

Career



Gen Z:
new talent, new rules

Barometer

2023/24

Editorial

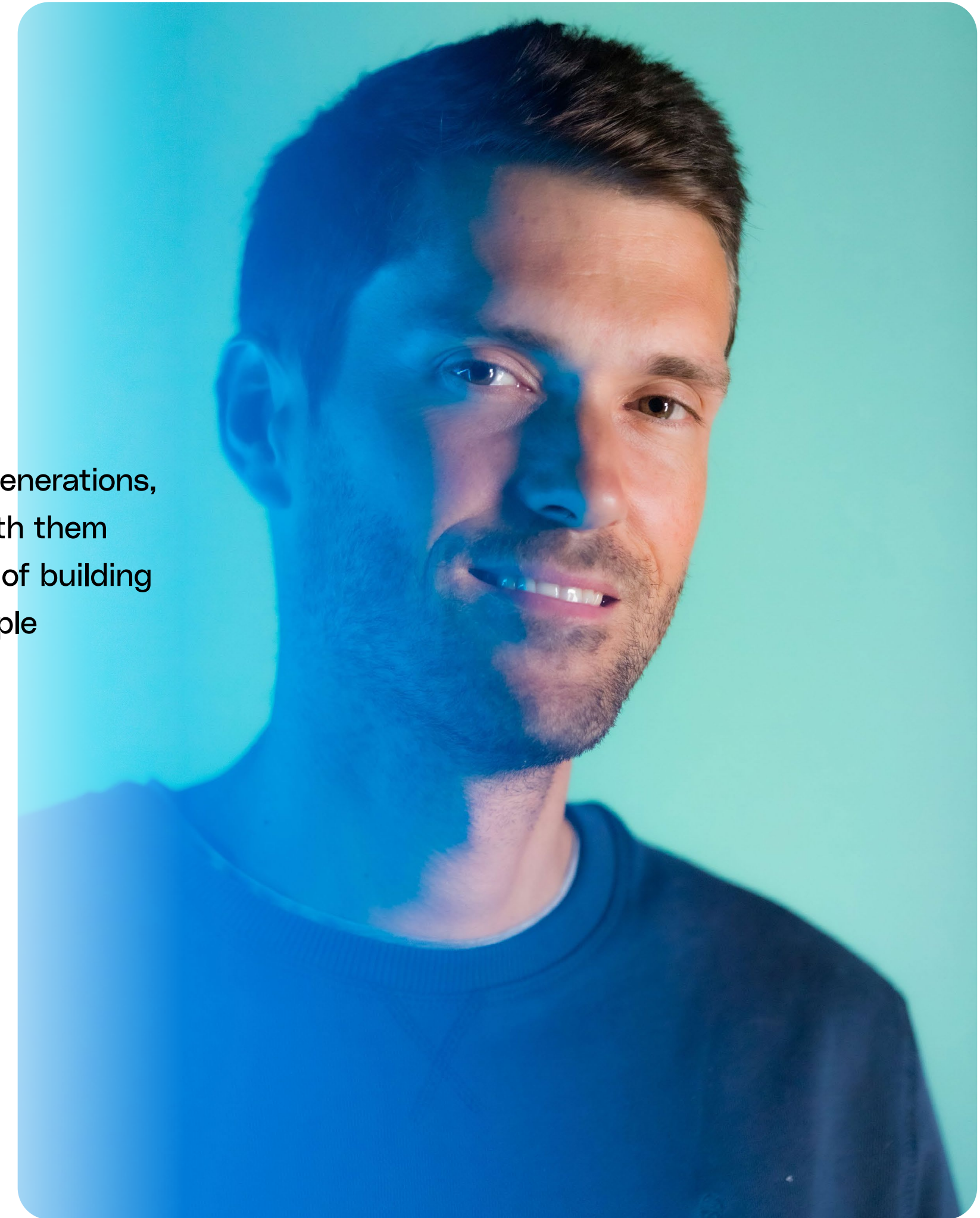
At the crossroads →

Since its creation, JobTeaser's mission has been to facilitate the professional integration of talented young people. This means first and foremost building bridges between the academic and business worlds, enabling students to find their way.

Our career barometer is part of this effort. The result of an extensive survey conducted under the aegis of JobTeaser's Gen Z Lab, you will discover an unprecedented panorama of the expectations, realities and challenges facing Generation Z.

More than just a study, this barometer is an invitation to dialogue and a call to action. Organisations, and companies in particular, are major players in innovation. For innovation to be healthy and profitable, it is imperative that we think about it in a collaborative way.

We have a huge responsibility to listen to future generations, so that we can build tomorrow's world of work with them and for them. It is in our hands that lies the hope of building a viable and sustainable future for our young people





About JobTeaser

JobTeaser is Europe's leading recruitment and career guidance service for young talent.

It was created in 2008 based on the observation that the transition between the student world and the professional world was often a difficult time for this young generation. The company's mission is to help young people find their way into the world of work. To this end, JobTeaser offers a platform for students and recent graduates to find internships and jobs. Integrated directly into 800 schools and universities, JobTeaser enables 5 million young people to find their way, as well as more than 250,000 recruiters to communicate and source talent.

For more information, please visit

corporate.jobteaser.com

About the The GenZ Lab

Launched in 2023, The Gen Z Lab brings together our resources on trends specific to Generation Z and their relationship to work. Our ambition is to demystify the fantasies surrounding this young generation, study their habits and better understand their aspirations. Studies, testimonials, articles, analysis, forecasts: find out all about the people who will be making tomorrow's world of work, thanks to the JobTeaser experts.

Methodology

In partnership with Kantar and CINT, some of the world's leading market research company, JobTeaser has undertaken the Europe's largest Gen Z Career Barometer study to reveal the outlook for the professional future of Generation Z. Conducted between 27 June and 11 July 2023, the study provides valuable insight into the career aspirations and expectations of Generation Z through Europe.

Target

5 000 individuals
aged between 18 and 27
interviewed in 8 Countries

Representativeness

The quota method was applied to guarantee the representativeness of the overall sample. The results for each country are nationally representative in terms of region and gender.



Summary



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**Gen Z's rocky career
*take-off***

02

**How to *attract and retain*
Generation Z**

03

In a *nutshell*

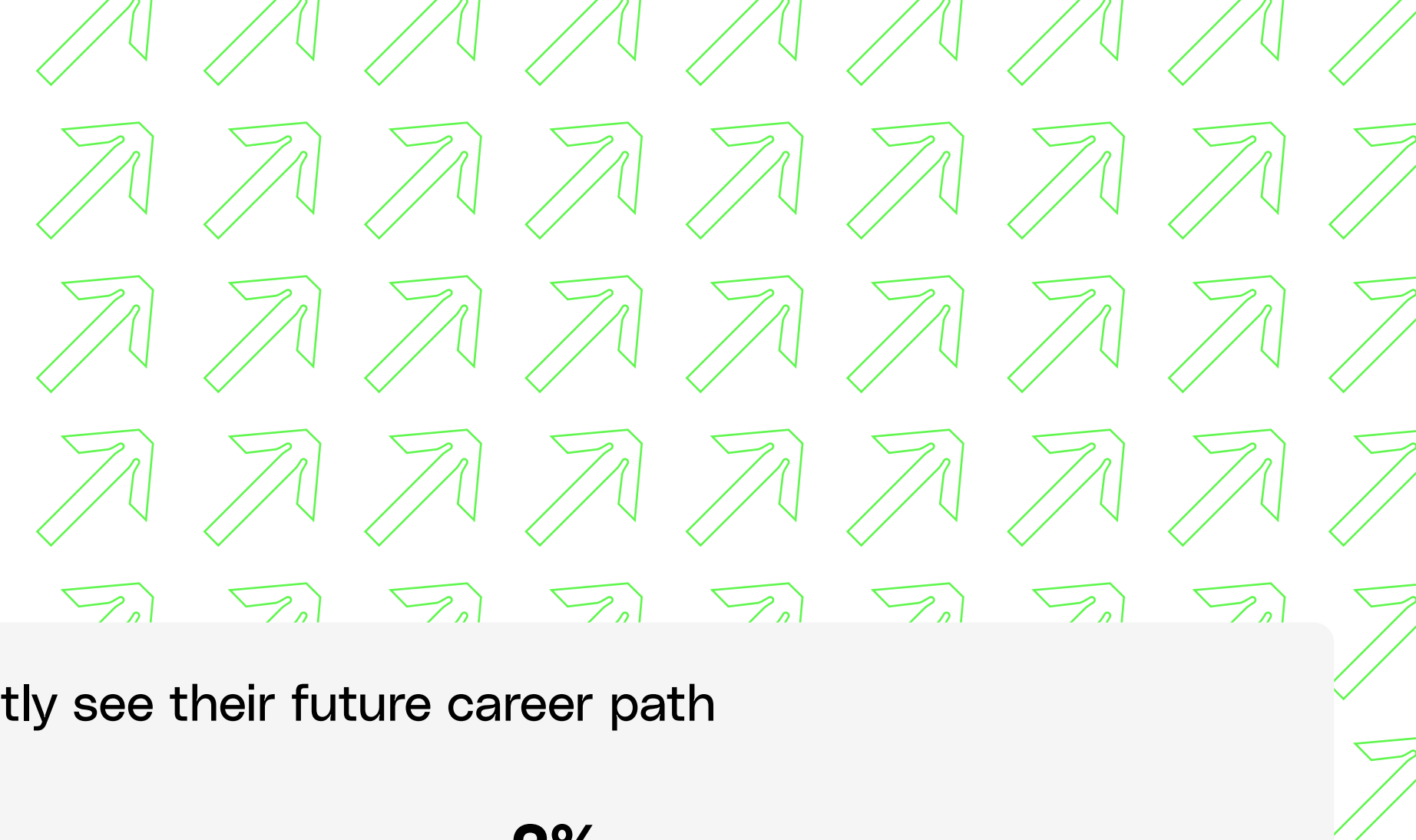
01

Gen Z's rocky career *take-off*

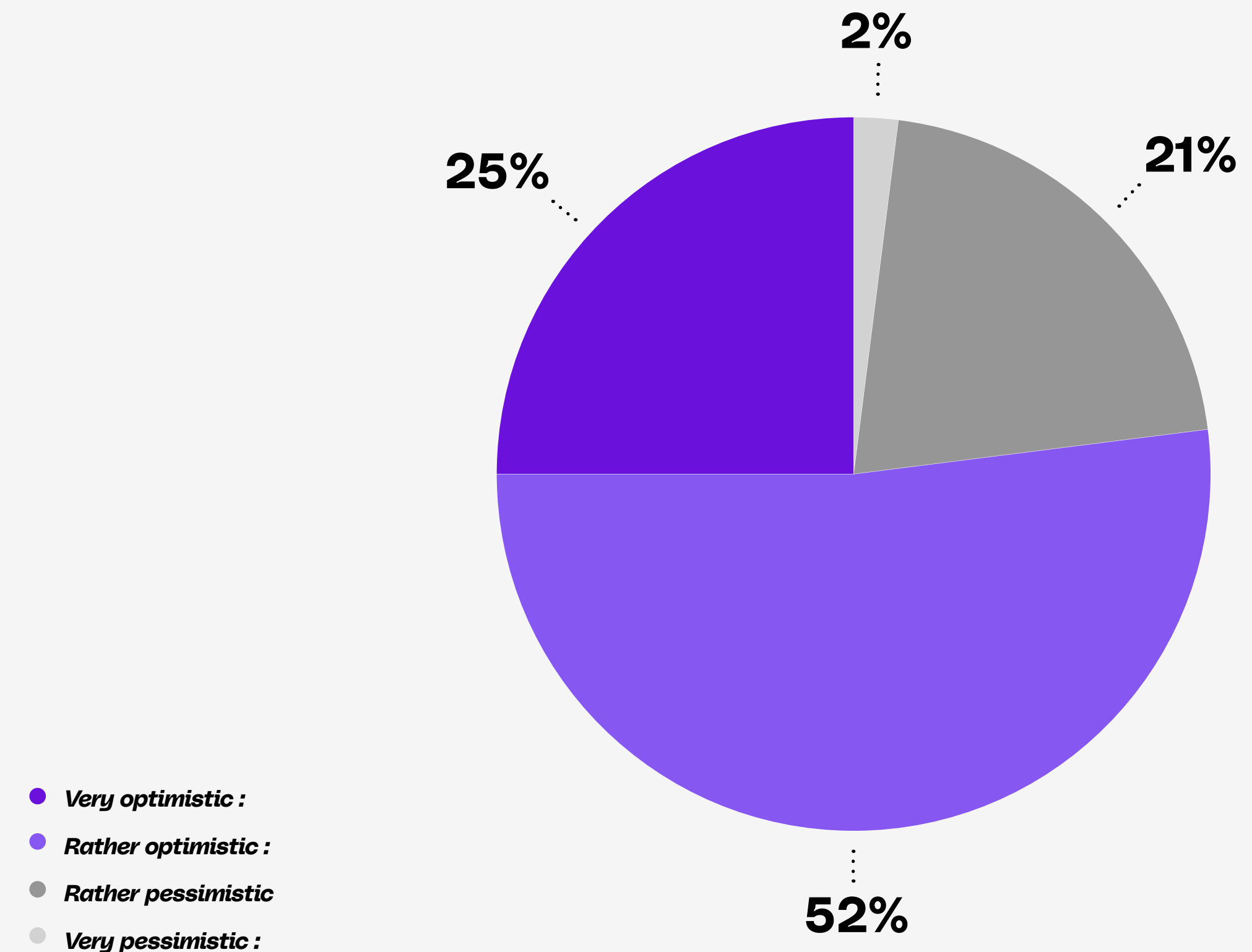
Ain't no mountain high enough for Gen Z

Never tell a young person that anything cannot be done! Young minds are a generation brimming with ambition.

In a world where the impossible seems within reach, it comes as no surprise that **8 out of 10** Gen Z individuals radiate optimism when contemplating their future career paths.



How do Gen Z currently see their future career path



But the path to corporate seems to be paved with rocks

Behind the glamour of the working world, a harsh reality emerges: the journey from lecture hall to meetings is anything but easy.



Main stressors :

45%

of students consider the transition from academic life to the professional world to be a major challenge.

23%

Lack of clarity about the practices and tools of the professional world

22%

Lack of preparation for required soft skills

21%

Lack of practical application of skills

Real (and genuine) concerns



Two concerns make top of the list for Gen Z.

Concern N°1: Money is (still) top of mind

Due to inflation and economic uncertainty, the **cost of living is a main concern**: Half (50%) of Zs are afraid of not being able to pay their bills.

This can be explained by an unfavourable economic climate:

- » Average core inflation in 2023, at 6.9% in the EU, is set to exceed 2022 inflation according to the EU commission
- » International students in Europe are faced with an average annual 14.5% price increase across all rental property types.

Concern N°2: there is a crucial lack of knowledge about future employers

1 in 3

Zs are afraid of making the wrong decision when choosing their future employer.

Gen Z faced with a knowledge gap to unlock job opportunities

Level of knowledge on..



The Zs are confidently carving out their career ...

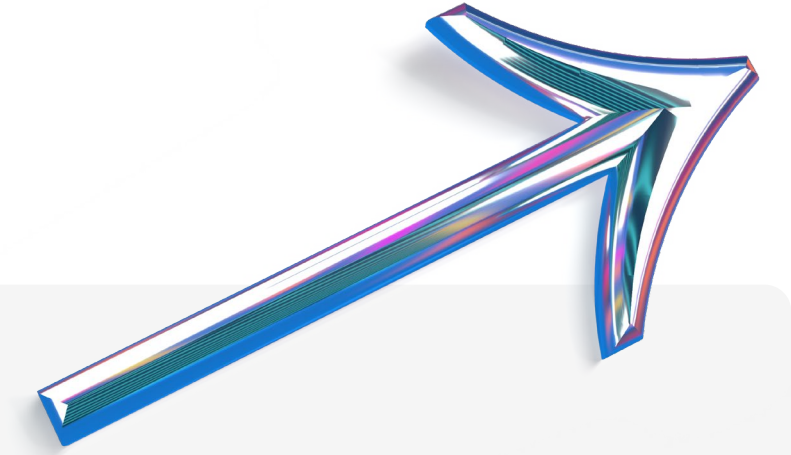


... but lack the tools to unlock matching job opportunities

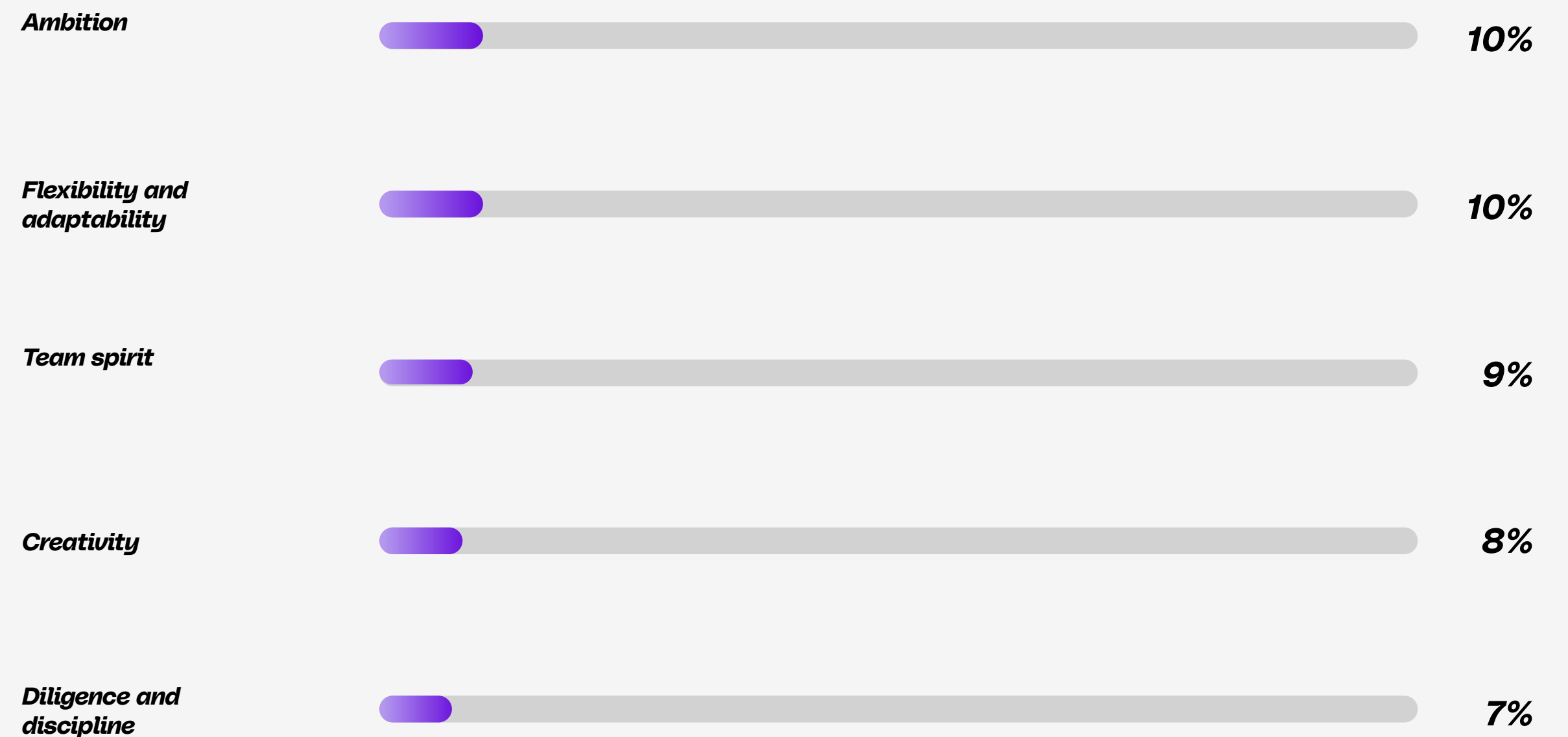


The most sought-after soft skills according to gen Z

Gen Z identifies Ambition, Flexibility, and Team Spirit as key soft skills for success in the business world. Their perspective may or may not match with the perspective of HR and recruiters. For example, one of the most sought after soft skills by employers are good communication skills.

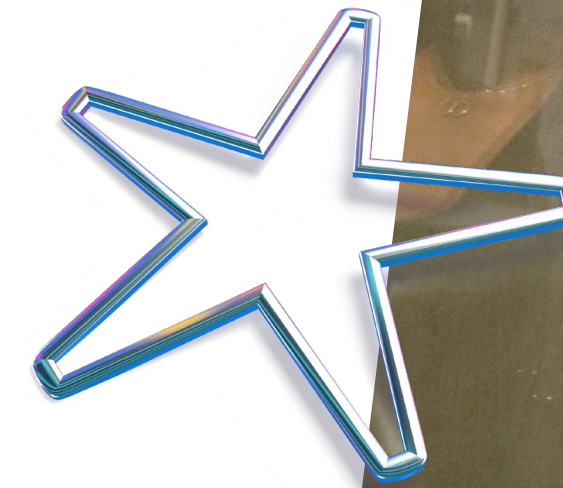


The Zs are confidently carving out their career...



5x proven HR strategies to empower Gen Z

For Gen Z, the pursuit of their first career ambitions can often feel very rocky. They sometimes lack the essential tools to realise their aspirations and unlock meaningful job opportunities. However, HR professionals can play a pivotal role in bridging this gap, enabling their companies to attract more suitable candidates from the outset.

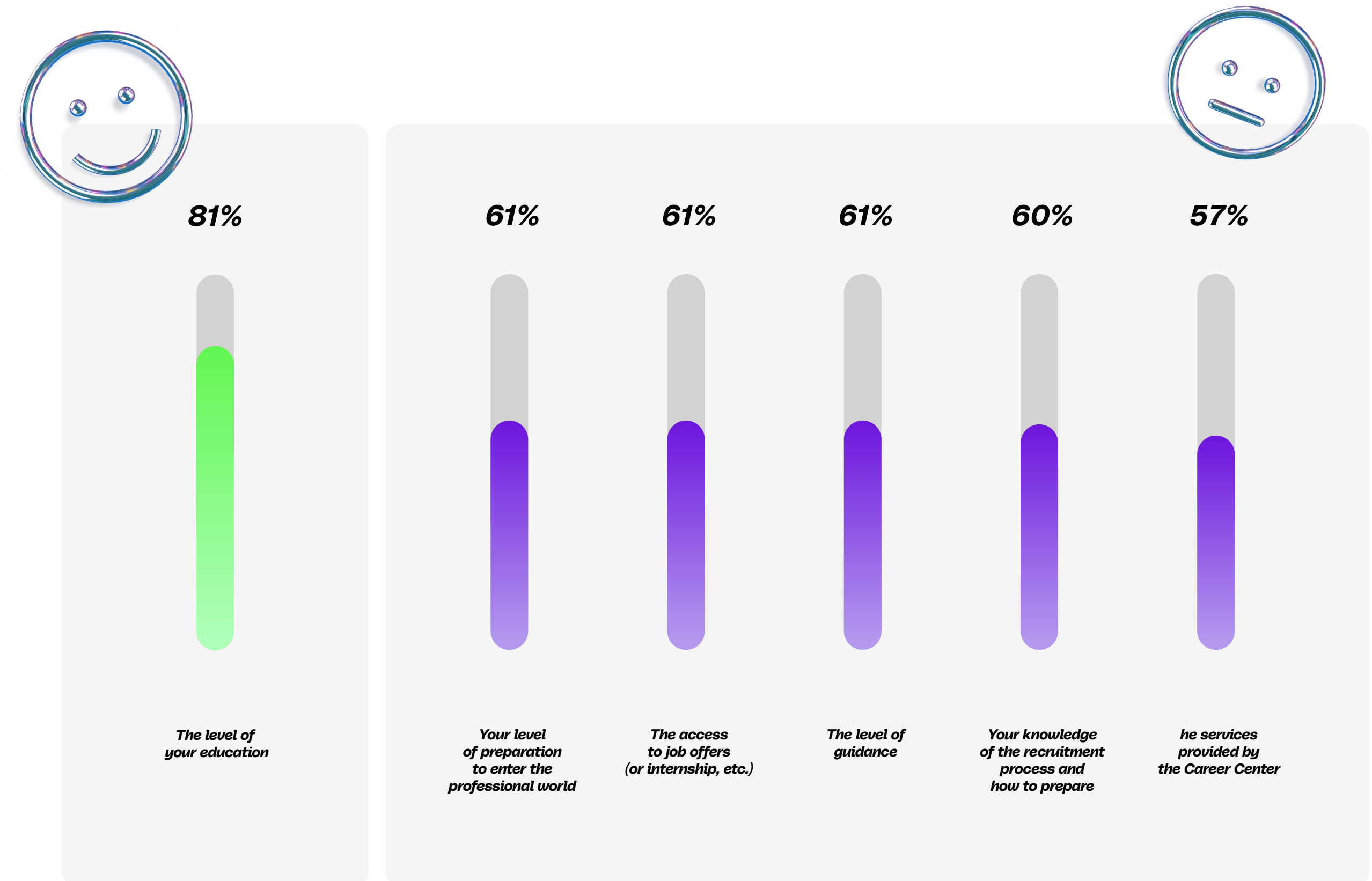


- » Streamline the Application Process for Gen Z. Enhance your company's website with a user-friendly interface, step-by-step application guidance, and readily available resume templates
- » Showcase Desired Soft Skills through Engaging Videos. Post them on social media!
- » Engage with students at job fairs and student career platforms
- » Tailor a part of your career website specifically for graduates
- » Launch or participate in a student mentorship initiative

Student career services expected to raise the bar

Ain't no mountain high enough but career centres can help climb them. While students are generally satisfied with the quality of education they receive, they are less satisfied with the level of support offered by student career centre services.

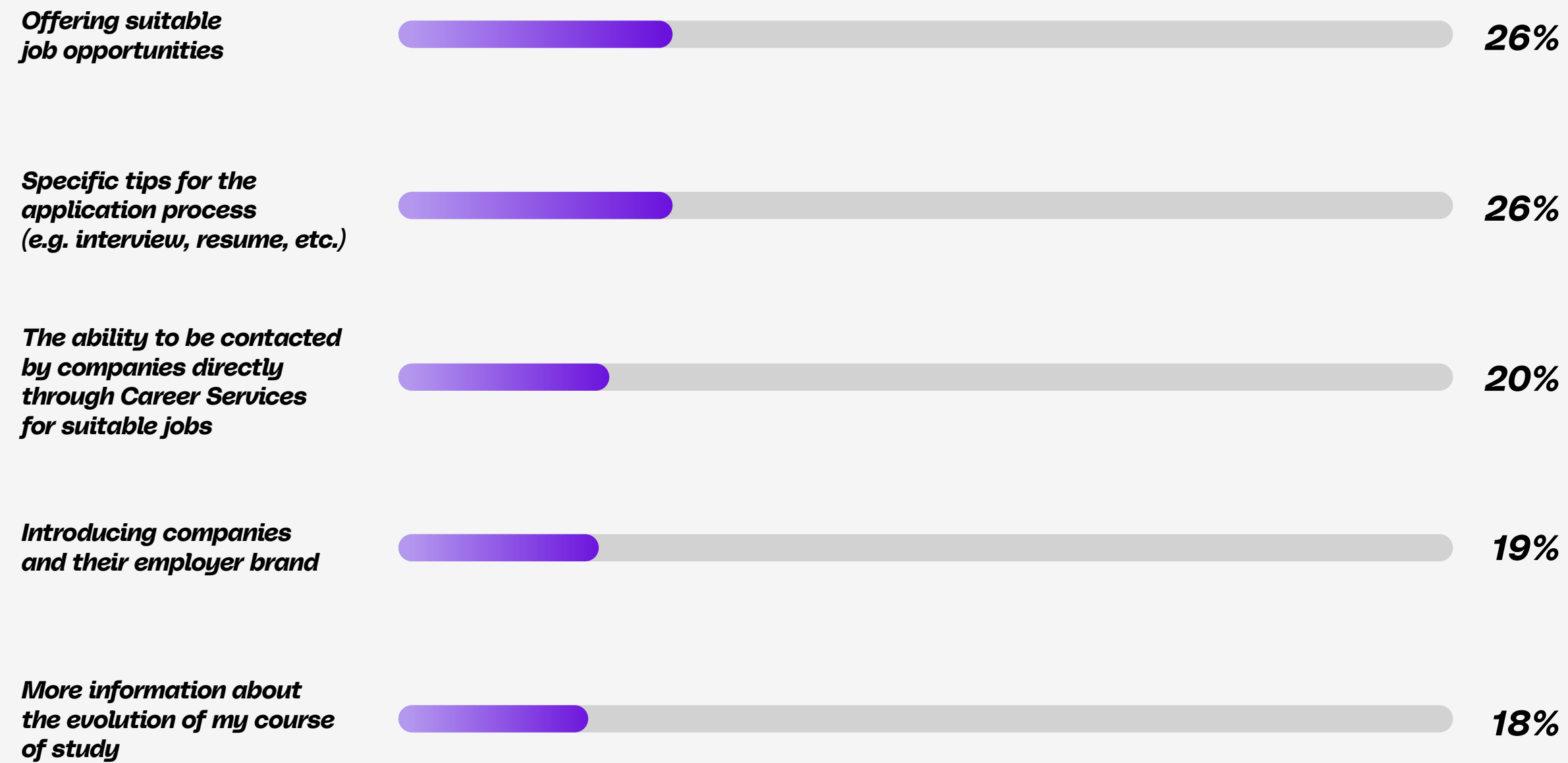
Satisfaction with the services provided by school/university



How could career centres help empower students?

The Indispensable Role of Career Centers

Students' expectations towards the schools' Career Center



02

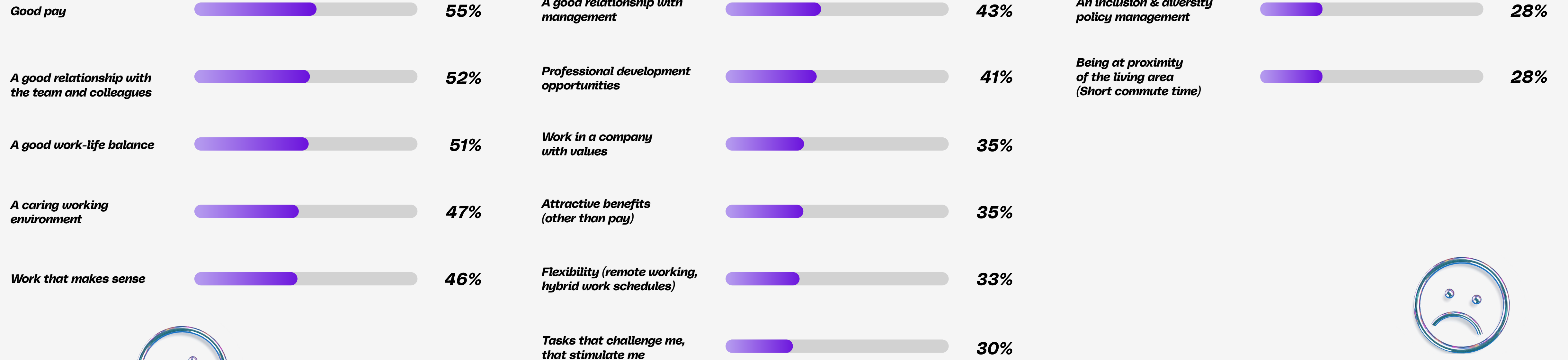
**How to
attract and retain
Generation Z?**

What do Z's expect from work?

To live a life of love ❤️ and luxury

While remuneration remains the number 1 criterion, factors related to well-being (such as good relationships, work/life balance, and a sense of purpose) take precedence.

Generation Z's working condition expectations



The inflation shock effect

As Gen Z enters the job market, securing a competitive salary has become their **top priority**. However, in the face of soaring inflation rates, a whopping 86% of Gen Z job seekers now harbour even higher salary expectations than ever before.

This surge in expectations can add complexity to salary negotiations, making it essential for companies to adapt.

How to counter the effect:

Emphasise Long-Term Career Growth. In addition to discussing salary, start highlighting career advancement opportunities during the interview process itself.

- » Present Clear Career Trajectories: Provide examples of employees who have progressed within your organisation, showcasing their journey from entry-level positions to more senior roles.
- » Highlight Skill Development: Mention the training programs, mentorship opportunities, and skill-building initiatives your company offers.
- » Stick to your promises to create a network of ambassadors and word of mouth.

Generation Z's quest for purpose : myth or reality?

In today's job market, Generation Z has redefined their criteria for attractive employers:

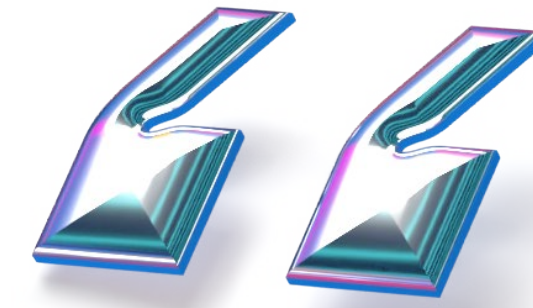
81%

of Gen Z members consider a company's values as a crucial criterion.

67%

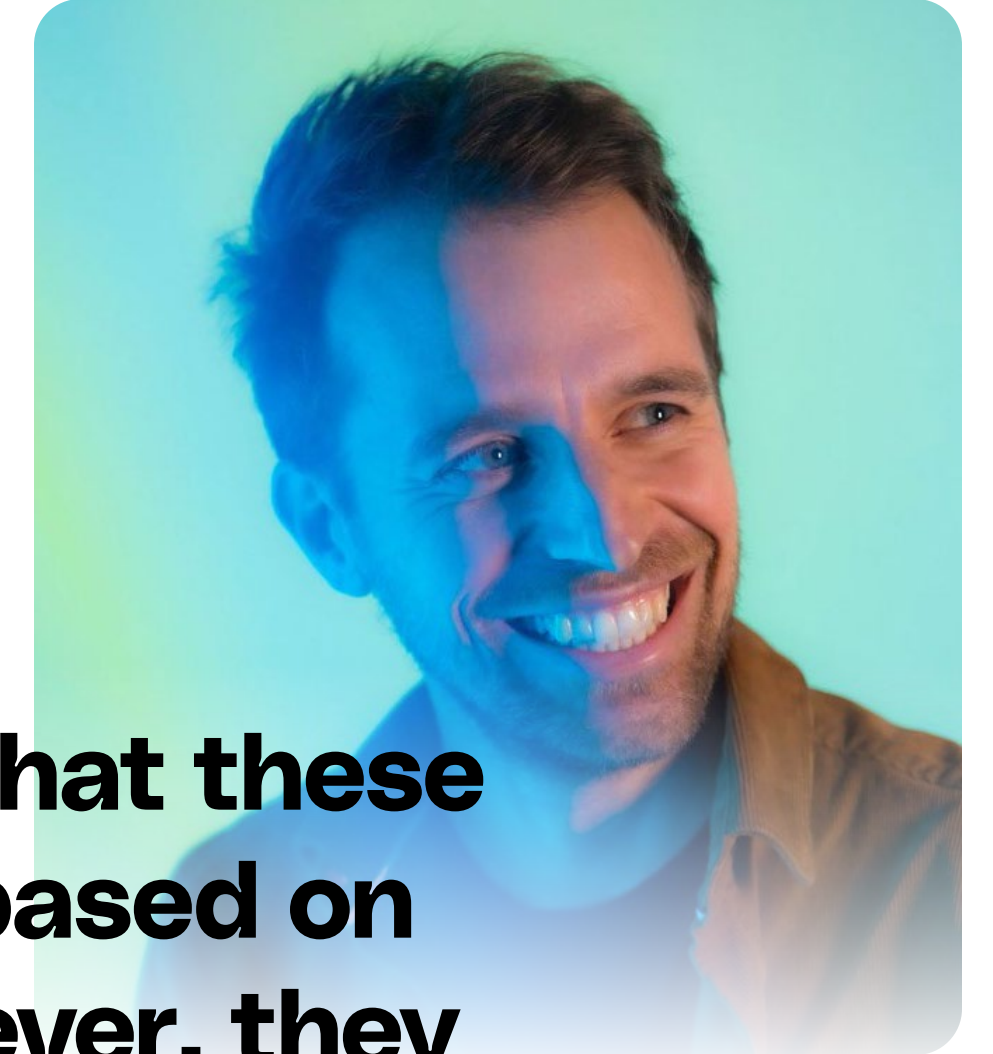
emphasise the importance of a company's actions in addressing climate change.

These statistics confirm that Generation Z's quest for purpose is indeed a reality.



“It's important to note that these expectations can vary based on individual profiles. However, they underscore a significant shift in mindset among Gen Z, reflecting their commitment and conscious approach when evaluating potential employers. Their growing concern for the values and commitment of companies bears witness to a very clear change in mindset.”

Michaël Giaj
Insight Manager
JobTeaser



Interview with Alexandre Viros, Chairman of Adecco Group France and head of the association “Dialogues”.



What is a purposeful business?

“There are companies which intrinsically have a meaningful mission, those which protect the environment or are tinged with a social mission for example. I believe we need to look at things in more depth. A meaningful company is an organisation that gives its employees meaning in the work they do every day.

You can work in a warehouse, be a warehouse worker for a company that makes something that is a commodity. If you take its twin company, perhaps in the first, the management method will make the employees say to themselves “I’m going there, I believe in it, it makes sense, I’m proud to have done a good job » but not in the second.

Meaning is not correlated with the company’s mission. You don’t have to have an impactful job to find meaning in your work.”

What is your advice to employers to reintroduce purpose?

“De-bureaucratize”. Companies have become bureaucratized over the past fifty years for understandable reasons - it was necessary to put processes and reporting where they were lacking and where things were too approximate.

Today, we must restore autonomy to teams, give confidence to all employees, and treat adults like adults. We must understand that an employee is not a stick that we own, but an individual who develops. A young person entering the job market will have fifteen employers in his life. We must stop with the idea that we own our employee. It’s a contractual relationship, which is very healthy, because it allows you to say what is OK and what is not.”

How do you view the hyper-individualization of employees who demand different ways of working? How can we preserve the collective in this context?

“It’s a question of balance. We are in an era of individualization - not just at work - where people want to write their own rules and define their own identities. Companies must respond to this demand.

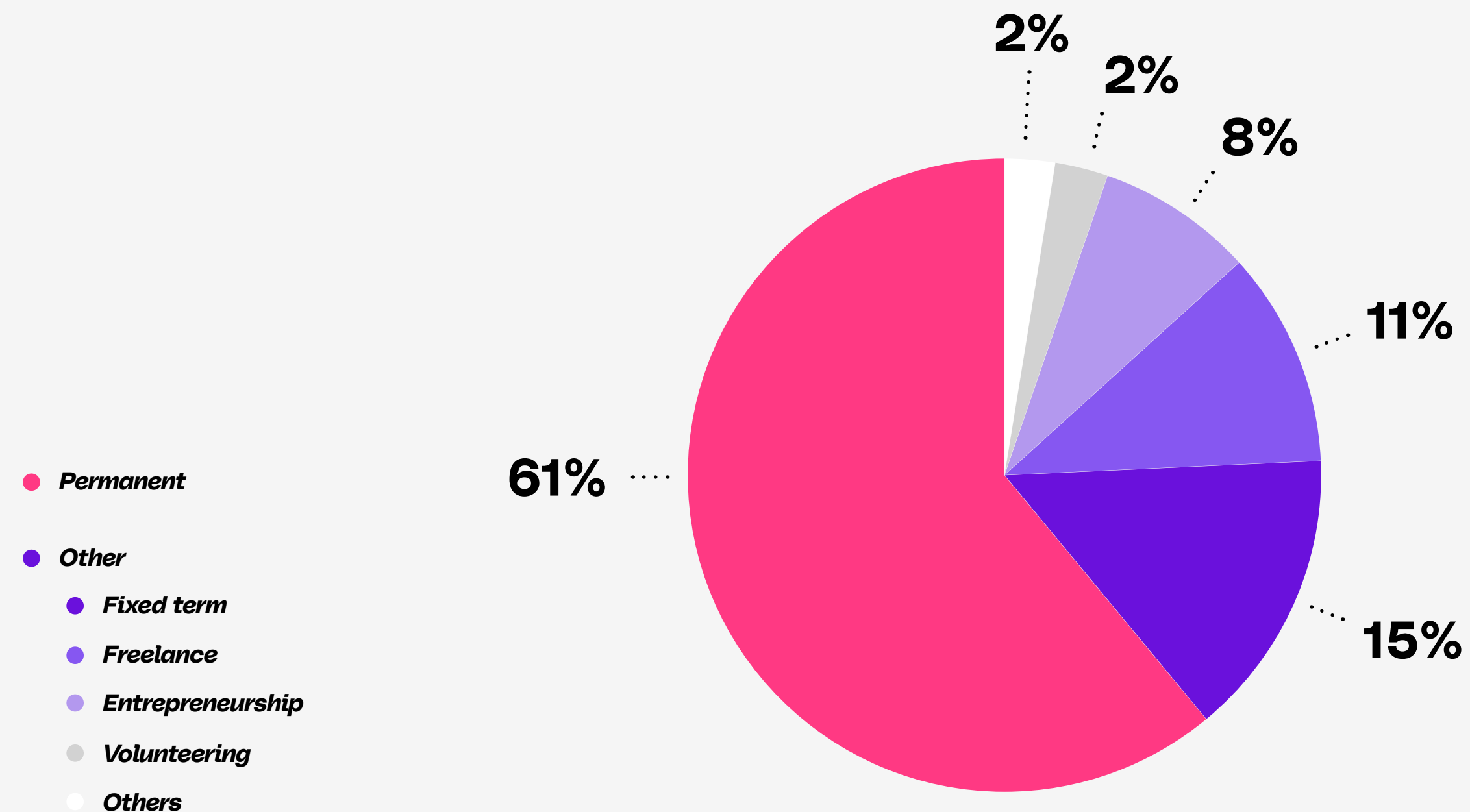
On the other hand, a company cannot be a collection of freelancers. There must be a culture and a collective spirit. This completely revolutionises management methods. Before when you had a physical presence, it was created automatically. Today, there is a lot of pressure on managers, especially with teleworking.”

The future of permanent contracts and large corporations: Is the “Golden Age” coming to end?

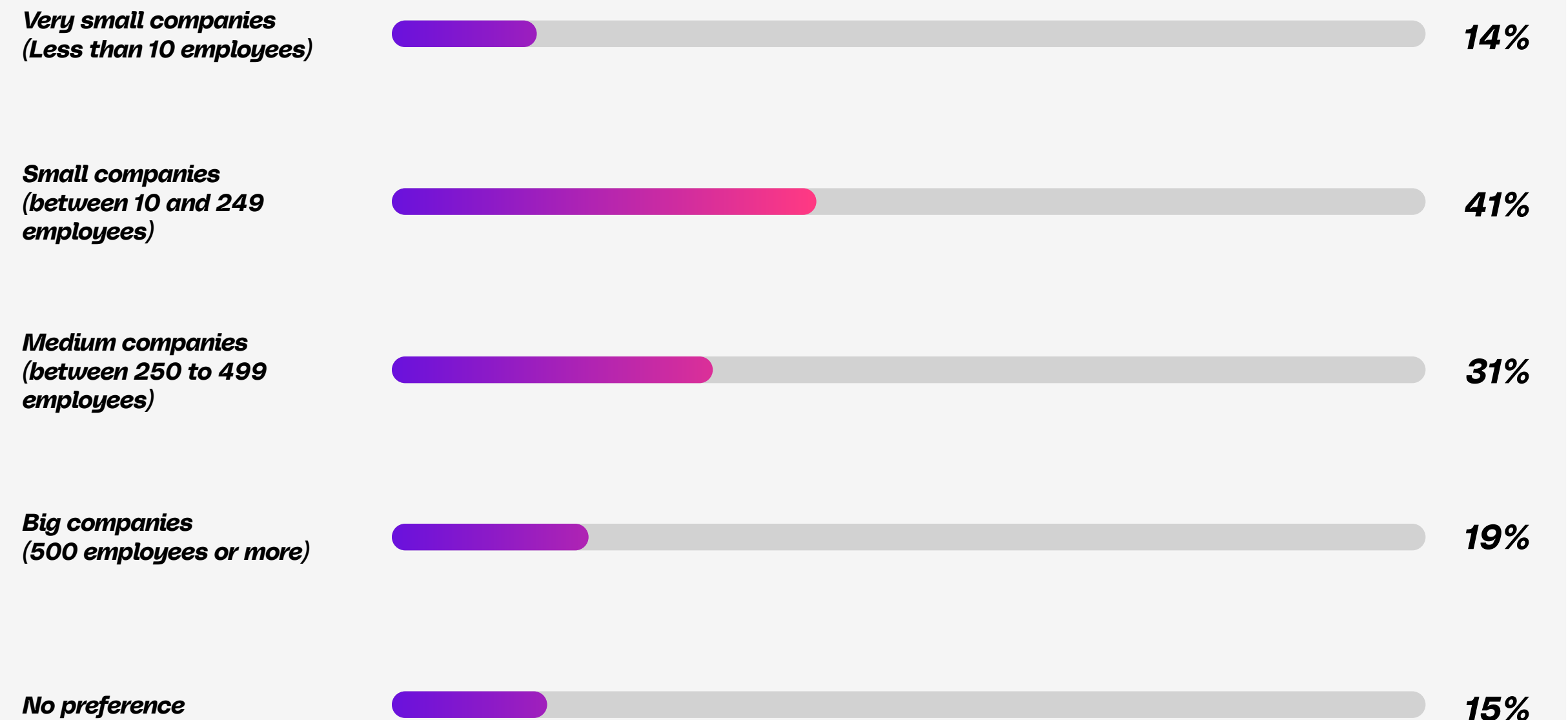
Only 6 out of 10 Gen Z individuals are actively seeking permanent contracts for their next job

A mere 19% of Gen Z individuals aspire to work within a large corporation boasting more than 500 employees

How do Gen Z currently see their future career path



Preferred Organisational Structures

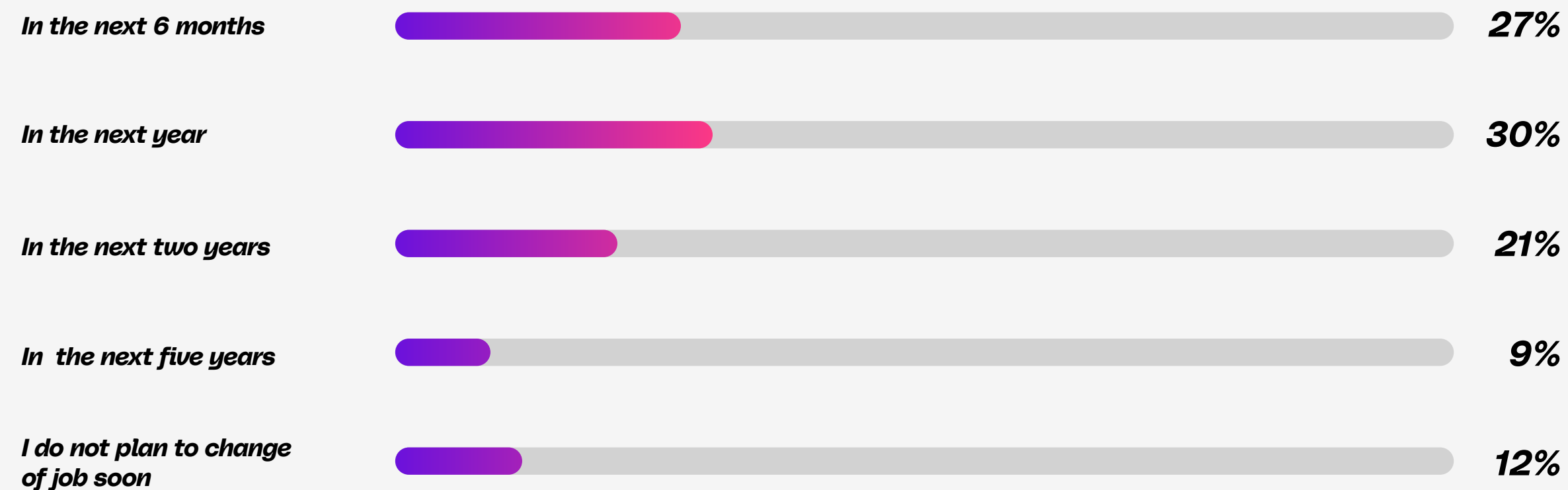


Generation Swipe → →

Almost **two-thirds** of Gen Z workers are considering leaving their current company within the next year!

Generation Z is THE instant generation. Ultra-connected and constantly on the lookout for personal improvement, they won't hesitate to pull up anchor if current conditions don't seem favourable enough.

Gen Z's intentions to leave their current company



The three primary reasons driving their decision to seek new opportunities are:

Better pay

51%

Improved work conditions

40%

Greater flexibility

27%

Hiring Zs: new rules ask for new approaches

More than 50% of interviews lead to job offers

When it comes to job hunting, Gen Z:



How can you distinguish yourself as a recruiter?

1 - Harness the power of social networks

Over half of Gen Z (54%) actively participate in professional social networks. Regularly engaging with this audience is essential.

Tip: Infuse your communication with humour and a touch of wit to captivate your Gen Z audience.

2 - Craft a strong and identifiable employer brand

For more than **1 in 4** Gen Z, the first step in their job search is researching companies, even before browsing job listings. This underscores the importance of making your organisation, along with its culture, values, and career opportunities, highly visible to potential recruits.

Employer branding, a new essential

Interview with Adrien Ledoux,
CEO and co-founder of JobTeaser



Are companies sufficiently aware of the challenge of developing their employer brand?

“Developing a strong employer brand is crucial to attracting Gen Z talent. The days of posting job listings and waiting for candidates to apply are long gone.

An astounding 90% of young individuals emphasise the significance of their company’s online and social media image.

However, a mere two-thirds of recruiters have cultivated a distinct employer brand, with a mere 18% allocating dedicated personnel to this endeavour. This discrepancy underscores the need for our expertise and product offerings to bolster HR services.”

What strategies can companies and recruiters employ to stand out and attract young talent?”

“In order to resonate with this generation and effectively attract them, companies and recruiters must align with their communication preferences and address the issues that matter most to them, such as diversity, social and environmental policies, workplace flexibility, and values.

In terms of format, companies should engage with young individuals through captivating, concise videos. Short video content is paramount for connecting with Gen Z, as nearly 95% of them watch at least one online video daily. Given their preference for scrolling and fresh content, young people typically have only a fleeting attention span for content. In fact, nearly half of them watch only the initial 10-20 seconds of a video on social networks, with just 20% viewing the entire video.”

03

In a *nutshell*

01

Professional integration is a major challenge for Z

- » **45%** of students see the transition from academic life to the professional world as a major challenge.
- » Gen Z grapples with the perception of **insufficient resources and guidance** to harness their full potential right from the outset. HR and career centres can serve as crucial bridges to alleviate this concern.
- » The cost of living is at the top of the list of concerns: **50%** of Zs are afraid of not being able to finance their lives.

02

A generation in search of purpose and freedom

- » **Remuneration** remains the number 1 criterion, but elements linked to well-being and purpose are predominant for this generation.
- » Permanent contracts and large groups are less appealing. Freedom is the key: almost **2 out of 3** generation Z workers plan to leave their company in the next year.
- » Over **50%** of interviews result in job offers, underscoring the importance for companies and recruiters to invest in recruitment strategies that set them apart.

03

Employer branding, essential for retaining the „Swipe“ generation

- » Working on a strong employer brand is crucial to stand out from the crowd: companies must communicate with young people through **engaging, concise formats** on social media and videos to stand out.
- » Focusing on alignment with young people's expectations by addressing the **issues that matter most** to them, such as diversity, social and environmental policies, workplace flexibility, and values is essential.



