

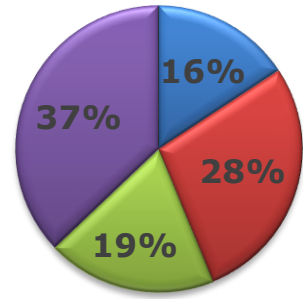
Gen Z Explains What Motivates Them At Work

1 SCHEDULE FLEXIBILITY

37% of Gen Z's cite being able to feel in control of their schedule as the single most important aspect of being motivated at work.

Compared with...

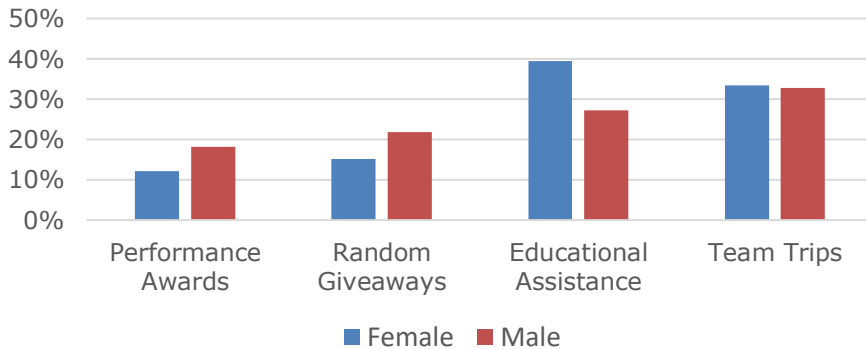
Only **28%** indicated that good relationships with co-workers drove them to be motivated at work.



■ Location ■ Fun co-workers
■ Fair management team ■ Schedule flexibility

2 CHOICE IN PERKS

The responses indicate that there is a great deal of fluctuation on what Gen Z's desire when it comes to on-the-job perks, and that is further expanded when compared by sex. This means that the ideal way to offer perks is to have a **flexible program** where each individual can opt in to the perk they choose.



3 GOING TO FIND THEM

Between the ages of 16-18 there are still **90%** of students that have not joined the workforce. This is a large opportunity for both the students and potential employers and studies have shown that the right marketing tactics in order to recruit are key to hiring the right staff. You must show them what they will get by coming to work for you. Traditional recruitment methods are becoming **obsolete**, and like all marketing it must transition to being conducted over digital platforms.

The full report covers details on precisely how to market to, recruit and retain Gen Z talent for your workplace.

GOODVIBES
M E D I A

Data sourced from private surveys of students between the ages of 12 and 18.
All insights and content is property of Good Vibes Enterprises.

For Inquiries Email: mgv@goodvibesenterprises.com