

COMPETENCIES & PREPAREDNESS OF ORGANIZATION TO COUNTENANCE GENERATION Z

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ABSTRACT

Generation Z (Gen Z) belongs to group of population born after millennial generation. The exact range of the birth date is not specified for Gen Z however it has been referred as birth after late 1900s or from beginning of the 21st century. They are the teens, the youth, and young adult of global society. But the common among all of them is, they are present till date. Captionised as population with **“DIGITAL IN THEIR DNA”, “TECHONOLOGY & INTERNET BOOMERS”**, Gen Z population are highly sophisticated, more techno savvy and moreover well versed with computer and internet world. They are proficient then their Gen Y (1974-1994) forerunners. Gifted with attribute as open minded, loyal, risk seeker, innovative, creative, digital natives, tolerance, flexible, and global player. Apart from these attributes they lack experience, prominent skill and techniques to add to their list to have a glance. Thus, to hire, motivate and retain Gen Z workforces for an organization is pretty challenging and yet fruitful in all regards. This paper investigates the competence and preparedness level of organization as how would they face the rapidly growing diverse and technology aided Gen Z workforce and provides suggestion for the organization to strengthen their competence and preparedness level to enhance Gen Z as a prominent player in their work force. Factors including communication skills, work environment, compensation policy, innovative idea and method of doing work, motivation and retention strategy are found to be crucial for countering the Gen Z and successful managing of all these factors is found be very much pivotal for an organization.

Keyword: Gen Z, Competence and Preparedness Level, Organizational Strategy.

1. INTRODUCTION

Human life has turn into very complex and completed in now a day. As per American culture a new generation of people forms every 15 to 20 years and today's era belongs to Gen Z. populations are more into technology and are internet savvy. They prefer automated over manual. In the modern competing economy the value of time and money has been on the top for all the levels irrespective of their industry. Gen Z is the most blooming cohort of the population and their size is growing in exponential rate with estimation about 23 millions. This group of population is yet to be explored as compared to Gen Y and Gen X (1966-1974). The facts and data available for Gen Z are not enough but for sure the environment they are growing in well recognized.

1.1 Characteristics of Gen Z: Gen Z is vastly different than other generation. They may have a different views, style, potency and values but different doesn't refer to negative value. But the business or organization takes time to understand this traits they may reap the benefits.

1. Techno Savvy
2. Automated mode
3. Financially Conscious
4. Lack of experience
5. Global perspective
6. Multi Tasking with reliance on social media.
7. Realistic, creative and innovative.

Beside these they have a sense of value for work ethics, appreciation for order and structure with a high sense of predictability in their lives and work.

Gen Z prefers practical career with automation and innovation in the methods and style of getting work done. They value for time so they are fast, to the point and hate being idle or wasting time worthless. They choose online platform rather than face to face to communicate. They are more excited and constantly ready to learn new and explore the unseen or untold. They are ready to take up challenges and have all the strength, patience and courage to get the job done accurately on time in a new frame on style and process. Basically Gen Z thrives in closed spaces that support and work on online platform and they don't prefer being confined to a particular place or location to work. They are dynamic in nature thus; they love a new way of doing job with limited restriction, boundaries over dress code or reporting time or reporting channel.

On the other part, the organization are building up on their relative preparedness on the geometric progression to deal with these challenging, innovative, automated workforce so called Gen Z. But majority of the organization still prefers manual over automation style of doing work. They heavily rely on people to that of technology. Few of the giant organizations such as Google.Inc, Apple.Inc IBM, Microsoft, and Infosys might have initiated on working and finding the ways to cope Gen Z such as removal of dress code/formal wear in the offices, no confined workplace and work hours, online reporting channel for their employees, but still they lag behind in comparison to the level of the intelligence, speed and performance level of the Gen Z. The organization need to be more competent in respect to Technology orientation, Communication methods, Compensation strategy, work ambience and more innovative etc.

2. FACTS ABOUT GEN Z

- a) Gen Z average income is \$ 16.90 a week which is equivalent to \$44 billion a year.
- b) They are very much anxious about the future and the percentage being as high as 58%.
- c) 26 % of total Gen Z are currently serving as volunteer whereas as 77% of all are willing to volunteer to gain work experience.
- d) **“A Lot of Money =SUCCESS”** in Gen Z concept and the believers being 60%.
- e) 51% prefers for personal communication directly with their managers with that of emailing remaining at 16 % and instant messaging as low as 11%.
- f) Gen Z is believer of right person at right place on right place. Thus, an average of minimum of 4 companies is the choice line to work for their lifetime.
- g) Gen Z hates being idle and wasting time thus 89% of them prefer to being occupied in either in creative or productive stuffs during their free time.

- h) They possess a trait of having a concept the entire globe as one which is justifiable as 60% of them wants to create an impact of their job and doings on the world.
- i) Opportunity for advancement is the major source for motivation.
- j) 72% of Gen Z possess Entrepreneurial skill and will be starting up their own business or companies.

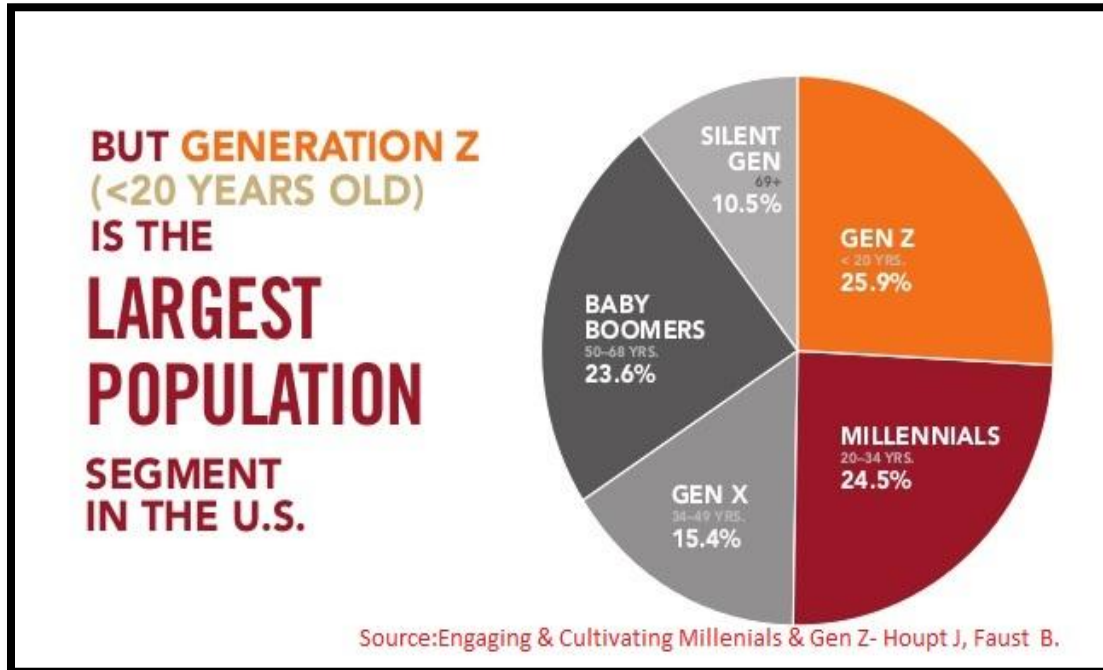


Figure: Images showing the percentage of all of the generation of population

3. FUTURE PERSPECTIVE AND ORGANIZATIONAL PREPAREDNESS FOR GEN Z

It is believed that by 2020 about **10%** of total workforce would consist of Gen Z. They are net generation with instant action of doing work in innovative ways. Choice over internet and online communication will make them less susceptible for verbal communication with an action oriented rather than words. They are not much bothered about old traditional tactic and mechanism and are capable of creating and crafting their own ways of getting work completed. They believe on transparency, self confidence and flexibility in their work with a freedom of work hours, place and hierarchy. They want an access over internet and social media at their work place and work hours. Connectivity will be on top priority for Gen Z.

They remain much more organized and strategic as compared to any other generation. Their level of intelligence, work speed, potential needs to be utilized and properly managed by the organization in order to dig out maximum benefits at minimal cost. It's for sure the organization is in verge to mug up strong challenges in all aspects for their work area with upcoming force of Gen Z. Stiff challenges are awaiting for them ahead so the proper, reliable, reliant plans and strategies is required in order to improve their competence level and prepare to knob and deal with them. As a part of remodeling and in order to attract Gen Z competence work force few of the major global players have made initiation to prepare themselves but the initiation can't be regarded as sufficient and the organization needs to focus a lot in all areas and aspects.

Gen Z core qualities and anticipation are different from other generation thus one must appreciate and map the work place to employ them as of:

- a. **Access over connectivity:** Truly stated by *Mr. Mark E. Zuckerberg (Chairman/CEO- Facebook)* **“Connectivity should be regarded as basic human rights”**. Access over connectivity at work place and freedom of usage of social network should be allowed and permitted for Gen Z.
- b. **Competitive and challenging project:** Gen Z is action oriented and risk bearer. They possess zeal to work in a tough condition to prove themselves as superior over others. Traditional routine jobs fall under least priority. Competitive job task fascinates and enthralls them to deal more responsibly and patiently. They never step back to accept and overcome challenges in stipulated time frame.
- c. **Diverse work environment:** Basically Gen Z are diverse in character, thinking and accomplishments. They are easy going with multi tasking and prefer to work under diversified, practical working environment. An organization must accept the fact and should be able to manage a diverse work environment in their organization to countenance the Gen Z workforce.
- d. **Flexibility over formal /specific dress code and confined work schedule:** Gen Z is fast movers and they have an attribute to work and act freely. Addition of limitation may confine their potential and mind frame. They prefer and can prove themselves in a free act of limitation. Majority of them feel working on a pre described schedule makes individual monotonous and official dress codes, formal shirts and trousers are not in their choice line in compare to causal jeans and tees.
- e. **Creative and Innovative:** Creativity and innovative are the two major areas which differentiate Gen Z from other generation. Gen Z are much more creativity and more innovative. They are quick and handsome learners of new methods, tricks and find out their own ways to make it more creative and specific and innovative. Thus, organization shall be willing to give up their traditional old ways of thinking a perspective of business or doing well and should be able to recognize and accept the creative, innovative Gen Z workforce to be at their best.

4. CONCLUSION

“Businesses are still finessing how to accommodate multiple generations in the workplace, and the addition of Gen Z adds yet another layer for consideration,” - Jim Link, Chief Human Resource Officer : Randstad North America.

The population of Gen Z is growing in a rapid upward trend and they are believed to be leaders in the economy in no time. In order to efficiently engage and harness the unique, gifted, innovative and creative pool of the Gen Z, companies need to provide avenues for skill development, continuation education, and employment engagement and need to work on overall re modeling of their organizational policies and strategies to attract, motivate and retain Gen Z workforce. The gap between risk taker and seeker needs to be filled with the inclusion of Gen Z in the organization.

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