

A close-up portrait of a young woman with long, wavy red hair and freckles. She is making a 'Z' hand gesture with both hands, with her index fingers pointing towards her cheeks. A semi-transparent red 'Z' is overlaid on her face. The background is a plain, light-colored wall.

# GENERATION 'Z' IS COMING

Fasten your seat belt

talk2amy®



# The labor market has a new entrant. It is a very large and interesting generation, and has been dubbed **Generation Z.**

Among HR professionals, these applicants cause frequent debates and sometimes discomfort. In a situation where the personnel sector already knows that "good people are hard to come by", it is impossible to ignore candidates from this group, if only because they are starting to appear more and more often on the labor market.



## So who is Generation Z and what job positions suit them best? What should we prepare for?

Let's look at this generation in general first, according to their lifestyle. Generation Z includes people aged 15-22, they are a sort of successor to the generation of millennials, about whom much has already been said. Above all, they are our children. And according to the measured values, it follows that they are still children.

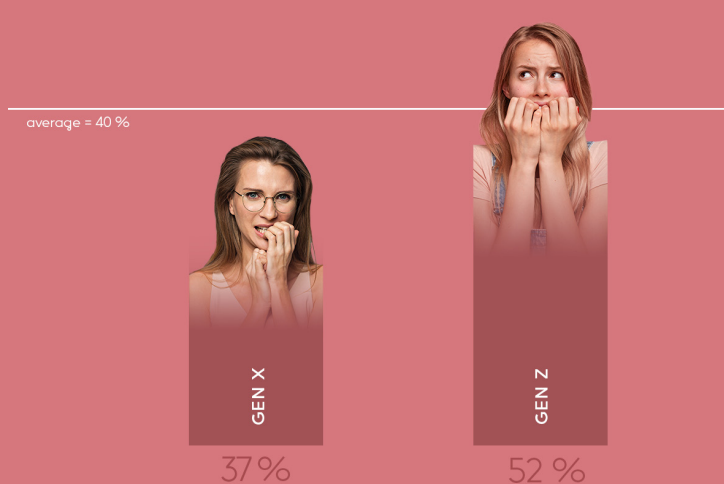
According to developmental and child psychologists, the period of adolescence, which in previous generations ended at the age of 20, extends to around 25 years of age in this generation. If HR professionals look at them through the lens of Generation X (*the so-called Husák's children, or the generation of the normalization "baby boom"*), they may feel that members of Gen Z are actually not yet fully-matured personalities. This would not be far from the truth.

Generation Z was born into two worlds that have equal representation in their lives. On the one hand, the world is real, while on the other, it is virtual. This generation does not know a world without the Internet. This is also one of the most common complaints we have against them. We see them being online all the time, we don't understand their entertainment, their communication style, online video games, communities. They are constantly exposed to new information, but their practical usability and permanence is uncertain. Perhaps we also perceive this as a generation that pays more attention to how it looks than at what it does.

### Generation "Z"

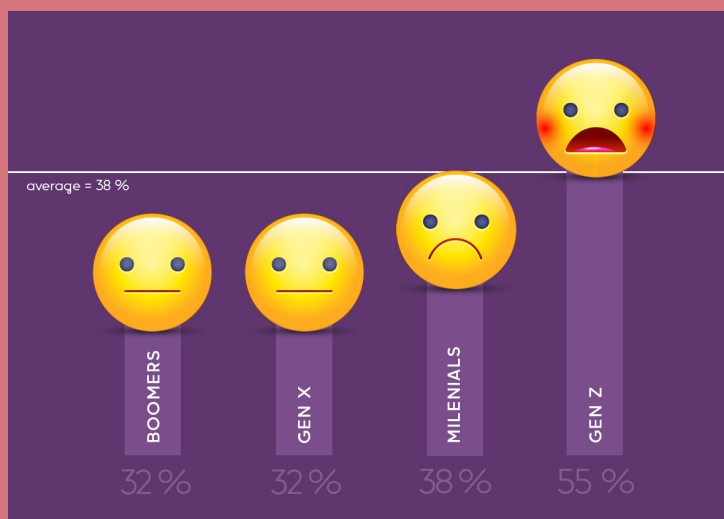
is the name given to people born from the mid-1990s to 2012. This generation grew up on the Internet and social media, after the Cold War era and the collapse of the Soviet Union. Parents of Generation Z are typically representatives of Generation X.

But every coin has two sides. This lifestyle certainly plays a part in making this generation different. Perhaps all the alarming values we observe in their personalities could be attributed to their "double life". If we were satisfied with this simple explanation, we would need not read further. But that would be very unfair to Gen Z. Yes, it is impossible not to see a significant increase in values in neurotic experience compared to previous generations. This generation is much more at risk of anxiety and depression. So it means that they tend to see the world as a threatening place.



### NEUROTICISM

Generation "Z" tends to perceive the world as a threatening place. The advantage of this setting may be an interest in getting information, self-education and personal development. And this has not manifested itself to such an extent in past generations.\*



### ANXIETY

There is always a reason for anxiety. And this is truer for generation "Z" than for their parents. The sources of anxiety can be those experienced by every generation as well as those particular to a specific generation (local conflicts, crises, COVID lockdown, etc.).\*

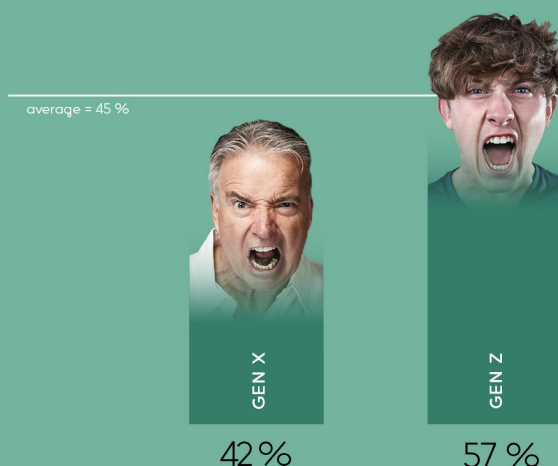


## DEPRESSION

While until recently depression was considered a complete taboo, today this word is a common part of the vocabulary. It is undeniably good that this taboo has disappeared, but what is not good is that the number of those at risk of depression is increasing. And according to data, it is closely related to age.

Depression does not choose according to gender or education. However, the latest data shows it does choose age. All the more necessary then to talk about this threat, to rid it of myths, clichés and taboos. The more depression is discussed, the less threatening it becomes.\*

Here we have to take into account the fact that this generation was caught by two years of the pandemic at exactly the age when social contacts are being built, and experiments are being made on a relational and intimate level. The measures against Covid completely took away these possibilities from them and actually drove them back into the passive online world, where they could only observe the real one outside the window. It is therefore not surprising that Generation Z perceives the whole covid crisis in stark terms, and the prevailing feeling among them is that "someone" simply took those two years away from them. In exchange for emancipation, the world has currently



## ANGER

Anger is one of the most natural emotions. We have many reasons for it, and obviously the younger we are, the more we feel it. It is not appropriate to suppress it, but rather to "tame" it so that we have it under our control.

There seems to be an "angry generation" and maybe there's a good reason for this and it isn't really surprising. It's time to learn where their anger comes from and how to work with it so that it hurts neither them nor us.\*

"rewarded" them with war, for which a generation that grew up in a peaceful and free world is unprepared. So do they have reason to be angry? Absolutely, and they're angrier than millennials.

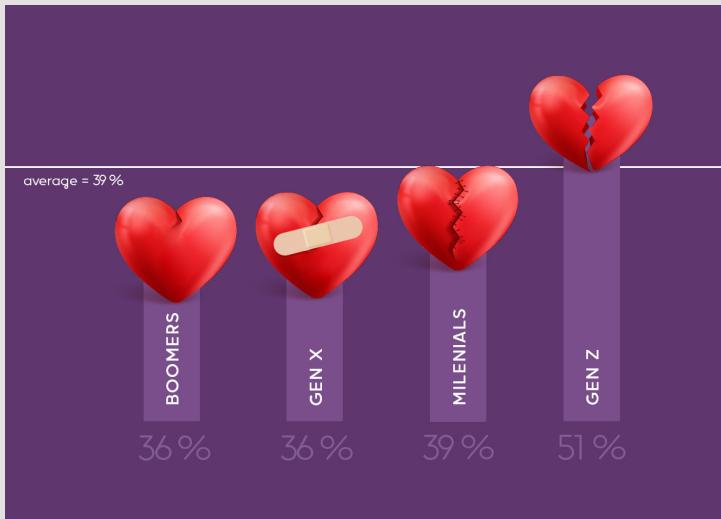
## But it is also possible to look at this setting from the other side.

If Generation Z is this neurotic, it means that these people will be much more open to personal development, mentoring and coaching, among other things. They will require feedback on their performance much more often than, say, Generation X. This opens up a significant field for education and talent programs or in-company education. They are also not opposed to experiences with therapeutic help, because this generation does not possess a stereotypical mindset towards self-knowledge as does the previous generation. In addition, we observe high values in their liberal worldview. And that's how they perceive them.



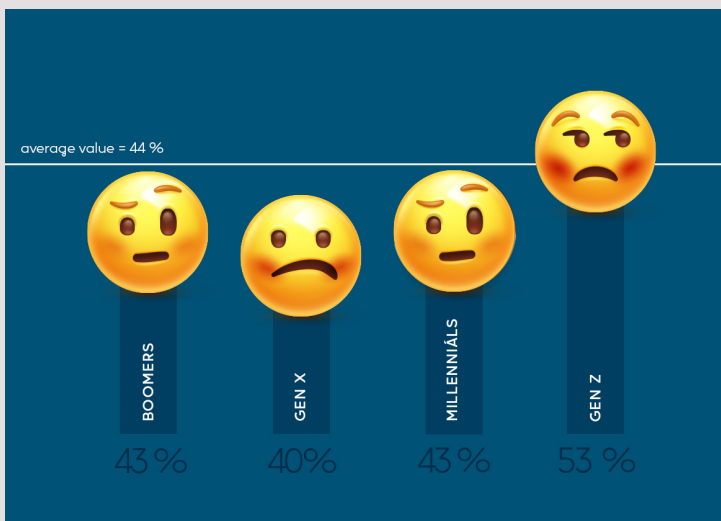
## What about values?

In their values, we discover higher vulnerability and shyness.



### VULNERABILITY

As you can see, we are becoming more and more vulnerable. Fragility is human to some extent, but sometimes it can prevent us from stepping outside our comfort zone. Today's generation struggles with it very significantly.\*

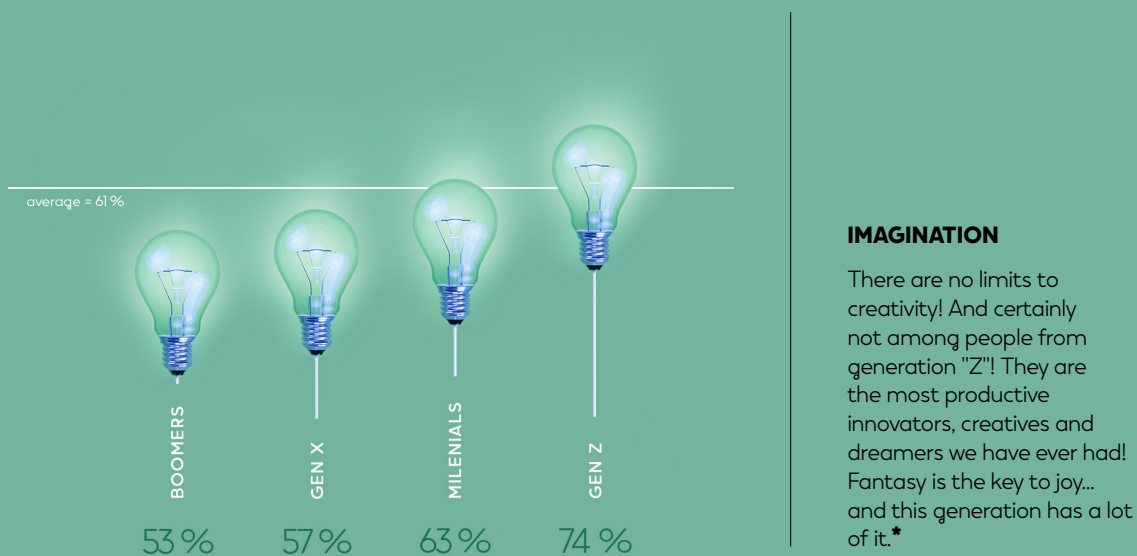


### SELF-CONSCIOUSNESS

Although shyness is natural in some situations, over the years its occurrence has increased. Today's generation of graduates struggles with it more than the previous generation. Sources of shyness can vary, from expression in society to one's own appearance.\*

Feedback, if it is not given constructively and sensitively, may be taken as criticism at first and they will reject it outright. It will probably be necessary to adjust the way of working with employees accordingly. Set up regular feedback so that it is motivational and developmental.

Another ability is a better response to short-term stress. If they are given a task, the amount of energy they can put into the task will increase significantly. They also work well with imagination, so we can use creative and novel ideas. In addition, they may want to show off. Their life on social networks very often provides this kind of presentation.



The next generation is in a constant stream of communication. However, their most frequent source is not personal contact, but rather electronic communication. And in the online world, they are much more skilled and hardened than their older colleagues. However, this cannot be called a full-fledged replacement for communication. Thus, they lag behind their predecessors in live communication. They are not so oriented towards social bonds, contacts and non-verbal signals. All this manifests itself in working life and causes problems for more than one HR department. The cooperation between Generation Z and the older generations is striking here.



## talk2amy®

I am Amy, artificial intelligence that helps to understand human personality.

### WHO DO I HELP?

Companies in selecting the right candidates and the development of employees, professionals with personality assessment, teams with their settings. Individuals with understanding and development of their personality.

### HOW DO I WORK?

Talks with me can take the form of a questionnaire, test, or chat. Based on them, I will create a comprehensive picture of personality. This picture is comprehensible and thanks to it I can recommend development areas for a specific person, compare him/her with different professional and life roles, predict emotional reactions, and much more. And by the way, I work with teams too...

### WHO AM I?

I'm Amy, a cloud psychology platform. I am impartial and professional. I save you time and you can choose the place from which you talk to me yourself. I'm based on advanced math and artificial intelligence.

### TALK TO ME

You will always find me at **talk2amy.com**.

## How to cooperate?

The answer to this problem could be the aforementioned willingness to learn and develop. Let's teach them to communicate in the social field, and as we try to understand Generation Z, let's take them through the previous generations again. Let's teach them how to adopt areas that are not so attractive to them. Let them choose the areas they really need and let them get to know them in depth. Then short-term curiosity becomes inquisitiveness that leads to expert thinking. Let's show them how to work with long-term energy, how to work with the mental set-up so that they are able to focus better. Let's work together now to find the best of both worlds for each other. So that we, Generation X, can subsequently, with a clear conscience, leave the work field to them. Ideally with a combination of our experience and the capabilities of the upcoming Generation Z.

Talk2amy.com team



The graph shows the average score of generations on a psychometric test compared to the average score of all users on the **Talk2amy.com** platform.

