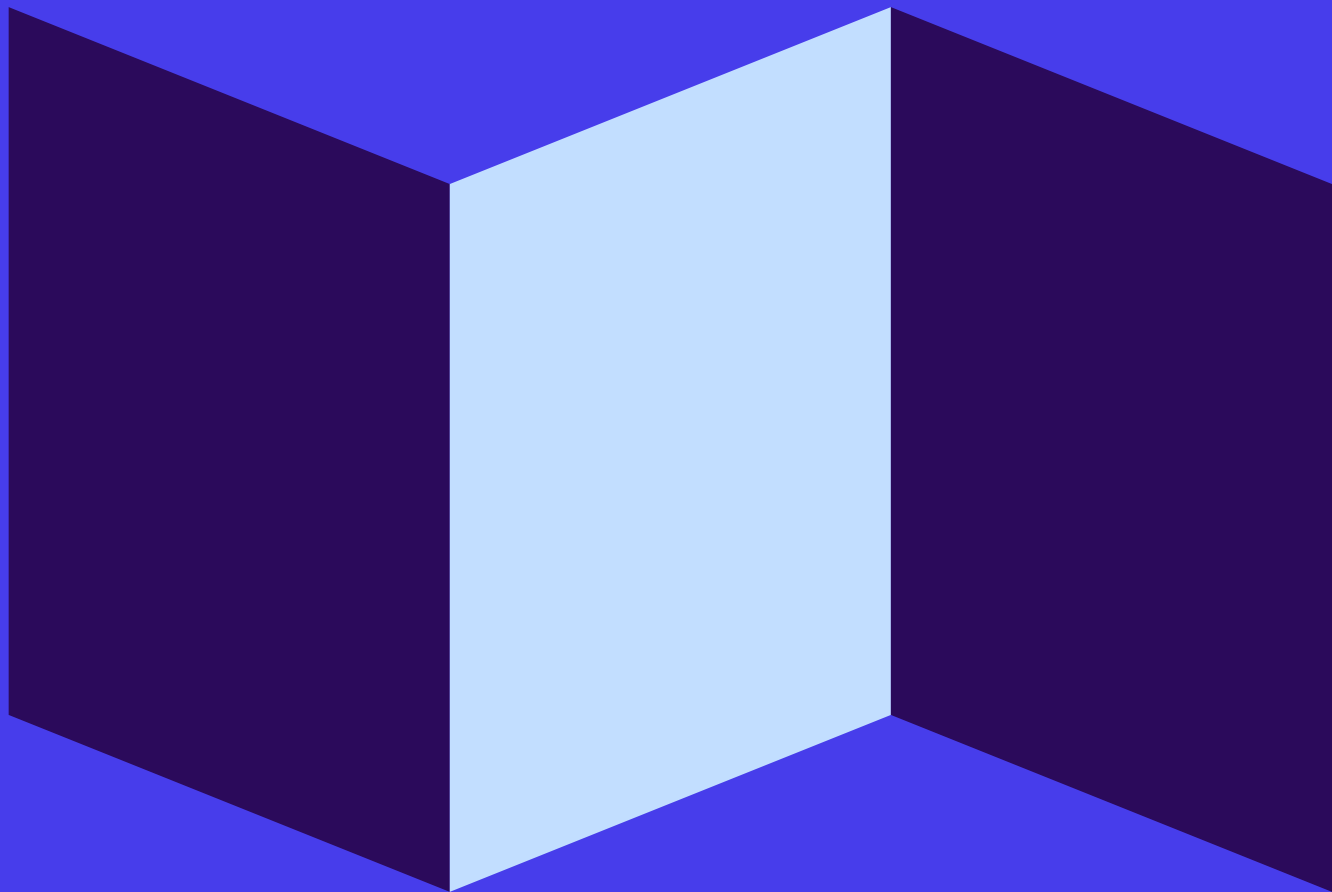


An employer's guide to recruiting Gen Z

Discover all there is to know behind the people
changing the face of the workforce.





Papirfly

Generation Z is very unique compared to the generations that came before them. They have a significantly different view of the world in many ways, from values to aspirations.

As the fastest growing part of the workforce, employers have to learn how to attract and retain these headstrong, talented and ambitious young people, if they want to stick to the times and remain relevant.

Being a generation with high standards and tightly held values, they may be more challenging to recruit. Therefore we put this handy guide together to help you learn a little more about what makes Gen Z tick, and how best to make yourself an attractive employer to them.

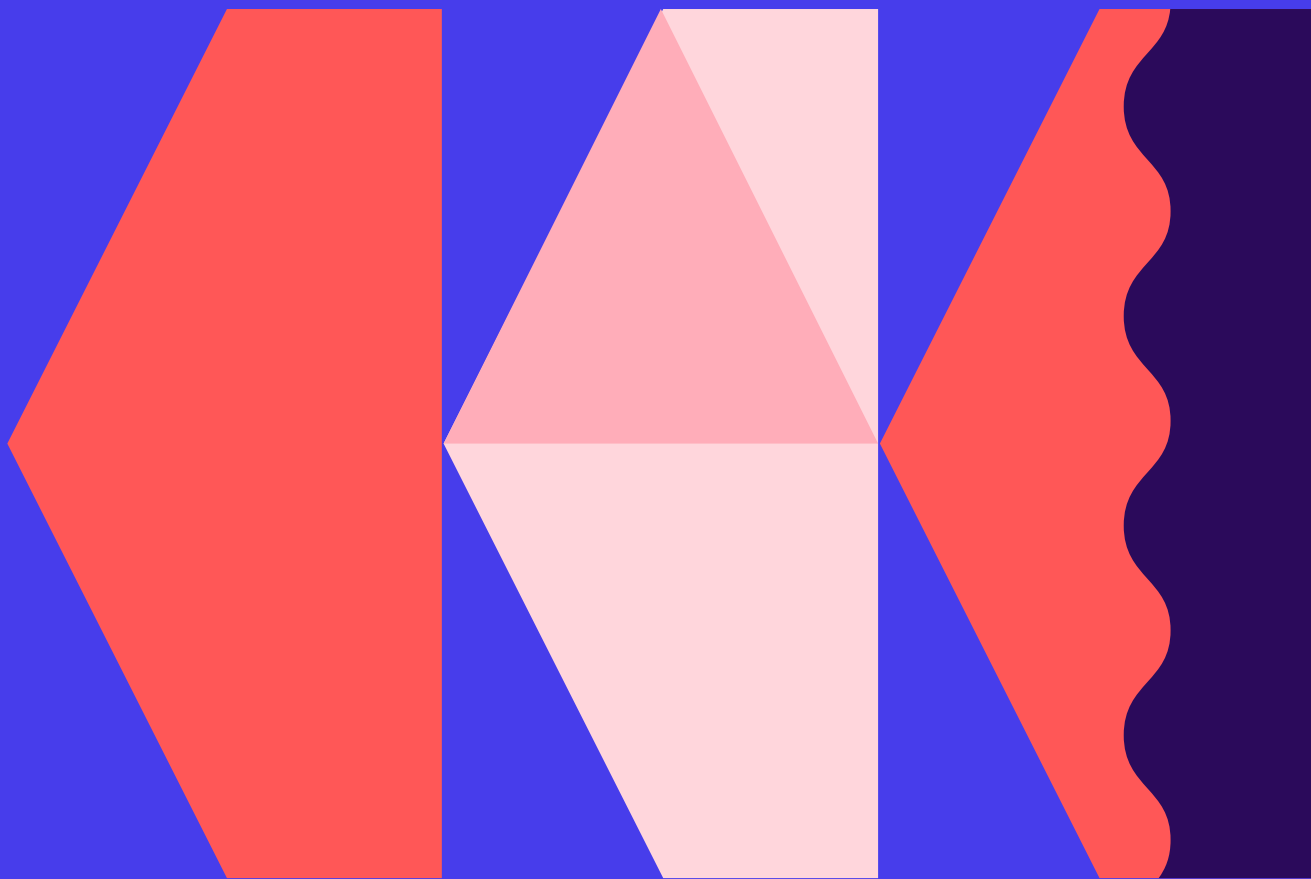
Enjoy!



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#1 Gen Z needs...





The need		How to achieve this	
	Interesting and fulfilling work	<ul style="list-style-type: none">✓ Provide opportunities for cross-department collaboration✓ Conduct regular reviews to establish employee satisfaction and feedback	
	Financial stability but not at the expense of their mental health	<ul style="list-style-type: none">✓ Salary that meets or exceeds the industry standard with set routes for progression✓ Ensure any overtime is consensual and compensated	
	To be nurtured, developed and to continually learn/improve upon new skills	<ul style="list-style-type: none">✓ Develop a milestone roadmap on an individual and department-wide level✓ Introduce mentorship programmes and CPD whiteboard sessions	
	A supportive culture where work-life balance is appreciated	<ul style="list-style-type: none">✓ An open door management policy where ideas are listened to without fear of judgement✓ Tools and resources specialising in time management to ensure work is sufficiently planned	
	Mental health and wellbeing support	<ul style="list-style-type: none">✓ Free or discounted membership to therapy and meditation apps✓ Subsidised therapy for personal problems✓ Coaching and group sessions for managing stress✓ Train an existing employee as a mental health first-aider	
	Flexibility in how, when and where their work is delivered	<ul style="list-style-type: none">✓ The option to work from home✓ The option to work in the office more than what is needed in the individual wants to do so✓ Offer 'work from anywhere' for truly remote roles	

#2 Gen Z wants...





The want

How to achieve this



To work for an environmentally conscious company

- ✓ Make your CSR and ESG policies a strand within your marketing communications
- ✓ Release a report each year that updates the public on where you are in your strategy



Their employer to share their values and attitudes towards big issues

- ✓ Introduce a personality test in the interview stage to ensure individual fits well within your organisation
- ✓ Bring a values-led conversation in at interview stage



The opportunity to give back and contribute towards causes they care about

- ✓ Give employees the opportunity to input on which charities or community projects your company supports
- ✓ Allow for 'giving back' days on top of holiday allowance



A logical pay progression structure that is based on merit, skill and contribution as opposed to length of time served

- ✓ Look at payrise strategies beyond the traditional yearly increase
- ✓ Ensure KPIs are set and expectations on salary are managed from the outset

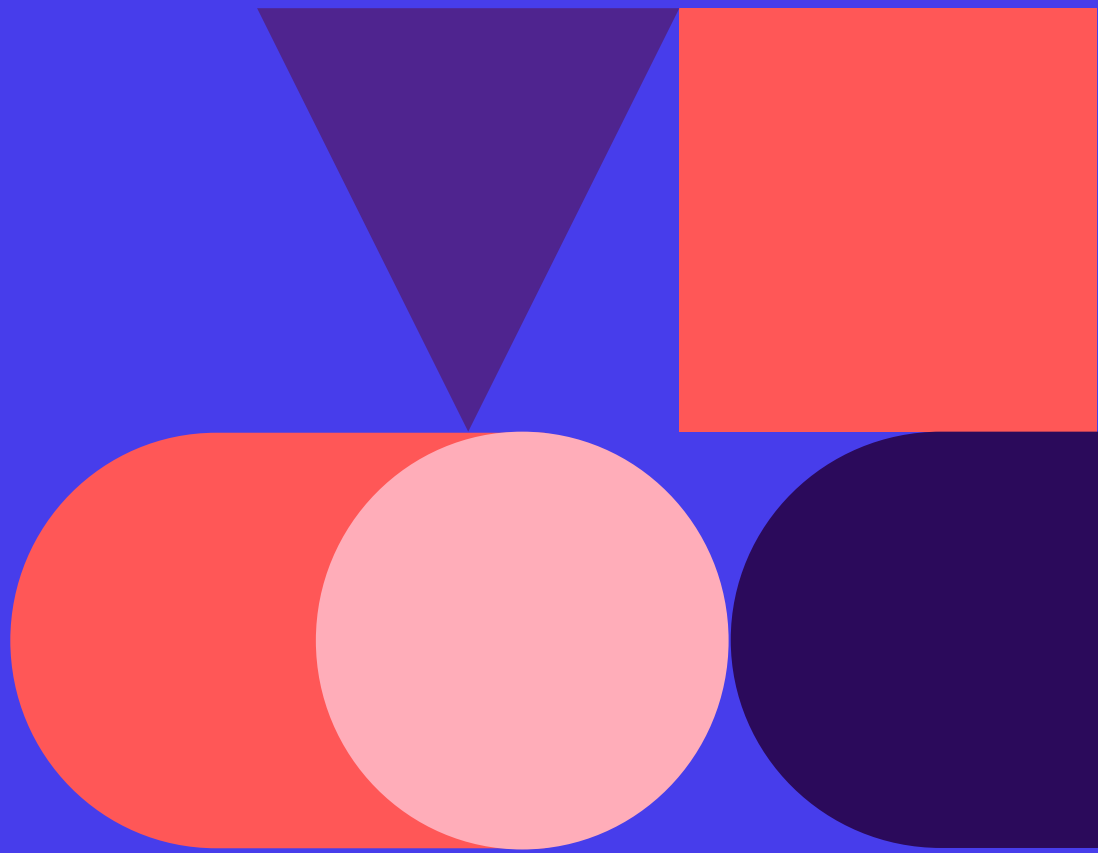


Trust and freedom to earn prolonged periods of holiday (not just for parental leave)







- ✓ Bring flexibility to holiday structures within your organisation
- ✓ Offer unpaid sabbaticals once the employee has been with your company for a specified amount of years

#3

Gen Z is
motivated by...

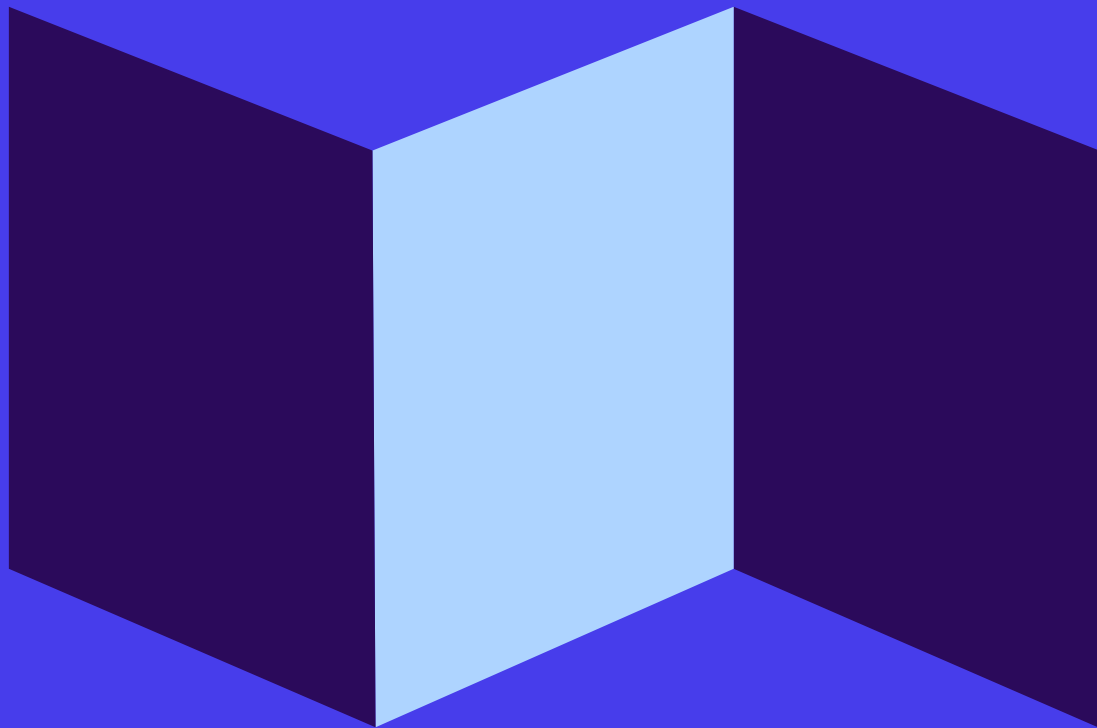




The motivation	How to achieve this
 Growth	<ul style="list-style-type: none">✓ Progression✓ Learning new skills✓ Promotions✓ Title changes
 Happiness	<ul style="list-style-type: none">✓ Work-life balance✓ Quality colleague relationships✓ Supportive environment
 Freedom	<ul style="list-style-type: none">✓ Hybrid working set-up✓ Generous holiday✓ Idea sharing encouraged
 Personal success	<ul style="list-style-type: none">✓ Opportunities to mentor more junior colleagues✓ Investment in development
 Entrepreneurialism	<ul style="list-style-type: none">✓ Incentives for new ideas within the business✓ Big decisions up for discussion and debated
 Building a better future	<ul style="list-style-type: none">✓ Eco-friendly initiatives✓ Options for shares or plans to become employee-owned

#4

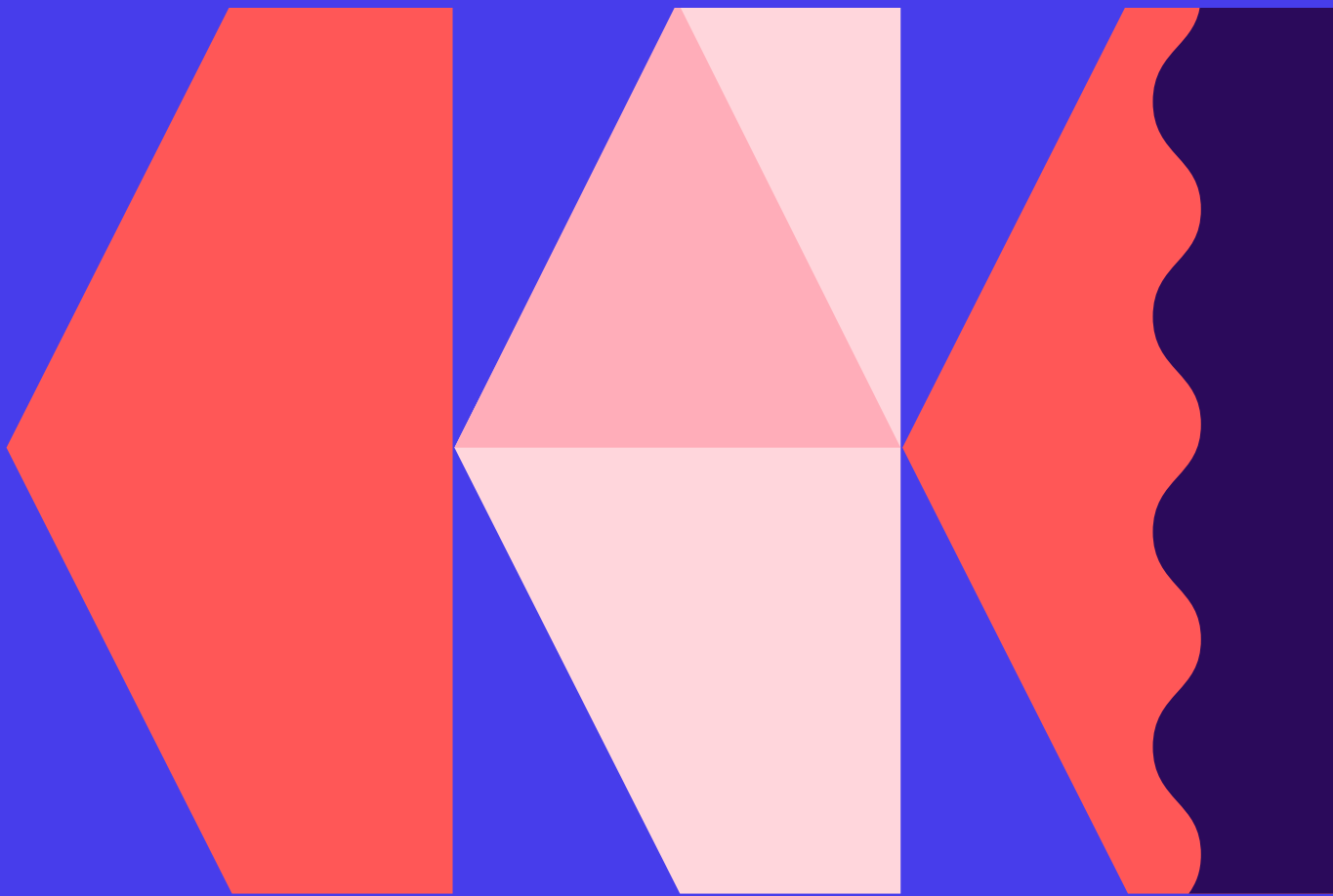
Gen Z expects...





The expectation	Digging deeper...
 An employer's dedication to inclusion and diversity to be front and centre	 Gen Z have grown up in one of the most culturally diverse environments in history, they value different ideas and viewpoints
 A more personalised employee journey	 Standardised reviews and pay rises are sometimes misdirected, a personal approach ensures employees feel seen
 Incentives centred around their quality of work whilst understanding their personal goals	 Getting to know employee goals builds empathy, humanises corporate structures and helps retain employees
 Transparency in the organisation they work in	 Rumours and hearsay can turn a company culture toxic, being transparent about both good and bad can build respect
 To be able to build bonds and relationships with colleagues, even in a hybrid working environment	 Gen Z are incredibly social, and while working from home has its perks, they need face-to-face interaction too

Unleash your brand with Papirfly









How does Papirfly empower your people?

We believe every enterprise should be able to provide tools to teams, so that the brand can be delivered to customers exactly as it was intended to be experienced.




At Papirfly, for over 20 years we've been driving innovation in brand management software to support brands in delivering consistent, multichannel experiences for their customers.

We empower people to unleash their brand.

How teams work today:

-  Customers are experiencing inconsistent and diluted branding across touchpoints
-  Stressed teams aren't getting the marketing materials they need or quickly enough
-  Too much already-limited budget is being spent duplicating work and on multiple tech solutions
-  Assets are not centralised or trackable resulting in loss of data to analyse budget spend

We know what brands need:

-  Global brand governance now and for the future with guaranteed consistency at every touchpoint
-  Faster go-to-market, creating assets in-house with the flexibility for on-brand, hyper-local messaging
-  Increased ROI, saving money on every asset produced, creating space for teams to focus on strategy

We give you the tools to:

- Do more for less
- Produce all assets in house
- Create with **no previous design skills**
- Achieve **100% brand consistency**
- Reach **all markets, in any language**
- See a **complete bird's-eye view** of your branding and marketing efforts

Discover our all-in-one brand management platform



Trusted by the world's most recognisable brands



1M+

regular
Papirfly users



600+

brands using
Papirfly worldwide



Build your on-brand culture with Papirfly

Our brand management platform enables complete brand adoption, and the creation of unlimited on-brand assets with our suite of enterprise-grade products-building brand equity and long-term customer loyalty.



Point

Educate & Control

Support global teams to understand your brand, through clear guidelines, official assets, core values, and more from online access point. Go local with unique hubs with local languages and nuances.



Place

Manage & Share

Centralise all assets with a dedicated DAM solution, categorising content for global and local usage in one secure place for all approved material. Ensure every location has assets that serve their unique audience nuances.



Produce

Create & Activate

Guarantee 100% brand consistency with design templates aligned to brand guidelines and produce infinite studio-quality digital, print and video assets. Empower everyone to personalise to their audience using localised images, video and text options.



Plan

Plan & Collaborate

Achieve your bird's-eye view of all campaigns and activities, displaying status, budgets, contacts, and official design templates for use. Ensure every location utilises workflows that drives campaign responsiveness.



Prove

Measure & Optimise

Analyse marketing activity via your dashboard, delivering reports and data across your business. Ensure local sites get feedback on best-performing content across the business, and give them data to let them know when their efforts are driving brand strategy success.



Plus

Integrations

Papirfly works seamlessly with your agency tech stack – removing hacks and workarounds, improving productivity and organisational efficiency across the business.

FORRESTER®



212% ROI



80% reduced effort in asset creation



Enhanced content quality and improved business outcomes

"It's become super crucial for us with more than 50,000 users at the brand portal, both internal employees and external agencies. We are working with a huge number of downloads of all of the assets."

Interviewee from pharmaceutical

Source: A commissioned TEI study conducted by Forrester Consulting on behalf of Papirfly



Global brands trust Papirfly



Mercedes-Benz



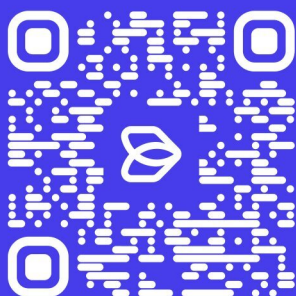
"Life without Papirfly would be stressful. It would be slow, time consuming, and costly. Papirfly has enabled us to have a system in place where we can create assets that we need very quickly. We can go to market much faster, we can react to our business and our clients a lot quicker, and it is also extremely cost effective."

Jo Bedford
Global Recruitment Branding Manager, IBM



Empower your people. Unleash your brand.

Discover our game-changing brand management platform.



At papirfly.com you can

- Book a demo
- Explore brand management resources
- Hear success stories from empowered customers

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