



**amberjack**

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# Gen Z Learning and Development

# What Gen Z Want: Learning and Development for Incoming Talent

In a rapidly changing post-covid working world, it has become increasingly clear that Learning and Development for incoming Early Talent cohorts requires attention.

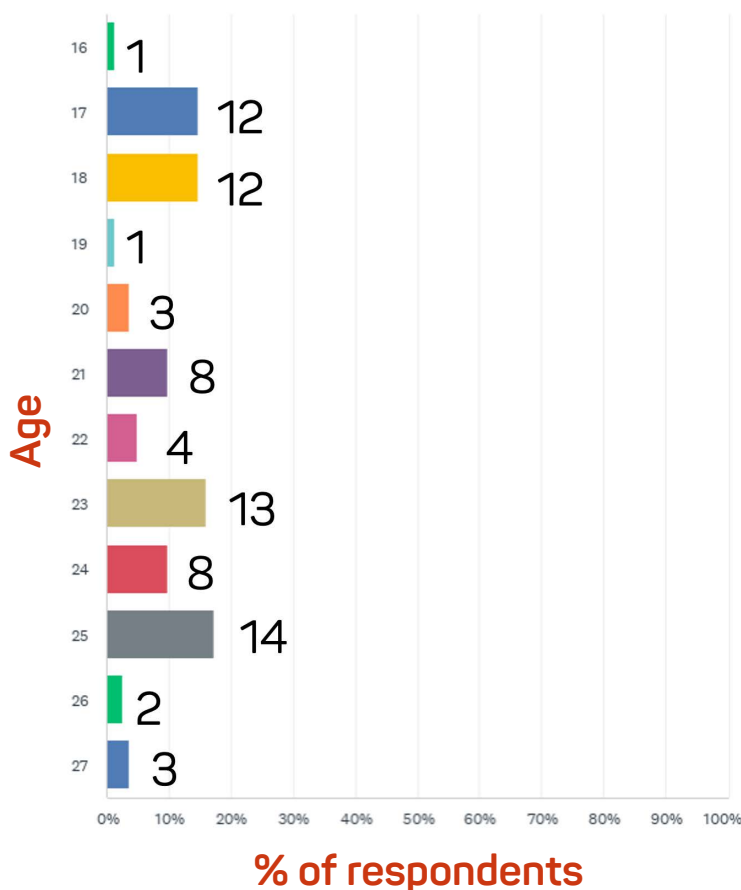
Graduate employers are reporting that incoming Early Talent employees struggle with soft skills. In particular, recent news has highlighted issues with debating, presenting, and teamwork.

However, it's not just employers bringing these struggles into the limelight; Gen Z themselves worry about having enough experience and relevant skills when joining a new organisation, particularly in terms of interacting, communicating, and networking.

Our recent survey of Gen Z talent, born between 1996 and 2007, reveals their preferred learning styles and formats, biggest concerns and expectations when joining the workforce, and what training young people want from employers.

With soft skills training providing a variety of benefits for organisations and helping to develop the potential of your candidates, exploring the insights found in our recent research is a first step in exploring the ways Learning and Developing can help your business.

## Response Summary



Generation Z is often cited as being born from the mid-1990s to early 2010s. We wanted to survey members of Gen Z aged 16 and above, born between 1996 and 2007.

Our survey garnered 81 responses from young people born across the 11 year timespan, revealing some interesting trends about the latest cohort to enter the workforce.

# Which of these Learning Styles do you prefer?

## Visual Learning Style

You prefer to take in information visually with maps, graphs, diagrams, charts, etc.

## Auditory Learning Style

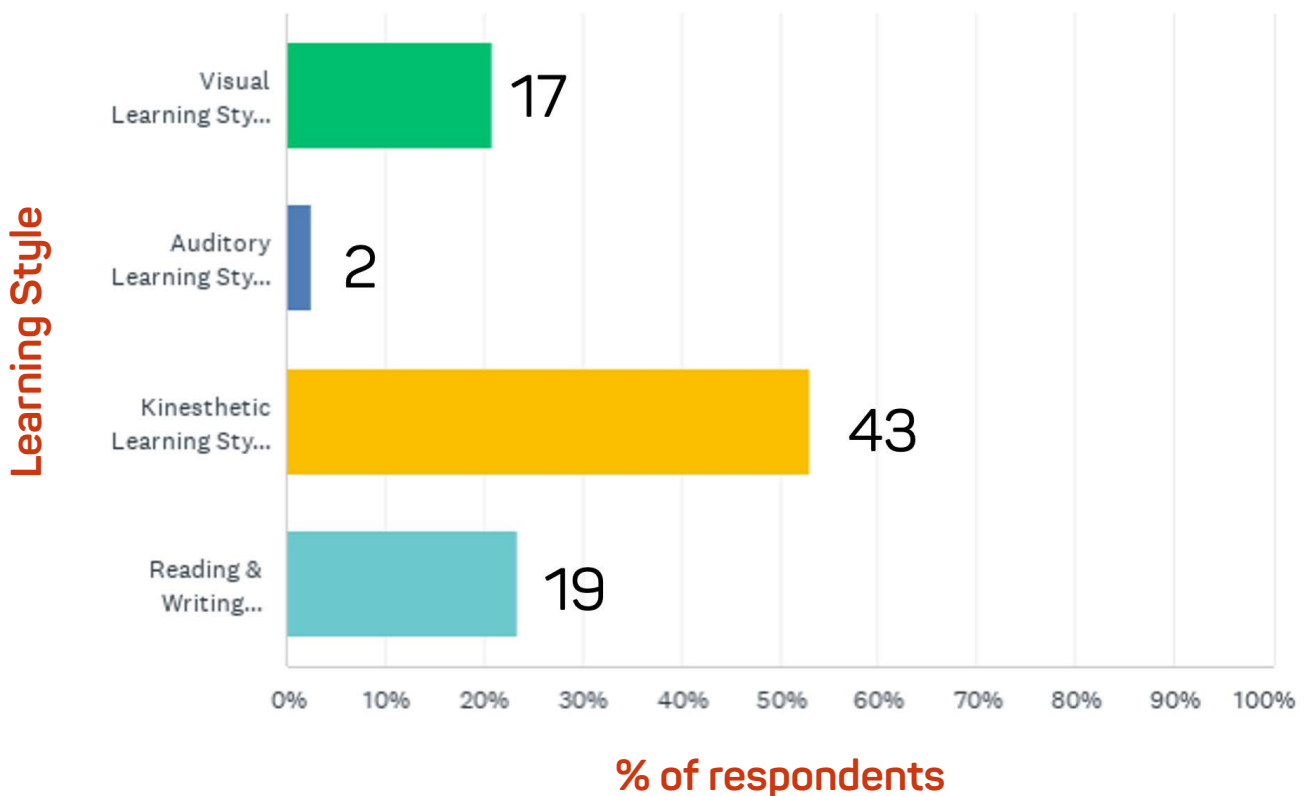
You prefer to take in information when it is heard or spoken, you organise ideas by 'speaking' rather than 'thinking' it through.

## Kinesthetic Learning Style

You prefer to learn by doing. You enjoy a hands-on experience, getting to practice and experience to help you learn.

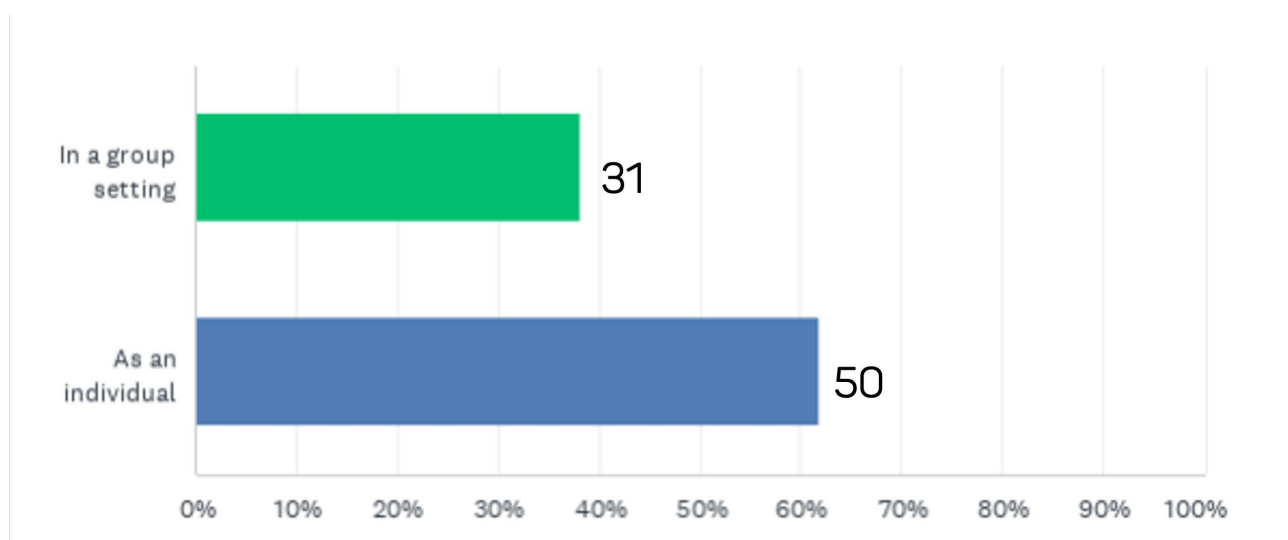
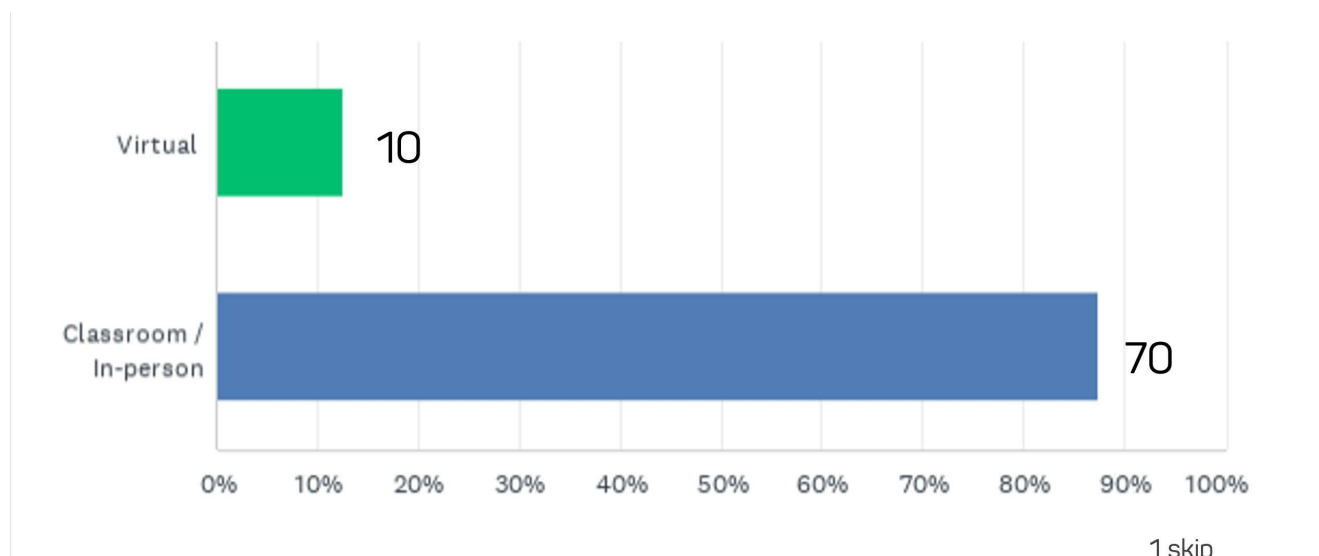
## Reading & Writing Learning Style

You consume information best in words, whether by writing it down or reading it.



We started by asking our participants which learning styles they preferred. A large proportion of respondents, over 50%, said that a Kinesthetic Learning Style, whereby learners prefer to learn by doing and getting a hands-on experience, was their preferred style. Visual and Reading & Writing were fairly similar in terms of popularity, but Auditory received just 2 votes. This has huge implications for how training modules should be run for Gen Z cohorts entering your workforce.

# How do you learn best?



When asking respondents about the settings in which they learn best, it became clear that despite their educations and Early Careers being affected by the Covid-19 pandemic they overwhelmingly prefer to learn in-person in a classroom setting.

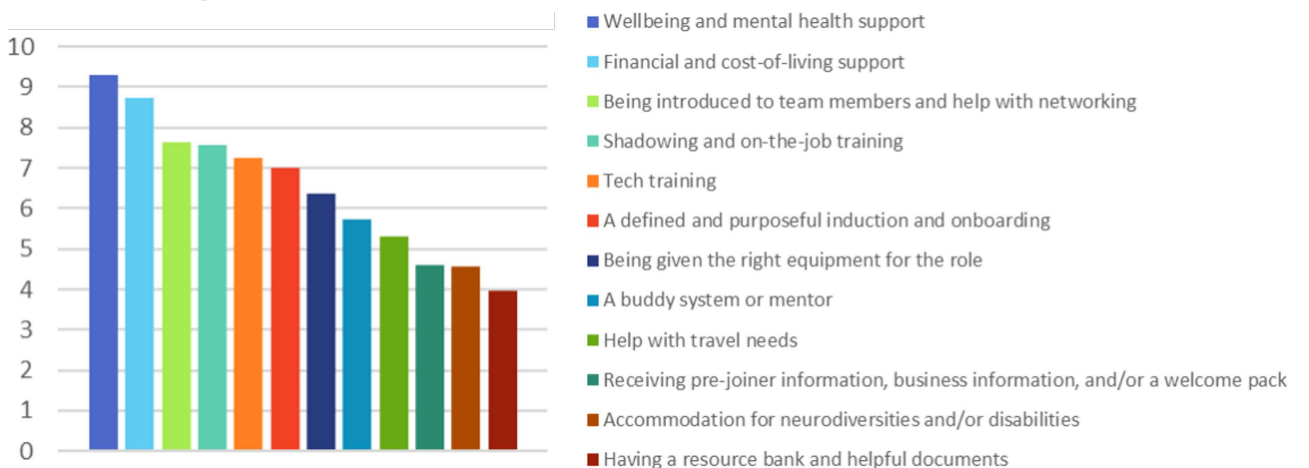
The split between individual work vs. group work was much more equal, though learning as an individual was somewhat more popular. This lines up with current trends indicating that Gen Z struggles with teamwork and collaboration, subsequently preferring to work by themselves.

# When preparing for the world of work, what are/were your biggest concerns about starting a job or joining a programme?



Entering the workforce out of education for the first time is a nerve-racking experience. When preparing for the world of work, Generation Z report that they are most concerned about not having enough experience or industry-relevant skills for the job. Interestingly, interacting with other professionals across the organisation and working world also stood out as a prevalent issue, with three of the top six concerns relating to interpersonal skills and activity.

# What support do you expect from an employer?



We asked our respondents what support they expect from their employer when they join the workforce. Surprisingly given the current circumstances, financial support was ranked highly, but wellbeing and mental health support took the top spot. Once again we see interpersonal skills appearing as a significant focus for young people, with help with introductions and networking ranked as the number three expectation of employers.

# Considering the above training modules, which parts do you think would be most helpful to develop your potential?



Showing our respondents a list of training modules that could be available on a Learning and Development programme, we asked which modules they thought would be most helpful in developing their potential. Continuing with the trends we've seen so far, effective relationship management, problem solving, dealing with feedback, and other interpersonal skills were among the modules picked out as most helpful by our respondents.

However, some of the most popular modules revolved around career progression and emerging as leaders. Young people want to know that they have the opportunity to grow and advance in their careers within your company, and so these modules were of particular interest to them. Investing in and developing your incoming cohorts is critical to keeping them engaged and with your organisation for a longer time.

# Considering the above training modules, do you think there is anything missing?



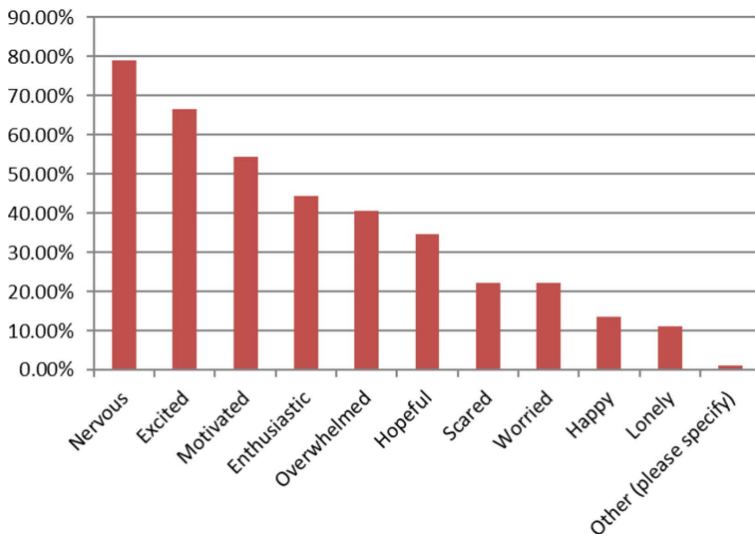
Next, we went on to ask Gen Z about the modules they would want to see on a Learning and Development programme, and if anything was missing from the provided list.

It quickly became clear that mental health is a huge focus for this generation, and they are looking for training from employers that deals with mental health at work. From managing anxiety, and mental health in a corporate environment, to work-life balance, and managing conflict; attaining a healthy relationship with their mental health in the workplace is a key consideration of young people today that should be included in your Learning and Development plans.

Once again, team building, approaching team members, communication skills, and raising concerns were also popular areas of interest.

# When embarking on a new training programme, which emotions would you feel?

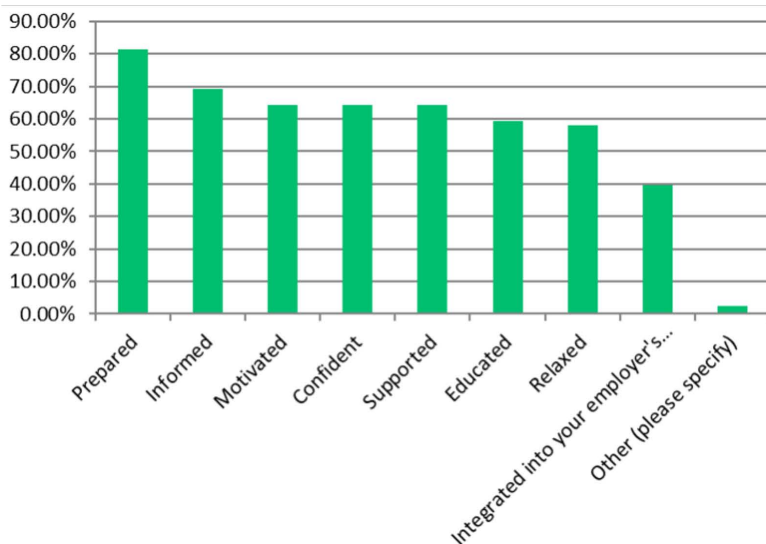
Other: 'Resiliant'



We finished off our survey by asking our respondents about how they feel when embarking on a new training programme. With 'nervous' ranking as the number one emotion felt by Gen Z when entering the workforce, training programmes can be used a method to help put your new joiners at ease.

# If you were embarking on a new training programme, how would you want your training to make you feel?

Other: 'Like I was pushed outside of my comfort zone, Growth' & 'Ready/prepared'



Your new joiners wanted to feel prepared and informed when they join your organisation and embark on a new programme. Utilising training as a way to help achieve this is critical to getting the most out of your hires. With additional responses showing that Gen Z are keen on being pushed outside of their comfort zone to achieve growth, going beyond learning to achieve development is a key desire of Generation Z.

To talk to Amberjack about the results of this research and implementing a Learning and Development programme for your incoming cohorts, [get in touch with us today!](#)