Gen Z will out-communicate Gen Y.**

Right now, Gen Y are the best communicators at work. They are the first generation to be taught social skills at work, and they are genuinely kind and concerned about people. Additionally Gen Y are the first generation who grew up writing for a massive audience, even as kids, and they are the generation with the best writing skills in history.

This will all seem old-fashioned, though, when Gen Z is on the scene. Gen Z communicates largely through video. They use YouTube like it's Google. For example, when they want to know how to beat a video game, they search online for a video to tell them: no reading. Teenaged boys are giving video game lectures to thousands of other kids. Teenaged girls are political activists who have their own video platform before they're thirteen years old. The poise Gen Z has in front of the camera will translate to workplace confidence and charisma. This will be the age of verbal communication rather than written, and Gen Z will shine.

**Gen Z will force Gen Y to live more in reality.**

Gen Y's obsession with travel is rooted in their acute need to feel special and different and

document it in a way their friends approve of. Also, Gen Y has no money, so they are forced to say they value experience above possessions since they can't afford possessions beyond their *de rigueur* Apple equipment and with. Generation Z is over the photography thing already. Every gadget they have has a camera. Their parents have documented their every move, and they are expecting to have no disposable income, so they won't need to post photos justifying their existence. So Gen Z will shine a light on Gen Y and expose a lot that Gen Y hasn't seen before. But the truth is that every generation keeps the generation before them more honest.

**A CRITICAL EVALUATION OF GENERATION Z AT WORKPLACES**

GenX and GenY is making today the most significant impact in the workplace. They are empowered, consumer oriented, technologically savvy and they are not afraid to speak up for change in their workplace. GenX and GenY's are advocating for a more 'fluid' use of time in their workday. They think, why not work from morning till noon, take off part of the afternoon and then restart again at 5 p.m. and continue to midnight. In their minds and in their 'always on' world, they see this arrangement as perfectly legitimate as long as they get their work done and meet customer expectations. For each generation there are particular experiences that mold specific preferences, expectations, beliefs and work style. Here is a brief description of generation Z and their socioeconomic experiences and how they have impacted their work and leadership styles.

<b>Career Goals</b>	<b>Build several parallel careers, have several jobs simultaneously</b>
<b>Work environment</b>	<b>Office, home desires flexible schedule</b>
<b>Technology</b>	<b>Creates own documents, databases, uses web for research, e-mail, 24/7</b>
<b>Client orientation</b>	<b>E-mail/IM/Text</b>
<b>Retention</b>	<b>Personal relationship</b>
<b>Mentoring</b>	<b>Constant feedback needed</b>
<b>Motivators</b>	<b>Maintain personal life</b>
<b>Attire</b>	<b>Whatever feels comfortable</b>

## CONCLUSION & FUTURE STRATEGY

Generation Z represents the greatest generational shift the workplace has ever seen. The giant so called "Millennial" cohort is really two generations --- Generation Y (born 1978-1989) and Generation Z (born 1990-99). Already the bleeding edge of Generation Z (today's 16 to 23 year olds) are already more than 11 million strong (nearly 7%) in the North American workforce and their numbers will grow dramatically over the next few years. By 2015, they will be 20 million; 25 million by 2017; 30 million by 2019. While Generation Z is referred to as the 21st Century generation, the generation after Gen Z will be the first generation born entirely into the 21st Century as some of the oldest Generation Z were born at the end of the 20th Century. It has been suggested the next generation after Gen Net, Gen Z, will be called the Alpha Generation. Generation Alpha will be the children of the Gen Y and older members of the Gen Z, as well as grandchildren of the younger Baby Boomers and older members of the Generation X. Ensuring that the different generations working together under one roof actually work well together is a big concern for many employers. After all, if knowledge isn't able to be sufficiently shared from generation to generation, older generations will eventually retire -- taking with them decades of experience. In addition, workers who work well together are likely to be happier, more productive and better brand ambassadors for companies. This is the new emerging workforce and they will fill up a new "youth bubble" in the workplace in the next seven years, just as roughly 30 million aging Baby Boomers will retire. Generation Z will present profound challenges to leaders, managers, supervisors, hr leaders, and educators in every sector of the workforce. It will be increasingly

important to understand where they are coming from and key strategies for bringing out the best in this new emerging young workforce.

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