

## NORRE NATIERS COLUMN

August 2024

## The perception of youth in the workplace

In today's rapidly evolving professional landscape, the perception of youth in the workplace has become a pivotal topic. As Generation Z (those born between the mid-1990s and early 2010s) begins to establish itself in various industries, employers and colleagues alike are adjusting to the unique qualities and expectations this demographic brings. This shift presents both opportunities and challenges, influencing organizational culture, dynamics and productivity.

Every generation brings its own set of values, skills, and expectations to the workplace, and Generation Z is no different. Growing up in a digital age, these young professionals are often tech-savvy, adaptable, and highly connected. They have been shaped by a world of rapid technological advances, social media proliferation, and a global pandemic, which has fostered a unique perspective on work-life balance, communication, and career progression.

One of the most notable aspects of Generation Z's entry into the workforce is their familiarity and comfort with technology. They are digital natives, having used smartphones, tablets, and computers from a young age. This proficiency can be a significant asset to employers, especially in industries where technological integration is crucial. However, it can also lead to a generational divide, where older employees might feel overwhelmed or outpaced by the rapid technological fluency of their younger counterparts.

Despite their capabilities, young professionals often face misconceptions and stereotypes in the workplace. Common perceptions include the belief that they are entitled, impatient, and lacking in loyalty. These stereotypes can stem from the observation that younger employees tend to prioritize job satisfaction, worklife balance, and personal fulfillment over traditional markers of success, such as long-term job tenure.

However, research suggests that these perceptions may not fully capture the motivations and values of young workers. For instance, a study by Deloitte found that while Gen Z does place a high value on flexibility and purpose in their work, they are also highly committed and willing to work hard to achieve their goals. They are driven by a desire to make meaningful contributions and to be part of an organization that aligns with their values.

Embracing the strengths of young professionals requires a shift in workplace culture towards greater diversity and inclusion. Organizations that actively promote a diverse and inclusive environment can better leverage the unique perspectives and skills that young employees bring. This involves not only integrating new technologies, but also fostering an atmosphere where innovation, creativity, and different ways of thinking are encouraged.

Mentorship programs can play a crucial role in bridging the gap between generations. By pairing young employees with more experienced mentors, companies can facilitate knowledge transfer and mutual understanding. This relationship can help young professionals navigate the complexities of the workplace, while also providing seasoned employees with fresh insights and perspectives.

The COVID-19 pandemic has significantly impacted the way we work, accelerating trends such as remote work and flexible schedules. For young professionals, this shift has been both a challenge and an opportunity. On one hand, the transition to remote work has required adaptability and self-discipline, traits that are crucial for success in a less structured environment. On the other hand, it has highlighted the importance of digital skills and the ability to communicate effectively across virtual platforms.

Moreover, the pandemic has intensified the focus on mental health and well-being in the workplace. Young employees, who are often more open about discussing mental health issues, have pushed for greater support and resources from their employers. This has led to a broader recognition of the importance of mental health, benefiting employees of all ages. As the workplace continues to evolve, the perception of youth will likely shift in response to changing dynamics and needs. Employers who recognize the value of young professionals and invest in their development will be better positioned to thrive in an increasingly competitive and fast-paced environment. This involves not only providing opportunities for professional growth but also creating a culture of respect, collaboration, and continuous learning.

Nelson Mandela once said, "The youth of today are the leaders of tomorrow." This powerful statement encapsulates the potential that young professionals hold. By nurturing their talents and fostering an environment where they can thrive, organizations can ensure that they are not only preparing for the future but actively shaping it.

In conclusion, the perception of youth in the workplace is multifaceted and evolving. While stereotypes and misconceptions persist, it is clear that young professionals bring valuable skills, fresh perspectives, and a strong desire to make a positive impact. By embracing the strengths of this generation and fostering an inclusive and supportive environment, organizations can harness their potential and drive future success.

Jada Phillip OJT, CCLCS