



Millennials and Gen Z in the Workforce: A Fact Sheet

Understanding the characteristics, values, and priorities of Millennials and Gen Z is essential for effectively managing and engaging these generations in the workforce.

Demographics in Canada

Millennials (born 1981-1996)

- **Population:** Approximately 10 million
- **Percentage of Workforce:** Around 37% of the Canadian workforce
- **Education:** More likely to have post-secondary education compared to previous generations
- **Diversity:** More ethnically and culturally diverse than previous generations

Source: Statistics Canada, "Generational Changes in the Canadian Labour Market"

Gen Z (born 1997-2012)

- **Population:** Approximately 9 million
- **Percentage of Workforce:** Estimated to make up about 24% of the Canadian workforce
- **Education:** Digital natives, with a strong emphasis on technology and online learning
- **Diversity:** The most ethnically and culturally diverse generation in Canadian history

Source: Environics Institute, "The Generation Factor: The Youthful and Diverse Future of Canada"

Characteristics as Workers

- **Tech-Savvy:** Grew up with technology and are comfortable with digital platforms and tools
- **Purpose-Driven:** Seek meaning and purpose in their work, and value work-life balance
- **Collaborative:** Prefer teamwork and value open communication and feedback
- **Continuous Learners:** Value opportunities for professional development and growth

- **Digital Natives:** Highly proficient in technology and social media
- **Entrepreneurial:** Value independence, autonomy, and opportunities for innovation
- **Diverse and Inclusive:** Place a high value on diversity, inclusion, and social justice
- **Flexible and Adaptable:** Value flexibility in work arrangements and are adaptable to change

72% of Millennials consider work-life balance to be a top priority when choosing a job.

87% of Millennials and 61% of Gen Z rate professional or career growth and development opportunities as important to them in a job.



77% of Gen Z believe that a company's level of diversity affects their decision to work there.

60% of Millennials say the ability to do meaningful work is essential to their job satisfaction.



84% of Millennials and 82% of Gen Z report that having a flexible work schedule is important to them.

75% of Gen Z say that a company's social and environmental commitments influence their decision to work there.

Sources: Gallup, "How Millennials Want to Work and Live"; Bentley University, "Millennial Mind Goes to Work"; Gallup, "Generation Z: What to Expect from the Newest Workforce"; Glassdoor, "Hiring Generation Z? New Glassdoor Survey Reveals They're Not So Different From Millennials"; Yello, "What Gen Z Wants: How to Attract the Next Generation"; YPulse, "The Workforce: Generation Z's Impact on the Workforce"

Contact Us



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Millennials and Gen Z in the Workforce: A Tip Sheet

Understanding the characteristics, values, and priorities of Millennials and Gen Z is essential for effectively managing and engaging these generations in the workforce.

Tips for Managing Millennials and Gen Z

Understand Their Values and Priorities

- Purpose-Driven Work: Align tasks and projects with their values and the company's mission and vision
- Professional Development: Offer opportunities for continuous learning, mentorship, and career advancement
- Work-Life Balance: Implement flexible work arrangements and prioritize work-life balance

Leverage Technology

- Digital Tools and Platforms: Utilize technology and digital platforms for communication, collaboration, and project management
- Social Media: Engage with employees through social media channels to foster connection and community

Foster a Collaborative and Inclusive Culture

- Open Communication: Encourage open communication, feedback, and collaboration among team members
- Diversity and Inclusion: Promote a diverse and inclusive workplace culture that values and respects all employees

Provide Opportunities for Innovation and Autonomy

- Autonomy and Independence: Allow employees to have autonomy and independence in their roles and projects
- Innovation and Creativity: Encourage and reward innovation, creativity, and entrepreneurial thinking

Communication Do's and Don'ts

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|  <p>Be Transparent and Authentic
Be open, honest, and transparent in your communication to build trust and credibility with Millennials and Gen Z.</p> |  <p>Use Traditional Communication Only
Avoid using only traditional and formal communication styles. Be open to using informal and casual communication styles to resonate with Millennials and Gen Z.</p> |
|  <p>Provide Feedback and Recognition
Millennials and Gen Z value regular feedback, recognition, and opportunities for growth and development with Millennials also valuing constructive criticism.</p> |  <p>Neglect Digital and Social Media Platforms
Neglecting to communicate through preferred digital channels can make Millennials and Gen Z feel disconnected, undervalued, and out of touch with the organization. Both generations prefer messaging apps over phone calls.</p> |