



PARETO LAW

realise your sales potential

Digital Learning and Gen Z

Who they are and how they'll change your business



Much was made of Millennials and Generation X, but have you heard about the new kids on the block – Generation Z?

If they're not already doing so, the first waves of this exciting and resourceful group will soon be knocking on your door, hungry to listen to your business vision and excel in their careers.

But how can you be certain you're speaking their language? What language are they even speaking? And how important is it to tap into this uncharted new resource when it comes to future-proofing your business?

We'll answer all these questions and more in this whitepaper.

From who Gen Z are and what they want, to how to nurture their undeniable talents through blended learning, our own unique research and industry expertise will help you better understand how to harness the unequivocal power of these digital natives.

Ask not just what you can do for Gen Z but what Gen Z can do for you.

Key business areas investigated in this whitepaper are:

- [Section 1: Defining Gen Z.](#)
Exploring this force to be reckoned with in greater detail, looking at their key skills and personality traits.
- [Section 2: What Gen Z want.](#)
Are they motivated by the same things as previous generations? We've got the detail.
- [Section 3: Keeping up with Gen Z.](#)
How to future-proof and strengthen your business through targeting the sweet spot: blended digital learning.
- [Section 4: Blended learning.](#)
The business benefits of an integrated approach to on-the-job training.

Section 1: Defining Gen Z – Exploring this force to be reckoned with in greater detail.

The oldest of this group are barely out of school and only 20% of them are currently in work in the UK, yet Generation Z are the future of the business world. With such expectation resting on this cohort's shoulders, it's about time we got to know them.

These are the next generation of fresh-faced graduates entering the world of work, so finding out what they want, how they work and what makes them tick is a great way of getting the most out of this exciting and interesting group. Let's start with how they see the world. The first wave of Gen Z –

SELF-EDUCATED
AWARE
INDEPENDENT
GO-GETTING
MOTIVATED
INFORMED
RESOURCEFUL
DIGITAL NATIVES
CYNICAL

those born in 1996 – are digital natives, the first generation to be brought up exposed to the digital world from the get-go. They're cynical, informed, aware and highly active online, giving them the potential to be the most resourceful and entrepreneurial generation the world has ever seen.

Despite their natural mastery of all things digital, Gen Z aren't easily fooled by marketing attempts. Anything insincere or 'try-hard' will lose their interest, so your best approach is

straightforward transparency.

A study called [AdReaction](#), by branding experts Kantar Millward Brown, found Gen Z are extremely hard to engage, with almost 20% more of them physically choosing to skip adverts than Gen X (those falling into the 35-49 age range).

Surprisingly, they actually prefer more traditional methods of advertising, with 50% of Gen Z engaging well with outdoor advertising, compared to only 43% of Gen X.

It's clear communicating with Gen Z needs to be carefully tailored – their low engagement with blanket approaches to cross-generational targeting means anything else just won't get results. Bespoke and personalised is the best way forward.

So if you want to recruit the best of Gen Z to secure the future of your company, you'll need to be informed and tactical; despite the difficulties associated with getting their attention, it will definitely be worth the effort and resource in the long run.

Gen Z are naturally resourceful and the most digitally adept generation so far. Despite their appreciation of traditional advertising methods, they're frequently making use of their mobile devices, exercising their natural inclination to research.

[AdReaction](#) found 80% of Gen Z spend more than an hour a day on their mobile, compared with just 60% of Millennials (those falling into the 20-34 age range) and 38% of Gen X. These days, every generation has this kind of access to the digital

Generations who spend more than an hour a day on their mobile.

38%

GENERATION X

60%

GENERATION Y

80%

GENERATION Z



world, but Gen Z are the most adept at using it to its full potential – forget about being born with a silver spoon in your mouth; Gen Z were born with mobile phones in their hands.

A study by brand agency [Sparks & Honey](#) found 52% of Gen

52% of Gen Z use social media websites like YouTube as research tools

Z use social media websites like YouTube as research tools, highlighting their self-educating nature and independence, both of which are essential attributes in the world of business.

Gen Z are also go-getting, independent and extremely motivated, according to [Sparks & Honey](#), with 4 in 5 of them believing they are more driven than their peers.

They're a generation of forward-thinking social activists,

Nurture Gen Z's energy – they're the driving force of the future

with 26% of them currently volunteering their time for charitable causes, while social listening reveals they want to 'make an impact'.

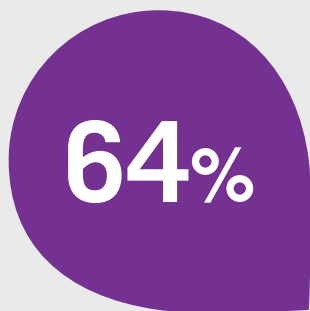
All of this makes them a great driving force to action future development and thought leadership in the business world.

[Sparks & Honey](#) also discovered 61% of Gen Z high school students want to be a successful entrepreneur rather than an employee, compared to just 43% of university level Millennials. This attitude represents a world of possibility for employers – harnessing and nurturing this kind of energy could lead to a new generation of ambitious employees who are always striving for more and pushing for development and progress.

Gen Z are ambitious, they want to succeed and be the best – and they have all the potential to do so. With an informed approach and knowledge of who they are and what they need, you can help them flourish into the next generation of incredible business minds for your company.

Section 2: What Gen Z Want – Are they motivated by the same things as previous generations?

Engaging with Gen Z is key to the future of your company – and according to our own unique nationwide survey, it seems many of you are already aware of their potential.



Percentage of employers who believe Gen Z will have an impact on the future of their business.

When asked what Gen Z could contribute to their companies, 39% of employers say Gen Z can bring the digital skills their company needs and 32% believe they provide exciting creative thinking. A resounding 64% say they believe Gen Z will have an impact on the future of their business.

Creativity and digital skill-set could determine a whole new future direction for the sales industry

All of this means big things for this up-and-coming generation; their creativity and digital skill-set could determine a whole new future direction for the sales industry.

However, as established in our overview of who Gen Z are, they are a particularly difficult demographic to connect with. That

said, understanding who they are and what they want from their workplace is essential to making that first contact and holding their interest for years to come, to ensure they can contribute as fully as possible to your business.

Just over half (59%) of Gen Z consider a university degree essential to getting a foothold on the career ladder, with 55% saying it's key to get a good role in a very competitive job market. But our study demonstrates a significantly different outlook among employers, with the majority (9 in 10) telling us they did not expect applicants to have university degrees.

Despite valuing the importance of a degree, 63% of Gen Z believe they could also gain a successful career from on-the-job training courses and 24% believe they could strike it lucky with apprenticeships.

Gen Z's determination to advance and drive their careers forward is overwhelmingly evident. Almost a quarter (23%) say they'll be managing a large team by the time they're 40, whilst 18% have their sights set on being director of a global business.

Given their ambitious nature, it's perhaps little surprise on-the-job training and learning is the most important workplace aspect to 70% of them. Meanwhile, more than half (56%) value fast career progression most and 36% crave the opportunity to progress.

It may sound like Gen Z are driven by power or the opportunity to make substantial amounts of money, however our findings reveal something quite different. More than 8 out of 10 Gen Z respondents tell us they would rather earn less money but work in their dream job, implying they'd forgo the financial benefits of something they would enjoy less.

8 out of 10
Gen Zs would choose their dream job over money.

A striking theme coming through in our survey centres around Gen Z's need to advance themselves and gain further learning. The good news is, employers and business leaders are aware of this, with 75% saying they think Gen Z value on the job training above any other perks. With this in mind it's important to consider introducing training into your offering as a workplace and considering what type – or types – will attract Gen Z and retain their interest.

Gen Z thrive on blended learning methods

Our data reveals half of Gen Z (51%) prefer a combination of face-to-face and digital training methods – hardly surprising when you consider their digital native heritage, along with their eagerness for authenticity.

However, although Gen Z appear to respond particularly well to this blended learning approach, only 47% of employers currently deploy this type of teaching method. Are you one of the business leaders who could be faltering at this hurdle? Could your sales team benefit from a training re-think – not

just Gen Z new recruits but more established staff, too?

It's expected 50% of learning will be based online by 2019, so it certainly makes sense to factor this sea-change into your operational strategy. Blended digital learning could significantly affect your sales performance.



Section 3: Keeping up with Gen Z – How to future-proof and strengthen your business.

Future-proofing is key for any company and that means keeping up with what the next generation has to offer. Now we're more aware of who Gen Z are and what they want from the world of work, we can start to prepare for them.

Having the agility and adaptability within your company to evolve operations and cater for their needs is key. Without the right measures in place you'll find it difficult to engage this demographic and get the most out of them, potentially stifling your business' potential.

We've established Gen Z take everything with a pinch of salt, are difficult to connect with via advertising and are completely internet savvy – but that doesn't mean you can't attract them to your company.

Engage with them using your knowledge of Gen Z and their appreciation of authenticity.

Help them visualise and imagine the future they could have within your company and offer them the opportunity to progress, learn and innovate.

More than 70% of Gen Z consider on-the-job training and

More than 70%
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learning one of the most important aspects of a workplace, according to our survey. They clearly take their education and development seriously, so harness this enthusiasm and eagerness to make an impact by showing them you do too.

To get the best out of the opportunities Gen Z present, consider offering them something you know they will respond well to. Our survey reveals 51% of Gen Z find a combination of face-to-face learning and digital methods the most useful approach to workplace learning. A blended approach has been selected as the favourite among Gen Z, with classroom style learning coming in at just 12% and away days just 10%.

Consider catering for Gen Z within your sales team by introducing a blended learning sales training programme, such as Pareto

Answer Choices	Responses
Classroom style	11.65%
Role play scenarios	10.51%
Away days	10.51%
Video tutorials – an expert speaking to camera	2.27%
Video tutorials – infographic	2.27%
Interactive webinars	7.67%
Emails	0.85%
Blog posts	0.28%
Peer-to-peer community forums	3.13%
A combination of face-to-face and digital methods	50.85%

Law's, that will attract prospective employees and help retain their talent. But remember, blended learning isn't just about focusing on digital – it's about striking the perfect balance between a combination of different teaching styles and methods that will really have an impact.

Section 4: Blended learning – The business benefits of an integrated approach to on-the-job training.

Our uniquely designed LPI-accredited suite of training modules complements the classroom learning methods we've been developing for the last 20 years and is already yielding significant results.

We're already seeing increased information retention rates of up to 60% and overall productivity improvements of more than 50%.

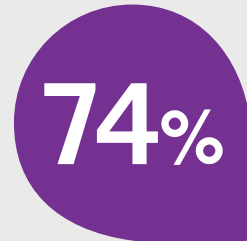
However, blended learning isn't just a recipe for success for Gen

Blended learning can achieve
an increase in productivity of...
more than 50%.

Z – employees from all backgrounds and at all levels can benefit. Not only does blended learning increase productivity by more than 50%, it's also a great way to facilitate communication and innovation within your sales team, helping you devise new ways to build relationships with clients and prospects alike. And with 80% of skills-based learning being forgotten when using more traditional teaching methods, a

sophisticated suite of independent digital learning programmes to help you address this problem head-on could be just what you need. Integrate, optimize, then watch productivity soar.

Right now 74% of us learn on mobile devices and Gen Z are at the forefront of this revolution, making them perfectly



of us learn on mobile devices.

suited to this type of learning. By 2019 it's expected 50% of learning will be based online, so get ahead of the curve and start implementing blended training in your business today.

So when it comes to futureproofing your company with noticeable ROI – and transforming your business by bringing in the determined and energetic Gen Z – you'll be in pole position to springboard their careers and help mastermind your future success.





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