

CRACKING THE GEN Z CODE

Building a Thriving Workforce for the Future

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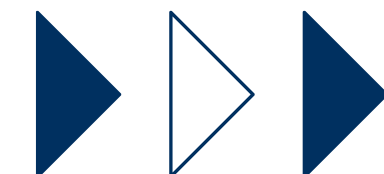
Welcome to the Future

- Gen Z has officially entered the chat, and the workplace.
 - Digital natives
 - Fluent multitaskers who move seamlessly between tasks
 - Expect flexibility the way they expect Wi-Fi
 - Bring fresh energy and bold expectations to the workplace
 - Demonstrate a fundamentally different relationship with work
- The question isn't if we adapt — it's how quickly we can respond before Gen Z starts a group chat about it.



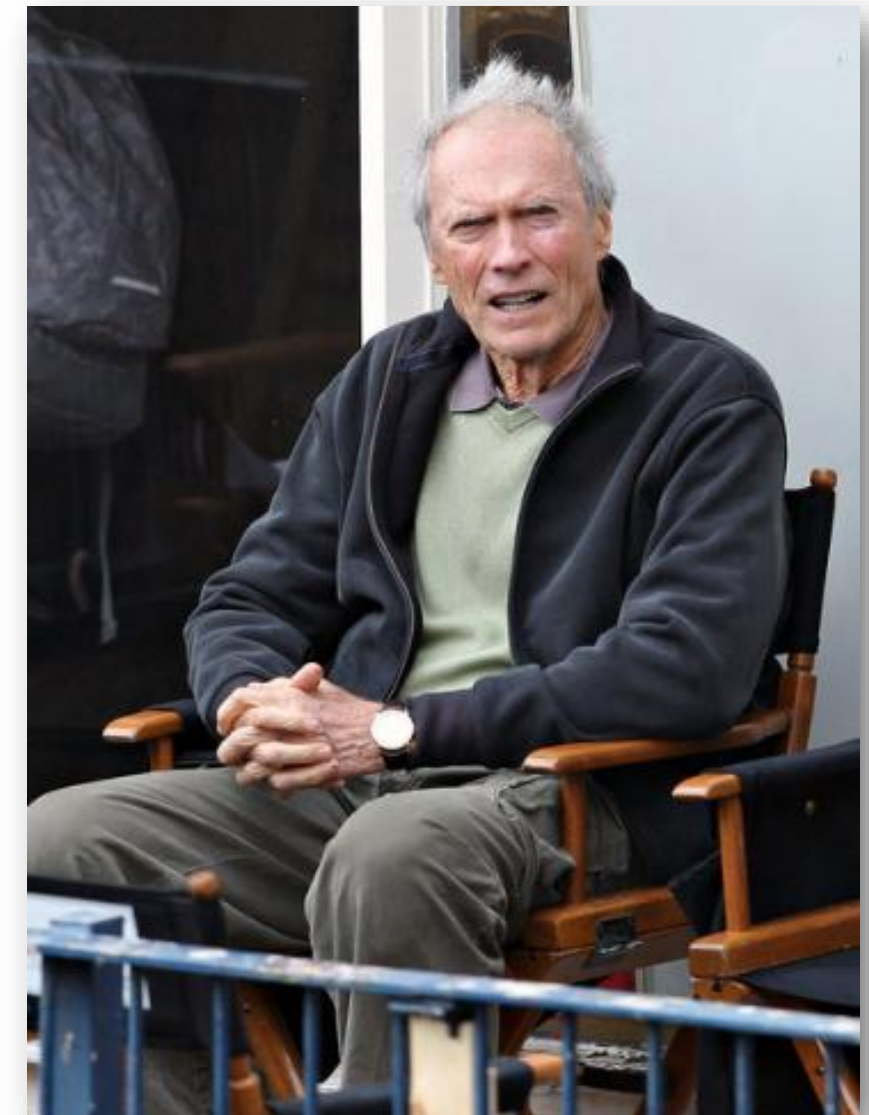
Where does Gen Z fit ?

	BIRTH YEARS	CURRENT CAREER STAGE	WORKPLACE STRENGTHS
BABY BOOMERS	1946 - 1964	Senior Leadership, subject matter experts	Experience, stability, strategic insight
GENERATION X	1965 – 1980	Executive leaders, seasoned managers	Independence, pragmatism, operational maturity
MILLENIALS	1981 – 1996	Mid-career professionals, emerging leaders	Collaboration, adaptability, digital fluency
GENERATION Z	1997 - 2012	Early career, graduates, trainees	Tech-native thinking, innovation, values driven



Who are Baby Boomers

- Born: 1945 - 1964, 12% of the workforce and shaped by:
 - Post-war optimism, economic expansion, and national rebuilding
 - Traditional education and hierarchical workplaces
 - Limited technology during formative years
- Core Traits:
 - Pragmatic Loyal, disciplined and duty-driven
 - Value experience and legacy
 - **Respect for structure and authority**
 - Strong work ethic and commitment
 - Prefer formal communication and clear roles



Who are Gen X

- Born: 1965 - 1980, 27% of the workforce and shaped by:
 - Economic shifts and global uncertainty (recessions, Cold War aftermath)
 - Dual-income households with increased independence
 - Transition from analogue to digital workplaces
 - Corporate downsizing and evolving career expectations
- Core Traits:
 - Comfortable with traditional & emerging technologies
 - Adaptable to change
 - **Strong sense of independence and autonomy**
 - Value work-life balance



Who are Millennials

- Born: 1981 - 1996, 34% of the workforce and shaped by:
 - Rapid technological expansion (internet, mobile phones, social media)
 - Rising education levels and competitive job markets
 - Globalisation and major world events (Sept11, GFC, global instability)
- Core Traits:
 - Collaborative and team-oriented, seek continuous development and feedback
 - Adaptable and comfortable with change
 - **Purpose-driven and values-aligned**
 - Transparency and open communication



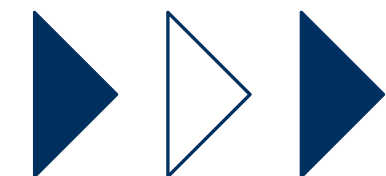
Who are Gen Z

- Born: 1997 - 2012, 27% of the workforce and shaped by:
 - A fully digital childhood
 - Global uncertainty (pandemics, climate anxiety, economic instability, AI)
 - Hyper-connected social networks
 - Instant access to information
- Core Traits:
 - Pragmatic realists
 - Purpose-driven and diversity-expectant
 - **Entrepreneurial thinkers who are feedback-hungry**
 - Social anxiety



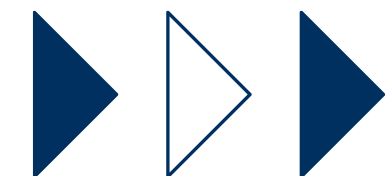
What Makes Gen Z Slay

- Authenticity: They can spot jargon from a mile away.
- Flexibility: Not a perk, it's a baseline expectation.
- Continuous learning: They want growth, and they want it NOW, not just a job description or vague promises of future growth opportunities.
- Purpose: They want to know why their work matters.
- Psychological safety: They have seen burnout up close, either family or colleagues, and they won't repeat it.



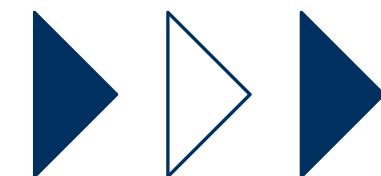
What Makes Gen Z Ghost?

- Micromanagement
- Outdated tech
- Rigid hours and rigid thinking
- Lack of transparency
- Leaders who “talk at” instead of “talk with”
- Performative culture (“we value wellbeing... but here’s 60 hours of work”)



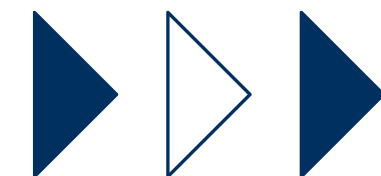
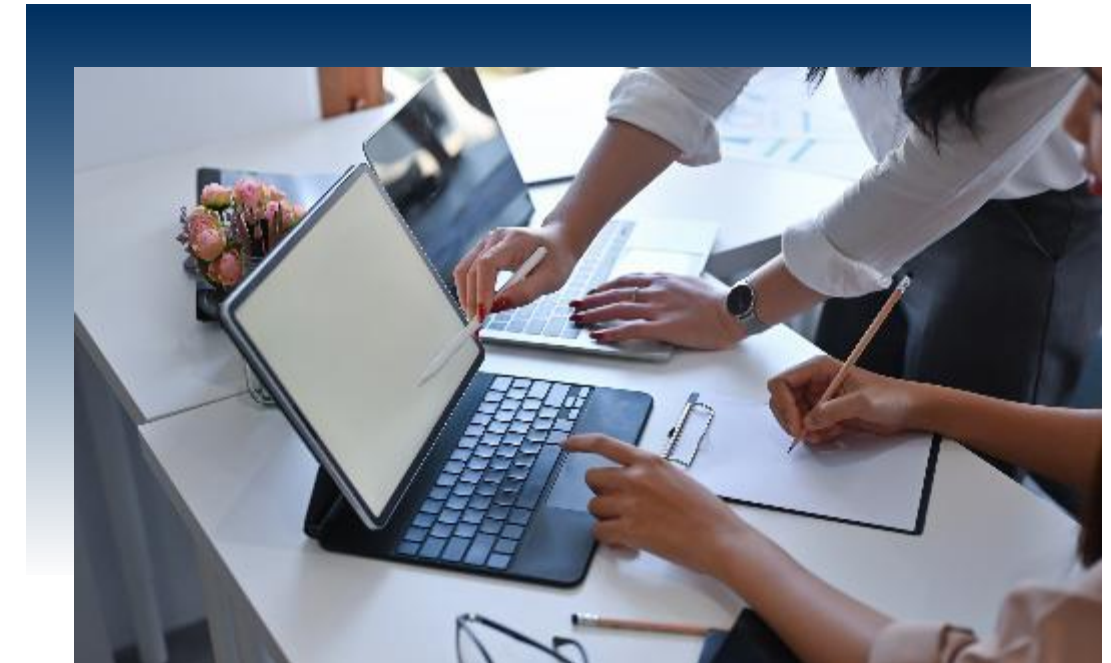
Turning Gen Z Quirks into Wins

- Digital Natives → Efficiency Experts
 - Use their tech fluency to streamline processes, automate admin, and modernise workflows.
- Feedback Seekers → High Performers
 - Regular check-ins build trust and accelerate development.
- Boundary Setters → Sustainable Workers
 - Their clarity around limits can lift team wellbeing and reduce burnout.
- Purpose Hunters → Culture Builders
 - Give them meaningful problems to solve and they'll elevate the whole organisation.



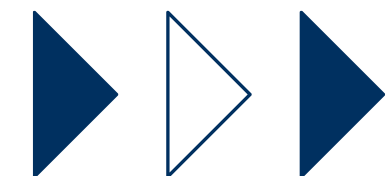
Leading Gen Z

- Without Sounding Like a Corporate Robot
- Do:
 - Communicate like a human
 - **Share the “why” behind decisions**
 - Offer autonomy with support
 - Provide real-time feedback
 - Invite their ideas early and often
- Don't:
 - Hide behind jargon
 - **Assume silence equals agreement**
 - Over-engineer processes
 - Treat flexibility as a reward
 - Ignore wellbeing signals



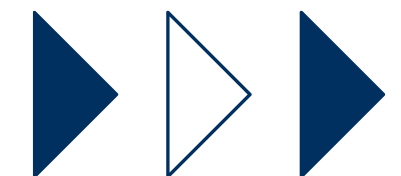
Must include Flexibility

- Flexibility is the Productivity Supercharger. Gen Z doesn't see flexibility as a benefit. They see it as the operating system of modern work.
- What Flexibility Looks Like to Them
 - Hybrid or remote options
 - Asynchronous work where possible
 - Output-based performance, not hours-based
 - Trust as the default setting
- What you and your Organisation gains:
 - Higher retention
 - Faster innovation
 - Better engagement
 - A culture that attracts top talent across all generations



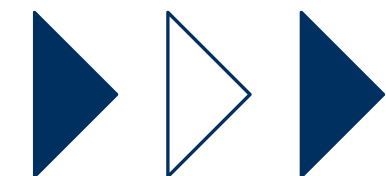
Communication Preferences

- They respond to:
 - Short clear messages
 - Two-way dialogue, involve them in the conversation
 - Regular check-ins
- What loses them:
 - Long emails
 - Silence or ambiguity
 - Hierarchical language & ‘we have always done it that way’



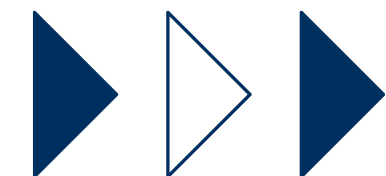
Translating their behaviour

- If they ask “why” its not defiance → it’s a desire to understand context
- If they set boundaries, its not laziness → it’s sustainability to them
- If they want feedback, its not insecurity → it’s ambition
- If they question a process, its not disrespect → it’s problem solving
- If you are able to interpret the behaviours correctly – you can unlock enormous potential



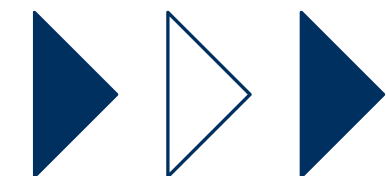
Creating the Culture

- Make It Inclusive
 - Representation, psychological safety, and genuine belonging.
- Make It Purposeful
 - Connect daily tasks to meaningful outcomes.
- Make It Collaborative
 - Cross-generational teams, shared problem-solving, open communication.
- Make It (Yes) Fun
 - Not forced fun — authentic, human connection.



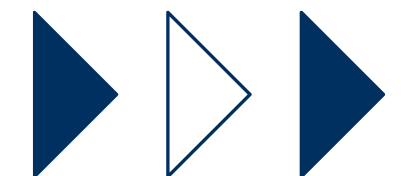
Key Takeaways

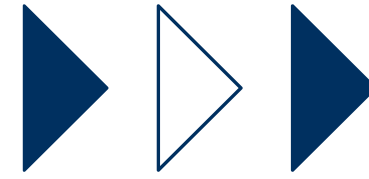
- Gen Z isn't a challenge — they're a catalyst.
- Their expectations reflect the future of work, not a trend.
- When we understand what drives them, we unlock higher performance across the entire workforce.
- Flexibility, authenticity, and purpose aren't “nice to haves” — they're the new foundations of a thriving organisation.



Crack the Gen Z code, and you don't just engage a generation.

You future-proof your workforce (or use AI).





THANK YOU

