

GOOD YOUTH EMPLOYMENT SYMPOSIUM



THURSDAY 14 – FRIDAY 15 SEPTEMBER 2023
LOWER HUTT EVENTS CENTRE

What is ‘Good Youth Employment’?

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Outline:

1. Background
2. Good Employment
3. NZ Data (experiences)
4. Round Table Discussion
5. Meaning & Takeaways

A Few Key Points

- 1. Age differences exist. But they don't last! Gen Z is different from Gen X! But by the time the next generation lands... those differences are going/gone! Doesn't mean those existing differences don't require different approaches!**
- 2. My data refers to averages across everyone (typically a 1000 employees). Outliers exist and thus the findings might not be exact for you or your whanau member...**

Some Background

Generations

- **Gen Alpha:** 2013-...
- **Gen Z (iGen):** 1997-2012
- **Gen Y (Millennials):** 1981-1996
- **Gen X:** 1965-1980
- **Boomers (Baby Boomers):** 1946-1964

Gen Z

- **First generation fully Internet i.e., ‘digital natives’**
- **Average → 1st smartphone before 12 yo**
- **By 2025, a third of the workforce will be Gen Z**
- **Highest screen time**
- **Live more slowly than previous generations**

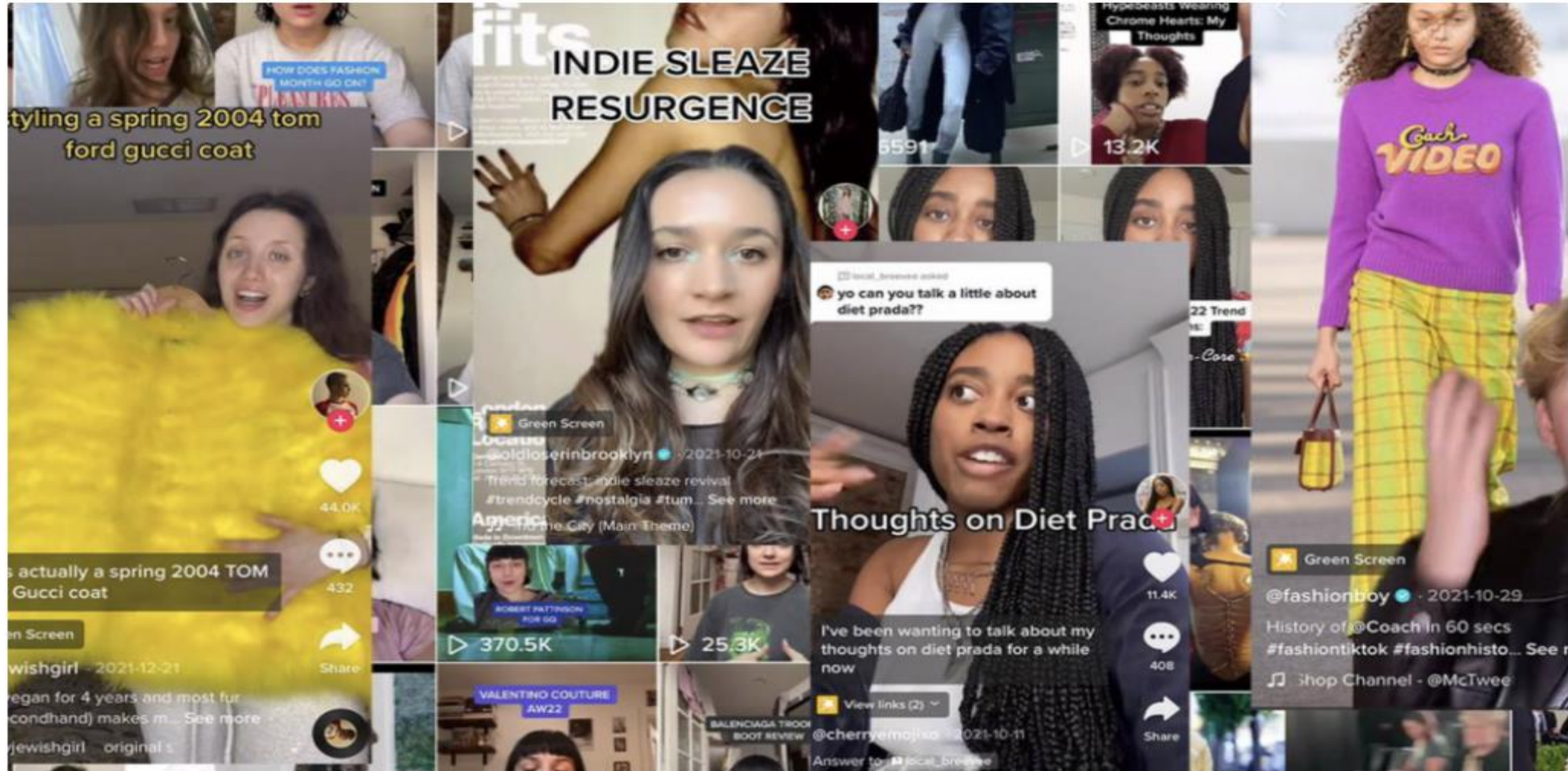


Gen Z

- **Diverse! [~50% ethnic backgrounds]**
- **Higher standards for workplace: social justice, DE&I, and corporate social responsibility**
- **Lower teen pregnancy, less likely to engage in drinking [drug use less clear]**

Gen Z

- **Ambitious [NZ research]**
- **Digital saturation is not healthy for any age group → but Gen Z are ‘swimming/drowning’ in social media [~4 hours/day!]**
- **Higher levels of mental health issues [55%!]**
- **But greater understanding of these issues! 😊**



The Rise of TikTok: The new search engine for Gen-Z

Gen Z

- **When looking for a place for lunch → 40% don't use Google Maps or Search. They go to TikTok or Instagram!**
- **Major news events? TikTok! Followed by YouTube, and X(Twitter)**
- **What about jobs?**



Make \$100/HOUR Watching TikTok Videos!

15K views • 3 months ago



This company will pay you \$100/hour to watch TikTok videos! NOTE: IF THE JOB IS UNAVAILABLE,



Working at TikTok

50K views • 1 year ago



Human Resources Reacts: Why I just quit my job at TikTok / In this video, Human Resources and Re

CC



TikTok Copycat: Make \$55K Per Month (Without Lifting A Finger!)

1.8M views • 11 months ago



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Show of hands: How many employers use TikTok for ads?



Good Employment

Good news! A lot is not that different to everyone else!

- **Secure employment & decent pay**
- **Decent working conditions**
- **Flexibility**
- **Training and development**

Gen-Z Is Labeled As ‘Difficult’ In The Workplace, But There’s More To The Story

Jack Kelly Senior Contributor 

I write actionable interview, career and salary advice.

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Jul 31, 2023, 10:53am EDT

Are Gen-Zers Difficult To Deal With?

In an April survey by ResumeBuilder.com, 74% of managers and business leaders reported that they find Gen-Z more difficult to work with than other generations. The respondents reported that this group tends to feel entitled and demonstrate a lack of effort, motivation and productivity. Some managers reported having to fire Gen-Z employees due to these issues.

**Surely not in
Aotearoa
though...?**

I've interviewed people in their 20's that have had 20+ jobs and they try to sell it to me like it's a good thing. Very few stay with companies more than 12-18 months.

5

It's all sweet tho, they know their rights and know they can get money from welfare to help their poor offended butts stay in bed till lunchtime and let the older hard working generation look after them.

17

Gen Z are far too soft. They all need to stop feeling so entitled. I've hired a few and 99% of them are all so easily offended and definitely lack motivation.

46

Find them very easily offended and very shallow-minded...but not all. You find the ones that have been parent he probably

Working with one at the moment, complete nightmare. Thinks it's her right to bugger off after only working 3 hours because "I can't cope and need to take care of myself" while the rest of us have to pick up her slack and work our backsides off to get t..

[See more](#)

Oh how I can relate. (But I won't generalise as I do get some lovely Gen-Z too) ever, I do pre-employment medicals and drug screening ... so many of them are late (as in really late, like I am sitting around only waiting for them), chewing gum all to see, hoodies hiding their faces and pants hanging half way down their backs. And

We have given up employing young people. Not saying they are all bad but have never found any.
Parents have a lot to do with this problem and schools no discipline.
Nothing wrong with the strap.

63

Yep they are the worst!! But the question is why are sure the parents? We as parents need to set good work ethic into them when young

Feel they're entitled to a job and don't have to put up with them in retail positions. Absolute nightmare. And don't

ever pull them up on their attitude lol

9

This is the consequence for giving kids no discipline..
Wrap them in cotton wool and got Gen Z
undisciplined, unmotivated, disrespectful,
lazy.... [See more](#)

I had one who said he was having a mental illness day off? I mean what person that needs someone to be responsible for a job, is going to put up with that rubbish. But their not all like that! Pick the good ones out, like in the Depression

12

8

Good Employment

Challenges!

- Much higher likelihood of quitting (~50%)

[Me: but why? work demands? Org culture?]

- High salary expectations!
- Want better work-life balance
- Easily distracted

Aotearoa Data

Study Overview

- **N=2172 employees [Dec 2022+June 2023]**
- **N=238 Gen Z employees [~11%]**
- **Across most occupations, and all sectors and industries**
- **45% male**
- **Sector: 65% private, 30% public, 5% non-profit**

Similarities

- **HR Practices [offered by employer]**
- **Job security**
- **Perceived employability [interesting]**
- **Workplace support for wellbeing**
- **Toxic climates**
- **Inclusive climates**

Similarities

- **Workplace bullying experiences**
- **Job stress**
- **Work loneliness**
- **Work tech use after hours**
- **Extra-role behaviours [i.e., not quiet quitting any more than any other group!]**

Significant Differences

- Higher financial stress
- Higher turnover intentions
- Higher imposter phenomenon
- Higher job burnout
- Lower happiness & work-life balance
- Less likely to be managers [as expected]

In your tables: What can we learn from this...

To sum up...

Takeaways

- **Aotearoa data suggests Gen Z not that different from others!**
- **But are especially financially stressed!**
- **They do experience tougher work-life balance and this is key for them → seen their parents struggle [continually]. They don't want that!**



'Quiet quitting'

» How a trend on TikTok became a reality



**Is not working (unpaid)
during the weekend ‘Quiet
Quitting’ or simply doing
my job that I am paid for?!**

**But Gen Z don't actually do this
any different from the rest of the
workforce. Why the 'angst'!?**

**Social Media as a method of
communication [and going 'viral']**

For every Gen Z ‘quiet quitting’ we need to realise 4/5 other Gen Z are not. But 1/5 other workers may also quiet quitting: they just don’t post about it!

Takeaways

- **Gen Z can teach organisations' plenty about technology [if relevant]**
- **But they are likely to need greater input – especially around on-boarding.**

Working with one at the moment, complete nightmare. Thinks it's her right to bugger off after only working 3 hours because "I can't cope and need to take care of myself" while the rest of us have to pick up her slack and work our backsides off to get t..

Takeaways

- **Set expectations! Be truthful on workload!**
- **WFH? Office > home to start. But they'll want freedom and trust...**
- **Salary expectations? Might(?) be calming down with a slight change in the job market. Likely, later in 2023!**

IP: Imposter Phenomenon

Impostor syndrome or impostor phenomenon (IP) is defined as high-achieving individuals' failure to internalize accomplishments due to persistent self-doubt and fear of being exposed as a fraud or impostor, despite their objective successes ([Bravata et al., 2020a](#); [Kolligian and](#)

Overall		Gen Z	Others
60.3%	No or moderate IP issues	60.7%	57.0%
31.4%	Frequent IP	31.6%	29.9%
8.2%	Intense IP	7.6%	13.1%

Takeaways

- **Gen Z issues might also relate to being less confident in their ability (than they appear)**
- **This might require more ‘hands on’ leadership.**
- **Assign a mentor → someone willing to help and be helped (e.g., technology use).**



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