Gen-z employees push industries forward
By Alexia Johnson

At the age of 18 I started my first internship focusing on multimedia and social media management for a social media marketing company. Every day I would prepare content that was very specific to my client's brand, capitalizing on her individuality to increase her following and other interactions. Then, while juggling between my cell phone and my laptop, I would stream my music while coming up with a new social media post. It wasn't until I reflected on this early career experience that I realized how distinctly generation-z my behavior and approach to my career is.

As baby boomers retire and gen-z — which consists of anybody born in the mid-1990s and early 2010s— start to entire the workplace, companies are concerned about this tech-savvy generation's capability to succeed in the workplace. Generation-z is viewed as selfish and wanting to be "catered to." Gen-z was born during the rise of technology and their obsession with it is forcing companies to change the way that they recruit new employees. Companies are also concerned that this technological obsession may reduce their workplace productivity.

But are these actually bad personality traits for the workplace?

This focus on the latest trends can keep companies on their toes and push them to be innovators in their industries. Combined with gen-z's competitive nature, this may help companies to become industry leaders. Although they are not as teamwork oriented as their predecessors, they value diversity within their workspaces. This diversity introduces new opinions and avenues that may not have been previously explored.

Generation-z has never experienced a time without technology, this raises questions about skills affecting effective communication, but there are no apparent effects on interpersonal communication. According to a [poll](#) performed by generation-z speaker and generations expert Ryan Jenkins, gen-z actually prefers face-to-face communication when at work. Despite being buried in their phones and other technology, this generation still values in-person communication and appreciates individuality as well. This need for personalizing means that they will be more likely to cater messages that are specific to the group they are communicating with.

The introduction of new thought processes and behaviors can be stressful, but sometimes it is necessary to evoke necessary change. As gen-z integrates into the workplace, companies are experiencing somewhat of a revolution as they assimilate aspects of gen-z's culture into their own. They also will affect the purchasing landscape as well. Gen-z is socially conscious, therefore they are more likely to spend more money on companies that make great social responsibility efforts. If companies want to cater to their customers and remain at the cutting

edge of their industries, I believe that they should hire gen-z employees and adapt some of their traits before it's too late.

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