



# Engaging with Gen Z in your recruitment process!



20th March 2024 - Shoshanna Davis

# I'm Shoshanna!



Employers I've worked with



Featured in



**I'd love to get to know you!**



**Drop your name and what you do in the chat!**

**What's your experience  
level/understanding of Gen Z?**



**Let me know in the chat!**

**Let's set the scene...**



# Gen Z in the Media!



 The Guardian

## Gen Z want to work 'lazy girl jobs'. Who can blame them?

Young women are eschewing hustle culture to focus on life outside of work. Perhaps they are beating capitalism at its own game,...

1 month ago

 The Times of India

## Gen Z talks health but eats snacks for meals

India Business News: Want to look like a 'snacc' but end up bingeing on snacks - the struggle is real for Gen Z.


15 hours ago

 Business Insider

## Boomers enjoy vacation while Gen Z feels guilty, LinkedIn survey finds

A third of Gen Z professionals feel obliged to work during vacation, says LinkedIn study.

2 days ago

 Business Insider

## Gen Z workers are 'lazy' and lack soft skills, managers say

Frustrated managers said some Gen Z employees need more hands-on guidance and lack a can-do attitude, The Wall Street Journal reported.

2 weeks ago

 Fortune

## Jodie Foster says Gen Z are 'really annoying' to work with because they don't use proper grammar and turn up for work at 10:30 a.m.

"True Detective" and "Silence of the Lambs" star Jodie Foster has joined Whoopi Goldberg in slamming Gen Z's work ethic.

1 week ago



 The New York Times

## Gen Z's Housing Anguish

To afford rent, young American adults are making tough choices.

3 days ago

## But who really are Gen Z?

- 👉 One of youngest, most ethnically-diverse generation in the UK
- 👉 "Digital Natives" grew up with technology, the internet, and social media BUT 5.8M predicted to be Digitally excluded by 2032
- 👉 Their identity has been shaped by the digital age, climate anxiety, a shifting financial landscape and COVID-19.



**And as a result they're anxious..**



- 7 in 10 have been diagnosed with a long-term mental health condition or are experiencing a short-term mental health (Ranstad)
- 6 in 10 have felt anxious about the environment in the past month (Deloitte)
- Half say they live paycheck to paycheck (Deloitte)

**Plus lasting impacts of the pandemic...**



# What makes them tick



Making a positive  
impact on the world

Genuine authentic  
connection

Feeling 'successful'  
and fulfilled

Flexibility  
and independence

**I'll leave the mechanics of 'how' to the experts**

But here are some things to keep in mind...

**Know the right time to engage!**



**Provide value first to build trust!**



**Be transparent**



**Find positive role models  
they know or can relate to!**



**You don't have to a company social media page!**



Brand messages are shared **24 times more** when distributed by  
an employees own social channels





## Let's Recap..

- Gen Z aren't aliens - we all want the same things!
- Know when to engage & provide value first
- Be transparent + keep it relatable
- Existing employees are your biggest advocates

**Thank You!**

**Line Manager Development Training  
To Understand Gen Z Better**

**Confidence & Skill  
Building Workshops for Gen Z**

**Early Careers Team  
Strategy Days**

**Employer Branding  
Consulting & Execution**



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