

A HIGHMATCH REPORT

# THE GEN Z REVOLUTION

## Surprising Ways They're Already Changing Talent Acquisition



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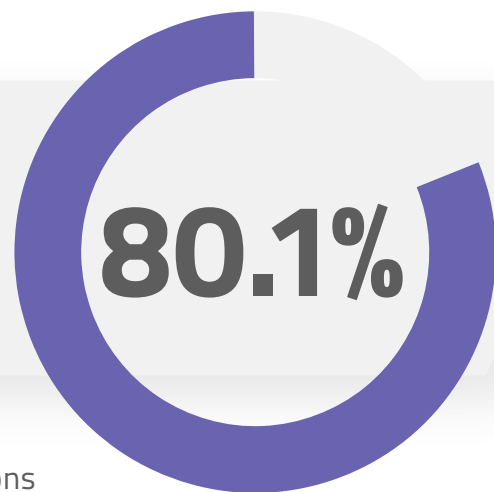
# Introduction

Talent acquisition evolves constantly. As Generation Z begins to enter the workforce in remarkable numbers, talent acquisition professionals are shifting their strategies to successfully acquire this youthful generation.

While many people thought this would be a generation closely related to millennials, workplace expectations, preferences, and career goals are taking a sharp turn. Many changes are so dynamic, they have the potential to shift talent acquisition strategies.

For example, hiring budgets have been stretched to make room for high-tech recruiting communications, such as text and social media channels. Yet talent acquisition professionals in our recent survey revealed they're taking a personable approach when it comes to Gen Z candidates.

**In fact, 80.1% of respondents say Gen Z reacts positively when they connect directly via in-person communication.**



The desire for both technology and personal connections adds a new level of complexity to recruiting this group of talent.

Increased face-to-face, personal interactions is just one of the surprising ways our respondents are connecting with and acquiring Generation Z.

# About Our Research

**Generation Z**, those born between 1995 and 2010, has officially entered the workforce. Consulting firm **BridgeWorks** estimated in 2016 that Gen Z accounted for 61 million people in the U.S. That's larger than Generation X and two-thirds the size of the baby boomer generation.

Talent acquisition professionals must prepare to effectively recruit this large group.

Our research sought to reveal what talent acquisition pros are currently doing to successfully attract and hire this largely populated generation. The purpose of this report is to empower recruitment and hiring professionals by revealing the surprising ways Gen Z candidates are already impacting talent acquisition strategies.



# Methodology

In May 2019, we surveyed 1,000 U.S. talent acquisition professionals 25 years of age and older. These respondents were human resource professionals, recruiters, and executives of talent. None were owners of the company.

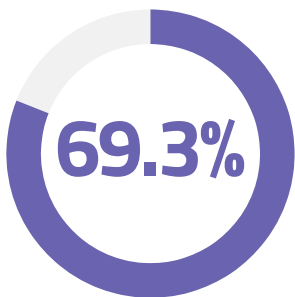
## Key Takeaways



- ▶ agree/somewhat agree that Gen Z responds positively when connected directly via **personal communication**



- ▶ **“Meeting in-person earlier in the process”** was the second most helpful strategy hiring pros used



- ▶ agree/somewhat agree that Gen Z shares their **employee expectations** and asks how those will be met

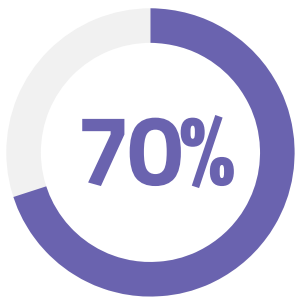
# Communicating with Gen Z Candidates

**What you thought you knew:** A 2018 report by The Center for Generational Kinetics revealed that **26 percent** of their Gen Z respondents spend **10 or more hours a day** on electronic devices. That's nearly half a day dedicated to screen time. With such an attachment to devices, you may assume all their expectations for the candidate experience revolve around technology.

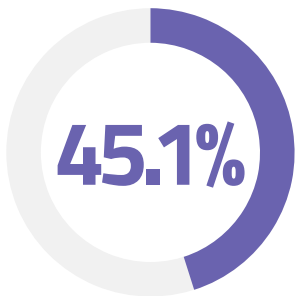
**The surprising reality: They want to experience the human-side of hiring processes.**

Gen Zers aren't completely focused on texting and Snapchat recruitment.

In fact, **"meeting in person earlier in the process"** was the second most popular change our respondents made to their recruitment processes. Talent acquisition professionals said it is also the second most helpful strategy they use when hiring Gen Z candidates. This generation prefers a **personalized, face-to-face experience**. Immediately offer the opportunity to meet in-person whenever possible.



▶ Nearly **70%** of our respondents said **meeting face-to-face** is how they're improving the candidate experience for Gen Zers.



▶ Another **45.1%** say these meetings receive the most **positive response** from candidates.

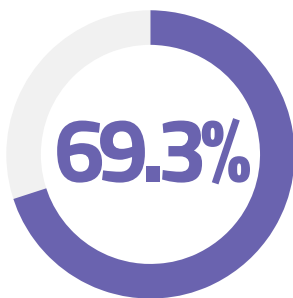
# Guiding Gen Z Candidates

**What you thought you knew:** This is a young generation with less job experience than their predecessors. According to a Pew Research Center social trends report, only 19 percent of 15 to 17-year-olds in 2018 worked during the previous year. That's compared to 30 percent of millennials in the same age range in 2002. With so little experience, you may think Gen Z desires increased guidance throughout the hiring process.

**The surprising reality: They already know exactly what they want and are motivated to get it.**

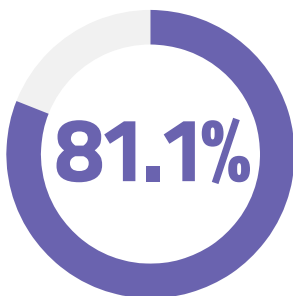
Generation Z candidates aren't waiting around for talent acquisition pros or company leaders to define their career paths. These ambitious candidates already have plans in place. They just want to know how a company will help them reach those goals.

*In fact...*



▶ ...**69.3%** of our respondents revealed that Gen Z shares their **employee expectations** and asks how those will be met.

While these young professionals are confident in what they want from their careers, they're less confident in their abilities. Nearly half (43 percent) of Gen Z students surveyed by Dell Technologies don't believe their education prepared them well for their future careers.



▶ That's why when competing for this group of young candidates, the majority of hiring pros (**81.1%**) know it's important or very important to focus on **career development opportunities**.

Connect Gen Z candidates to both **short-term and long-term development opportunities** that are right for them. Detail the skills and traits they possess that make them the right fit for those opportunities. This increases their confidence that they are prepared to succeed in the role now and in the future. While also providing them with a roadmap to see their future with your organization.

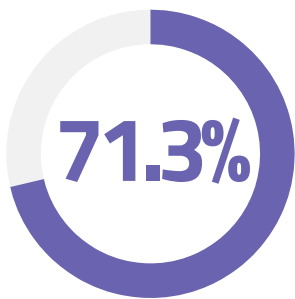
# Incentivizing Gen Z Candidates

**What you thought you knew:** New research conducted by Clever revealed the average graduate overestimates their salary by more than \$10,000. This overestimation makes it look like high salaries are the only way to impress Gen Z grads.

**The surprising reality: Gen Z talent wants more than just a high salary.**

Gen Zers do have high salary expectations. However, our talent acquisition respondents shared money isn't all these candidates are focused on.

*For example...*



▶ ...when competing for Gen Z talent, **71.3%** of respondents said it's important to focus on **perks and benefits**.

Once hired, talent acquisition professionals recognize they must follow through on these expectations.



▶ They ranked **perks and benefits** as the #1 (**55.6%**) change to the workplace that would improve Gen Z employees' overall satisfaction.

"Perks," however, don't mean the same thing to Gen Z as they did to millennials. While millennials wanted free smoothies and nap stations, **44.3 percent** of respondents say that giving Gen Z **access to the latest tools and technology** would improve their overall satisfaction.

continued



# Incentivizing Gen Z Candidates

Show candidates how your team is taking advantage of your offered perks, benefits, and technologies. Our survey respondents believe **social media** is the best place to do this.

Close to half have increased their recruiting efforts on **social media** since they began sourcing and hiring Gen Z candidates.



High salaries are impressive, but this generation wants to see all of your benefits and perks. Remember, Gen Zers aren't concerned about coffee nooks. They're looking for benefits that contribute to their overall career success. Highlight the latest tools and technology your team is using to help them accomplish their daily tasks and long term goals.

**This creates a correlation between the company's offerings and employees' achievements.**

# Conclusion

There's more to Gen Z than meets the eye. Some researchers have even suggested that Gen Zers are more like their grandparents than they are millennials.

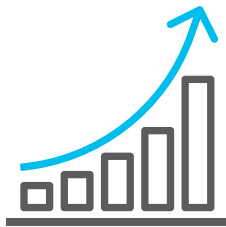
Observations like this illustrate that a revolution in talent acquisition must happen when it comes to Gen Z. **Here's where to start:**



Get in front of Gen Z candidates as quickly as possible to meet their need for **face-to-face interaction**.



Learn your candidates' expectations. Match them to **current and future opportunities** at your company.



Bring more to the table than an impressive salary. Show candidates how the company's **perks and benefits** impact employee success.

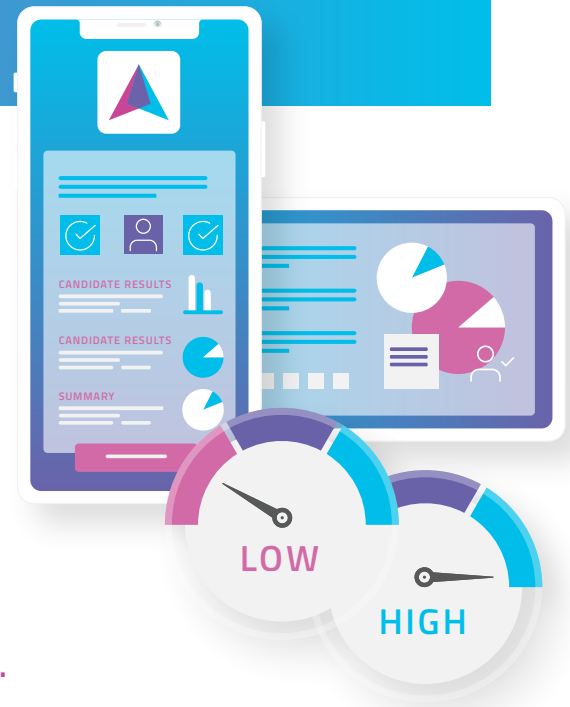


# The HighMatch Assessment

HighMatch, formerly Berke, began in 2004 with the mission to create a better assessment that would accurately predict job performance.

HighMatch engagements begin with job benchmarking and the creation of **hiring profiles**, which outline the traits that are required to succeed in every job. After candidates take the assessment, you receive a **report** that provides clear, actionable guidelines to help you make great hiring decisions.

**We believe that hiring the right people transforms companies.**







## ABOUT HIGHMATCH:

Our Talent Insights Platform combines modular cognitive and behavioral assessments with a massive library of skills testing, and our managed services arm provides a range of outsourced services to resource-strapped HR teams.

SEE MORE AT:

[highmatch.com](https://highmatch.com)



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