

# How to Get Your Office Ready for GENERATION Z

Consider yourself warned:

**Generation Z** is graduating and entering the workforce. They're diverse, altruistic, and **digital natives**.

Growing up with 24/7 internet has uniquely shaped the way they **learn, interact and work**. They want the freedom to work at 4G speed from any place, with any device. And they expect their workplace apps to be as intuitive and integrative as their favorite social media apps.

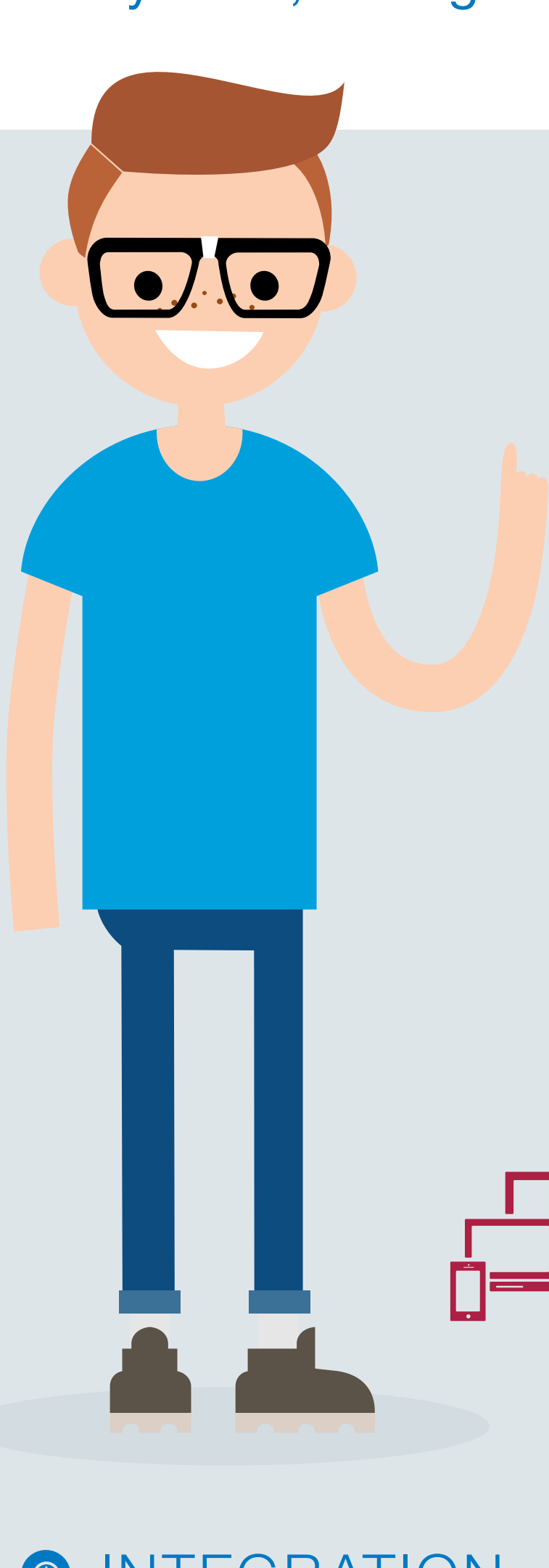
**Does your office have collaboration tools modern enough to support Gen Z's digital demands? What about the digital demands of your Millennial, Gen X, and Baby Boomer employees? Find out:**



## Generation Z

**Born:** 1996 – present

**Percentage of US Labor Force:** 1% <sup>1</sup>  
By 2020, this figure is expected to rise to 20% <sup>2</sup>



### DIGITAL DEMANDS

**CHAT**  
**3x** likelier to open a chat message received through a push notification than an email.<sup>3</sup>

**ECO-FRIENDLY TOOLS**  
**76%** are concerned about humanity's impact on the planet.<sup>4</sup>

**What's not so eco-friendly?**  
Premise-based phone hardware. Its shorter lifespan when compared to cloud-based communications solutions equals more hazardous e-waste.<sup>5</sup>

**MULTI-DEVICE PLATFORMS**  
They're used to using **5 screens** on average.<sup>6</sup>

**INTEGRATION**  
Today's average attention span is **8.25 sec.**<sup>6</sup>

**Did you know?**  
Integrated communications tools can improve productivity and save time. For instance, users can view recent calls, chats, and voicemail while video conferencing with their colleagues, all within the same app.<sup>7</sup>

**SPEAKING OF VIDEO CONFERENCING...**  
**74%** actually prefer face-to-face communication as their communication method of choice.<sup>8</sup>

For remote and mobile workforces, video conferencing can be the next best thing.

## Millennials

**Born:** 1977 – 1995

**Percentage of US Labor Force:** 34% <sup>9</sup>  
Millennials are the largest generation now working <sup>10</sup>

### DIGITAL DEMANDS

**MODERN TECHNOLOGY**  
Almost **95%** of Millennials surveyed say this is one of the most important aspects of a workplace.<sup>11</sup>

**Did you know?**  
By 2020, Gartner estimates a corporate 'no-cloud' policy will be as rare as a 'no-internet' policy is today.<sup>12</sup>

**REMOTE-WORK FRIENDLY TOOLS**  
**41%** of Millennials prefer to communicate electronically at work than face-to-face or by phone.<sup>13</sup>

**MULTI-DEVICE PLATFORMS**  
Millennials use **3 screens** on average, compared to Gen Z's 5.<sup>14</sup>



## Generation X

**Born:** 1965 – 1976

**Percentage of US Labor Force:** 34% <sup>15</sup>

Also prefers multi-device availability. After all, **52%** of Gen Xers own a tablet, more than anyone else.<sup>16</sup>



## Baby Boomers

**Born:** 1946 – 1964

**Percentage of US Labor Force:** 29% <sup>17</sup>

Baby Boomers enjoy mobility. In fact, **82%** of boomers and above equate their mobile device with freedom.<sup>18</sup>



**Cloud communications solutions** provide the tools you need to provide your employees with the workplace flexibility they all crave.

If it's time for you to modernize and upgrade your team collaboration and communication tools, **contact TPx online at tpx.com or call us at 800-399-4925 today.**



### SOURCES

- 1 Millennials Surpass Gen Xers as the Largest Generation in U.S. Labor Force
- 2 Get Ready for Generation Z
- 3 Generation Z: 10 Stats From SXSW You Need To Know
- 4 15 Mind-Blowing Stats About Generation Z
- 5 Hazardous Substances in e-Waste
- 6 Marketing To Generation Z: Millennials Move Aside As Brands Shift Focus To Under-18 Customers
- 7 Attention Span Statistics
- 8 Generation Z: Five Surprising Insights
- 9 Millennials Surpass Gen Xers as the Largest Generation in U.S. Labor Force
- 10 Millennials Surpass Gen Xers as the Largest Generation in U.S. Labor Force
- 11 The Future Revealed: Microsoft Envision 2016
- 12 Gartner Says By 2020, a Corporate "No-Cloud" Policy Will Be as Rare as a "No-Internet" Policy Is Today
- 13 Millennials at Work: Reshaping the Workplace
- 14 Marketing To Generation Z: Millennials Move Aside As Brands Shift Focus To Under-18 Customers
- 15 Millennials Surpass Gen Xers as the Largest Generation in U.S. Labor Force
- 16 Technology Adoption by Baby Boomers (and Everybody Else)
- 17 Millennials Surpass Gen Xers as the Largest Generation in U.S. Labor Force
- 18 For Vast Majority of Seniors Who Own One, A Smartphone Equals Freedom