

## **“GEN Z” MOTIVATION: A PROBLEM?**

The Alternative Board | TAB Baltimore/Washington

### **Unlocking the Potential of Generation Z in the Workplace**

Generation Z, born between 1997 and 2012, brings unique perspectives as digital natives who value authenticity, purpose, and work-life balance. Their fresh insights can transform your workplace dynamics.



**Embrace Their Digital Fluency:** Gen Z grew up in a hyperconnected world, making them natural problem-solvers in the digital space. Harness their innate tech-savviness by incorporating digital tools and platforms into work processes. They excel at multitasking across platforms and can help modernize your workplace systems while finding more efficient ways to achieve goals.

**Provide Clear Growth Opportunities:** This generation seeks constant growth and development. Create clear career pathways and offer regular learning opportunities through microlearning, mentorship programs, and skill-building workshops. They value transparency about advancement opportunities and appreciate regular feedback on their progress.

**Connect Work to Purpose:** Gen Z strongly values meaningful work that aligns with their personal values. Show them how their role contributes to the bigger picture and supports positive change. Connect their daily tasks to broader company goals and social impact initiatives to keep them engaged and motivated.

### **Want Managers Who Lead and Achieve Goals?**

Investing in your managers' leadership skills is essential for driving growth and building a motivated workforce that achieves goals.

Our programs, Next Generation Leaders for emerging managers and LevelUp for mid-level managers, are designed to develop the leadership capabilities that will propel your business forward. Let's work together to turn your managers into confident leaders who can inspire and hold accountable your team to achieve goals and navigate change.

**New classes for Next Generation Leaders and LevelUP are forming in June for a July kickoff.**

Contact us to learn more about how these programs can benefit your organization.

*The time is ripe to invest in your company by providing intentional training to build leaders who can be the cornerstone for future business growth!*



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