



GENERATION K - TALENT

If you think 15-22 year-olds are “just like Millennials”, think again. We call them Generation K and they are fundamentally different to the generation that preceded them: faster, more creative, more autonomous, but also more anxious, more cautious, more pragmatic. They are already entering the workplace, and represent one of the biggest recruitment, retention and employee engagement challenges and opportunities for businesses today.

This generation of makers, creators and co-creators wants to contribute to the workplace... but on their terms.

Really understanding these extraordinary young people – how to attract and engage them – is critical to future-proofing your business.

- Do you know what the next generation of talent wants from an employer?
- How can you build your employer brand for Gen K?
- How can you persuade young people to join your business? And make sure they stay?
- How will you need to change to meet their expectations?

- What are your competitors already doing to reach young talent?
- How can you best deploy your youngest hires to create a competitive advantage?
- How can you integrate young talent into your workforce?

Weber Shandwick can help. We've partnered with Professor Noreena Hertz, the leading global expert on this group of young people, in an exclusive collaboration. Together, we can offer insight, strategic thinking and employee engagement expertise to help you solve the business problem of how to hire the next generation of talent.

WHO ARE GENERATION K?

Generation K – named after Katniss Everdeen, the hero of the dystopian Hunger Games books and movies – were born between 1995 and 2002. They have a completely different mindset, and values, beliefs and behaviours to any generation before them, forged from growing up with international terrorism, global recession, and the digital revolution.

- Only 6% of Gen K trust big corporations to “do the right thing”.
- Gen K are anxious, about existential concerns such as inequality (69%) and climate change (64%), and about their future:

85% worry about getting a job and 71% worry about debt.

- Gen K are socially engaged. They volunteer more, campaign more and give more to charity.
- Gen K are creative, visual, and fiercely individual.
- Gen K values physical experiences and friendships over virtual ones.
- Gen K are used to getting information fast and to having continuous conversations. Emails are out for this generation, as are yearly appraisals.

PROFESSOR NOREENA HERTZ



Noreena is a renowned economist, broadcaster and strategic thinker with an impressive track record in predicting global trends. She is a Visiting Professor at University College London, a seasoned TED talker, and her bestselling books have been translated into 22 languages. The findings of Noreena's original, groundbreaking research into the young people she has named Generation K have been published across Europe and in the UK, the U.S. and China.

OUR OFFER

Weber Shandwick's Generation K practice can help you build your employer brand for this hard-to-reach audience, working with our employee engagement and change management experts. Our offer is modular, so you can decide which components fit your business needs, or we can create a completely bespoke package with elements including:

- ▶ Survey: A quantitative survey of young people drawn from a specially-created Generation K Panel.
- ▶ Research: In-depth research into Generation K's attitude towards your specific business, market or industry segment.
- ▶ Workshop facilitation: An immersive one-hour workshop, including insights from our research into your business, to help you fully understand the Generation K mindset.

CONTACT



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