



checklist

A new approach
to working effectively
with young employees

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Introduction

In 2024, every ninth worker in the labor market will belong to Generation Z (frequently called Zoomers). This forecast is particularly relevant for retail & hospitality, where many young people begin their careers.



As the workplace changes with the arrival of Zoomers, it becomes crucial to acknowledge and embrace their unique values and priorities. By understanding these differences, employers can create an inclusive and productive environment that caters to the needs of all generations.

Our guide & checklist emphasizes the importance of fostering a positive and inclusive workplace culture that resonates with zoomers.

It will provide practical suggestions on how to create an atmosphere that values their input, promotes growth opportunities, and recognizes their achievements.

It can be instrumental in addressing many challenges faced by managers and employers, such as moody staff, late arrivals, and lack of engagement in work, leading to a decrease in revenue. By implementing the strategies provided in the guide, you can transform your workplace into a happy and productive environment, with motivated employees who enjoy their work and pass on that positivity to the customers.

Following our checklist, you can make your retail space a hub of positivity and engagement. Employees will feel a sense of purpose and fulfillment in their roles, resulting in increased productivity and a more enjoyable experience for both employees and customers. Ultimately, this will positively impact revenue and help create a thriving and successful retail business.



Who Are the Zoomers?

Zoomers, also known as Centennials, are a generation described in the book *Generations: The History of America's Future, 1584 to 2060*, by demographer Neil Howe and historian William Strauss. This group encompasses individuals born from the mid-1990s to the late 2010s, although some researchers argue that the Zoomer Generation began as late as 2001.

Key Priorities of Zoomers in the Workplace

These young workers have grown up in a historically unique era, equipped with smartphones and surrounded by abundant progress and technology. As a result, their approach to work differ significantly from that of previous generations.



Work/Life Balance

Zoomers have different priorities compared to millennials, their predecessors born between 1981-1996. While stability and job security were paramount for millennials, zoomers prioritize family time, personal interests, and self-growth. Consequently, the traditional Monday to Friday workweek and rigid office attendance do not hold as much appeal for them. Zoomers seek flexibility in their schedules and the ability to work remotely when possible.



Meaning and Joy

Zoomers prioritize finding purpose and satisfaction in their work. They actively seek out job opportunities that have a positive impact on society and are willing to explore different industries to find their dream career.



Opportunity for Growth

In an ever-evolving world, young people are driven to continuously enhance their knowledge and skills. Studies show that 7 out of 10 Gen Z job seekers prioritize professional development opportunities in the workplace.



Relationships and Teams

Zoomers grew up in a world shaped by social media and the internet. They love using technology to connect with others, making friends and sharing ideas online. This tech-savvy generation seeks out opportunities for teamwork and believes that that collective effort leads to outstanding results.



Support and Feedback

Young workers value a comfortable team environment and place great importance on exchanging feedback. This is particularly true for zoomers, who are accustomed to expressing themselves on social media platforms. When they receive recognition for their efforts, they are motivated to work more effectively.



New Technology

Zoomers highly appreciate the convenience and efficiency that digital solutions offer in their daily tasks and communication with others. Moreover, a report by Training Journal highlights that 56% of Gen Z individuals find learning to be more captivating when it incorporates videos. Employers should take these facts into account when it comes to work and learning.

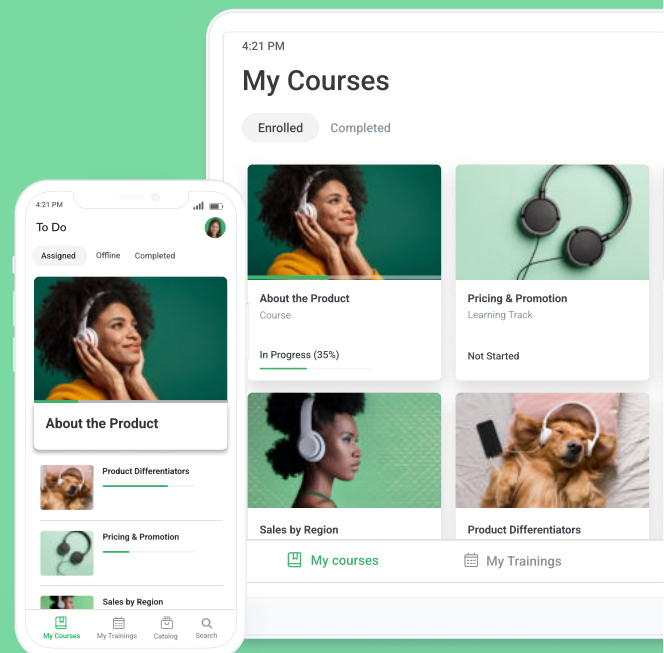
 ispring learn

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HOW TO WORK WITH ZOOMERS IN THE RETAIL INDUSTRY

Checklist

To enhance collaboration with zoomer employees, it's crucial to adopt innovative strategies. This checklist will help you in maximizing productivity and empowering zoomers to excel in their work.

LEARN ABOUT YOUNG EMPLOYEES

By understanding the values and lifestyle of zoomers, you can effectively communicate and collaborate with them.

- 1 Expand your knowledge by reading books, articles, and research studies that delve into the world of zoomers.
- 2 Create opportunities for casual interactions with your Gen Z team to build trust and open communication.
- 3 Schedule one-on-one meetings with employees to discuss their goals, challenges, and any feedback they may have.
- 4 Organize team-building activities so employees can share more about themselves and their interests.
- 5 Engage with zoomer social media to gain a deeper understanding of their interests and lifestyle.

PROVIDE A FLEXIBLE SCHEDULE

A flexible schedule benefits both employers and employees, especially for those seeking a work-life balance.

- 1 Ask your employees about their preferred schedules.
- 2 Analyze peak business hours to optimize shift planning.
- 3 Provide flexibility with options such as variable hours, part-time roles, and remote work opportunities.
- 4 Enable seamless shift swaps by implementing a shared document or chat feature.
- 5 Use an online scheduling system, allowing employees to effortlessly select available shifts.

PROVIDE EMPLOYEE TRAINING

Deliver high-quality training to your employees to ensure that they have the necessary knowledge and skills to provide excellent customer service. By investing in corporate training, you also show that you value your employees' professional growth that leads to increased job satisfaction and engagement.

- 1 Use a learning management system (LMS) such as iSpring Learn to deliver self-paced online training.
- 2 Enhance your training programs by incorporating interactive training courses, online quizzes, and instructional videos.
- 3 Break down your training materials into smaller microlearning modules to improve knowledge retention and prevent information overload.
- 4 Let employees take courses on their personal mobile devices (opt for an LMS that comes with a native mobile app).
- 5 Use video conferencing software like Zoom, Microsoft Teams, or Google Meet to conduct virtual training sessions.

- 6 Implement a mentoring system in which seasoned employees provide training and pass on their expertise to their junior colleagues
- 7 Provide face-to-face training on aspects of retail work that require in-person handling, such as inventory management or warehouse supervision.

ENCOURAGE OPEN DISCUSSIONS ABOUT WORK

Offer zoomers the opportunity to express their opinions and provide them with constructive feedback. This approach fosters a sense of trust within the team, leading to increased employee motivation and productivity.

- 1 Schedule regular meetings to address questions, resolve problems, and discuss ideas.
- 2 Promote a culture of open dialogue in meetings by posing open-ended questions.
- 3 Collect feedback through various channels like instant messenger chats, emails, anonymous surveys, or internal corporate systems.
- 4 Provide feedback based on the employee's performance and not their personality, while also avoiding any focus on their age.
- 5 Analyze employee feedback and make necessary improvements to work processes accordingly.

CREATE OPPORTUNITIES FOR COLLABORATION

Zoomers value relationships and teamwork. They thrive in environments that foster cooperation and mutual support. Encourage collaboration by:

- 1 Involving zoomers in group tasks such as inventory management or preparing for seasonal sales.
- 2 Actively utilizing modern social media platforms and instant messengers for team communication.

- ③ Using interactive features. For example, assign small groups to breakout rooms for brainstorming sessions, use polls to gather opinions, or share screens to facilitate idea sharing.
- ④ Incorporating virtual team-building activities into the collaboration process, such as icebreaker games, virtual coffee breaks, or informal chats.
- ⑤ Creating diverse teams of employees with different work experience to foster an exchange of ideas and experiences.

USE MODERN TECHNOLOGY

Integrating modern technology in retail not only boosts efficiency and productivity but also acts as a magnetic force for the tech-savvy generation.

- ① Implement retail-specific automation programs such as accounting systems and warehouse management tools.
- ② Leverage a user-friendly LMS to deliver and manage online training.
- ③ Enable employees to access training materials right on their mobile devices.
- ④ Use project management software, file-sharing platforms, and communication tools to foster teamwork and streamline workflows.
- ⑤ Leverage data analytics to gather insights on employee performance and training effectiveness/

CREATE A SUPPORTIVE ENVIRONMENT

To retain zoomers in your company, focus on having a friendly and supportive work environment. This will make them feel valued and eager to stay, leading to happier employees and long-term commitment.

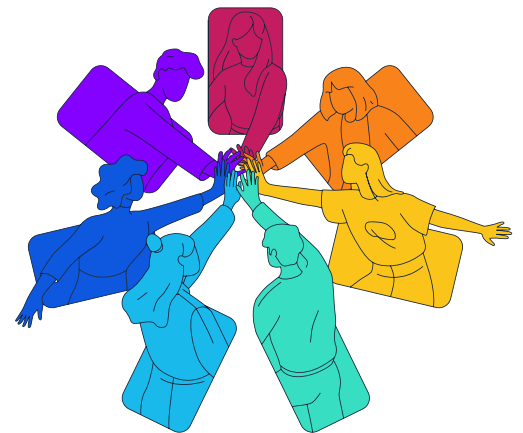
- ① Ensure a comprehensive onboarding for new hires.
- ② Create and implement a mentoring initiative to support junior staff members.
- ③ Arrange events and team-building activities to enhance informal employee relationships.

- 4 Show genuine concern for the well-being of your team members by implement wellness programs and providing resources for mental and emotional support.
- 5 As a leader, set the tone for the supportive environment by demonstrate empathy, kindness, and respect for others.

By investing in young employees and demonstrating care for their lives, you can foster the stability and long-term prosperity of your company. Prioritizing the growth and wellbeing of young employees will help cultivate a talented workforce and drive your company's success for years to come.

About iSpring

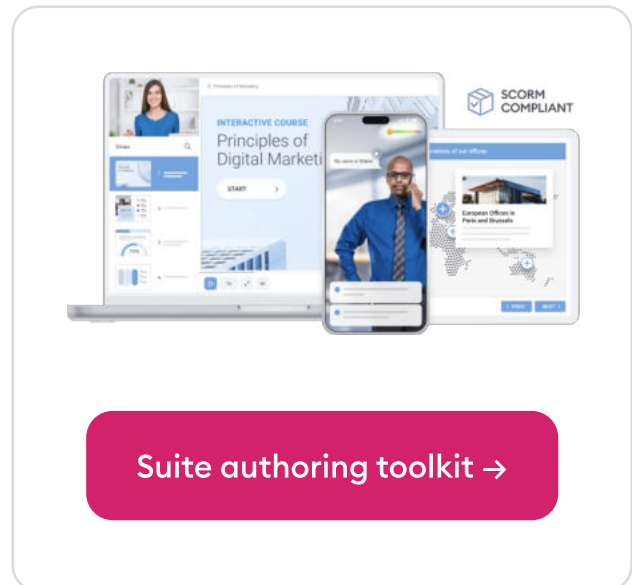
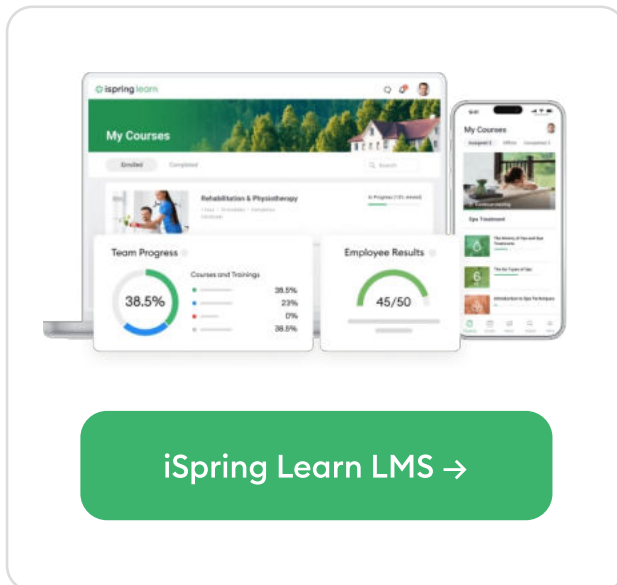
iSpring is a global leader in creating award-winning software for eLearning. For over 20 years, it has developed more than ten standalone eLearning tools, such as iSpring QuizMaker, iSpring Converter Pro, and iSpring Cam Pro. These tools are extremely popular with eLearning professionals both separately and together – in iSpring Suite, an all-in-one authoring tool.



The release of iSpring Learn, a cloud-based LMS, in 2014 enabled companies to accomplish their online learning needs entirely with iSpring’s solutions. The vendor constantly updates its products to always stay ahead of the curve and introduces new features based on user requests.

iSpring is recognized for its beautifully engineered products and exceptional customer service. More than 59,000 customers in over 170 countries choose iSpring for its high level of performance and reliability. The customer list includes thousands of freelance instructional designers and teachers, almost 200 Fortune 500 companies, government agencies, and educational institutions worldwide. Some clients include Microsoft, SAP, Boeing, Dell, Adidas, Procter & Gamble, University of California at Berkeley, Harvard University, and Stanford University.

Check out iSpring's flagship products:



Follow iSpring on social media to up to date with the latest trends in the eLearning industry and company product updates:



Do you have questions? Email us at support@ispring.com or call us at +1 (800)-640-0868.

About iSpring Learn

iSpring Learn is a powerful training platform designed specifically for small and medium-sized businesses. It helps you quickly adapt new hires to the workplace, build an ever-growing knowledge base for your company, improve business metrics by promoting best practices, and scale your success by training teams, clients, and partners more effectively.

iSpring Learn powers the entire cycle of effective corporate training, from creating engaging training content to streamlining delivery and collecting insightful reports. Even those who are using an LMS for the first time master iSpring Learn from the very first days hassle free and achieve astounding results in the shortest time.

WITH ISPRING LEARN, YOU CAN:

Build comprehensive training programs

Training courses, videos, ebooks – produce content in the format that works for your employees and organize them into a structured training program.

Automate training

Smart user groups. Intuitive assignment and reassignment. Automated progress reports, notifications, and deadlines. After the initial setup, the platform runs on its own.

Take control of training

iSpring Learn comes with a wide range of out-of-the-box reports. You can see the overall learning progress of your employees or a detailed analysis of their course completions.

Adopt mobile learning

You don't need to disrupt employees from their work to have them take a course. With the iSpring Learn mobile app, they can study when and where they want to, even offline.

Enhance employee engagement

A newsfeed with reactions. Feedback on courses. Chat with trainers. Points, badges, and leaderboards. Social learning is an essential part of the engaging learning environment.

 ispring learn

Intuitive Online Training Platform

Put employee training on autopilot.
Launch online training in one day.

Try for free →

Learn more →

