DR. HR

WILL SEE YOU NOW

Prescribing Purpose, Pay & Culture for Gen Z

PATIENT

THE MODERN
WORKPLACE

STATUS

UNDER
OBSERVATION

“What brings you in today?”

THE WAITING ROOM

Your organization may have Gen Z.

Common presenting symptoms

ASKS
ABOUT PAY

ASKS
WHY

QUESTIONS
OLD RULES

PIZZA PARTY
≠ MORALE

Before we treat Gen Z, are we sure we diagnosed the right patient?

FIRST WORD.

When you hear “Gen Z employee,” what comes to mind?

FLEXIBLE

ENTITLED

IMPATIENT

TECH-SAVVY

AMBITIOUS

SENSITIVE

Call it out. No names. This is a HIPAA-compliant session.

My lens

GEN Z

PERSPECTIVE

I’m not studying this generation from across a conference table.

AND...

- Professionalism matters
- Communication matters
- Accountability matters
- Doing the actual job matters

CHECKING THE VITALS

Diagnosis or Drama?

Vote first. Then we look at what the workforce data actually suggests.



“Gen Z doesn’t want to work.”

DIAGNOSIS

DRAMA

Vote with your hand / QR poll / room sides

“Gen Z cares more about work-life balance.”

DIAGNOSIS

DRAMA

Vote with your hand / QR poll / room sides

“They ask about promotions too quickly.”

DIAGNOSIS

DRAMA

Vote with your hand / QR poll / room sides

“They talk about salary.”

DIAGNOSIS

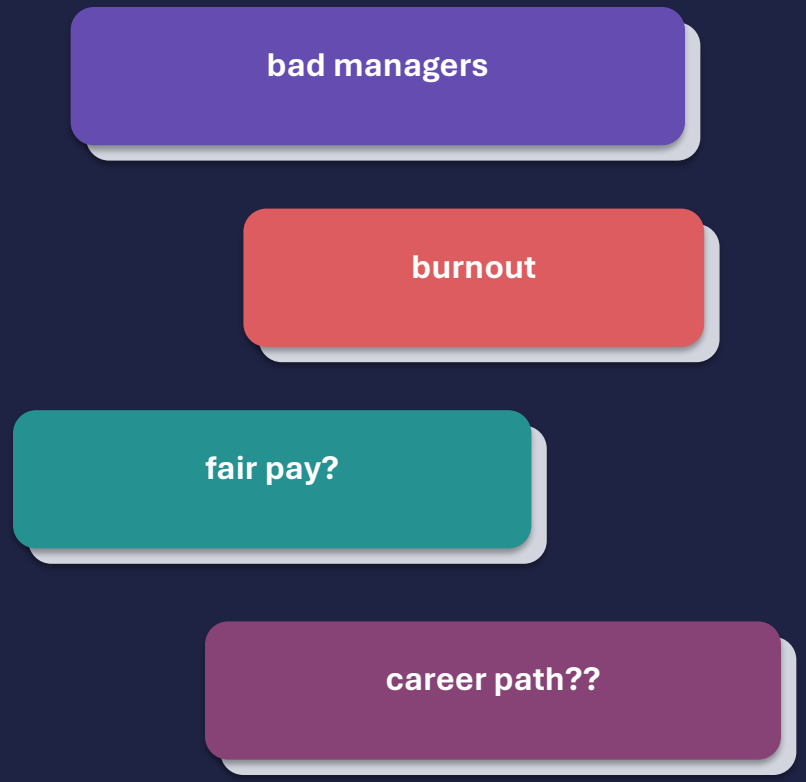
DRAMA

Vote with your hand / QR poll / room sides

Gen Z didn’t create every

workplace problem.

We just put it in the group chat.



PRESCRIPTION #1

Purpose

The question behind the question: “Why does this matter?”



SYMPTOM

“My Gen Z employees

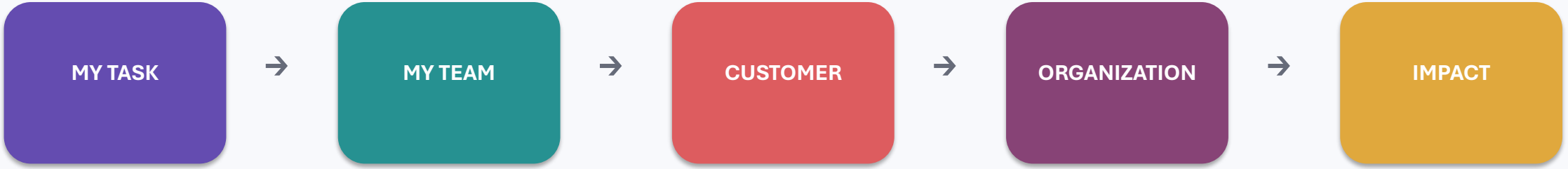
keep asking WHY.”

WHY?

Insubordination?
Or context?

Purpose is line of sight.

Not a prettier mission statement.



Can your employee connect the dots without a scavenger hunt?

Same task. Different context.

MANAGER SAYS

“Complete this report
every Friday.”

MANAGER EXPLAINS

“This report helps leadership
make a decision about…”

Same work. More meaning.

PERFORMATIVE PURPOSE

“We believe in innovation.”



...to someone sitting 14 feet away.

PURPOSE

- Connect jobs to impact.
- Tell employees where the company is going.
- Show people what changed because of their work.

Dose: daily

If I stopped one of your employees

tomorrow and asked why their job matters…

COULD THEY ANSWER?

DR. HR'S CHART NOTES

PATIENT — **Corporate America**

COMPLAINT — **"Gen Z has no loyalty."**

VITALS

- 3% merit increase
- No career path
- Manager cancels every 1:1

PRESCRIPTION

Career clarity + manager accountability

PRESCRIPTION #2

Pay

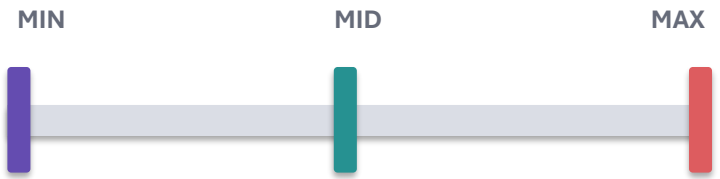
Transparency is not a blank check. It is a visible system.



Everyone's favorite HR topic

to discuss publicly…

MONEY.



How do I move?

IT DOESN'T MEAN

Everyone gets

whatever they want.

IT DOES MEAN

People understand

how the system works.

Can employees see the math?

01 **HOW PAY** IS SET

02 **THE** RANGE

03 **MOVEMENT** IN RANGE

04 **ADVANCEMENT**

05 **WHAT GETS** REWARDED

“What do I need to do
to get promoted?”

“Just keep doing
what you’re doing.”

6 MONTHS LATER

“You’re not quite ready.”

READY = ?

EXPLAIN THE MATH

How compensation decisions happen.

SHOW THE PATH

Advancement should not feel like a secret menu.

TRAIN MANAGERS

A strategy fails if managers cannot explain it.

Transparency doesn’t mean

everyone likes the answer.

It means they understand the answer.

PRESCRIPTION #3

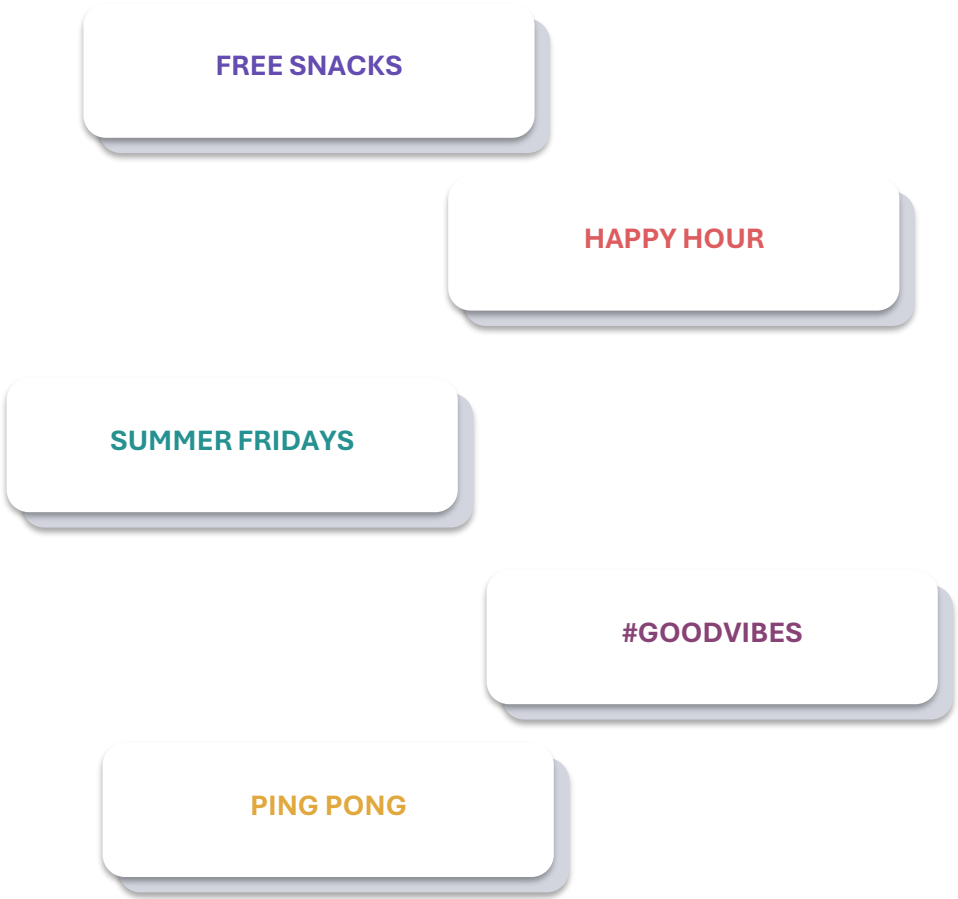
Culture

The employee experience is what happens when no one is staging the photo.



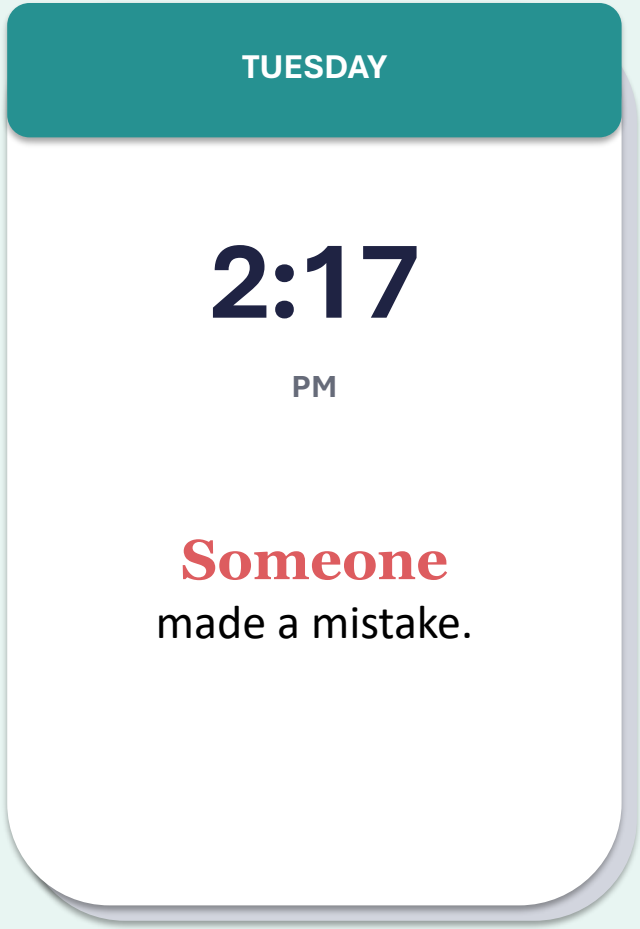
“We have great culture.”

Okay. Define it.



Culture is what happens on a

RANDOM TUESDAY.



What Gen Z is watching

MANAGER
BEHAVIOR

COMMUNICATION

FLEXIBILITY

DEVELOPMENT

RECOGNITION

AUTHENTICITY

Your careers page is the X-ray.

I WANT THE MRI.



01 Someone challenges a leader

02 Someone makes a mistake

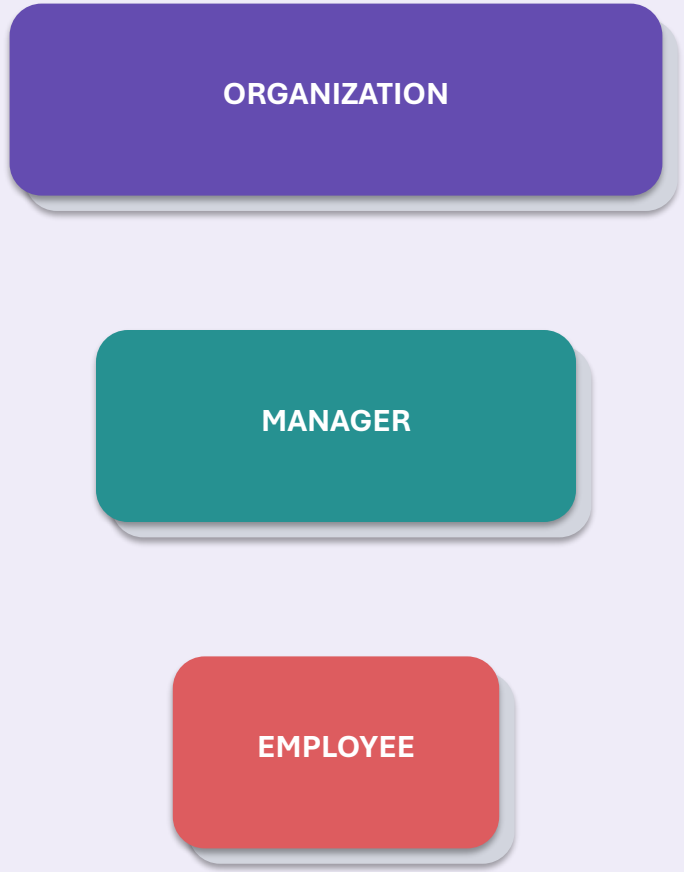
03 Someone asks for flexibility

04 Someone wants a raise

05 Someone says, “I’m overwhelmed.”

Employees experience the

organization through their manager.



01 **Develop managers before promoting them.**

02 **Replace annual-only feedback with continuous conversations.**

03 **Audit unnecessary friction.**

If we created this policy today...

would we still design it this way?

- ✓ SERVES A PURPOSE
- ✓ REDUCES FRICTION
- ✓ STILL MAKES SENSE

TREATMENT PLAN

The Gen Z Employee Experience

Three questions. Three places to look. One better employee experience.



PURPOSE

Why does my work matter?

DOSE

DAILY

PAY

How am I rewarded and how do I grow?

DOSE

CLEARLY +
CONSISTENTLY

CULTURE

Can I succeed here without decoding unwritten rules?

DOSE

EVERY
INTERACTION

C CLARITY

Have we clearly communicated the expectation?

C CONTEXT

Have we explained why it matters?

C CONSISTENCY

Does the experience match what we say we value?

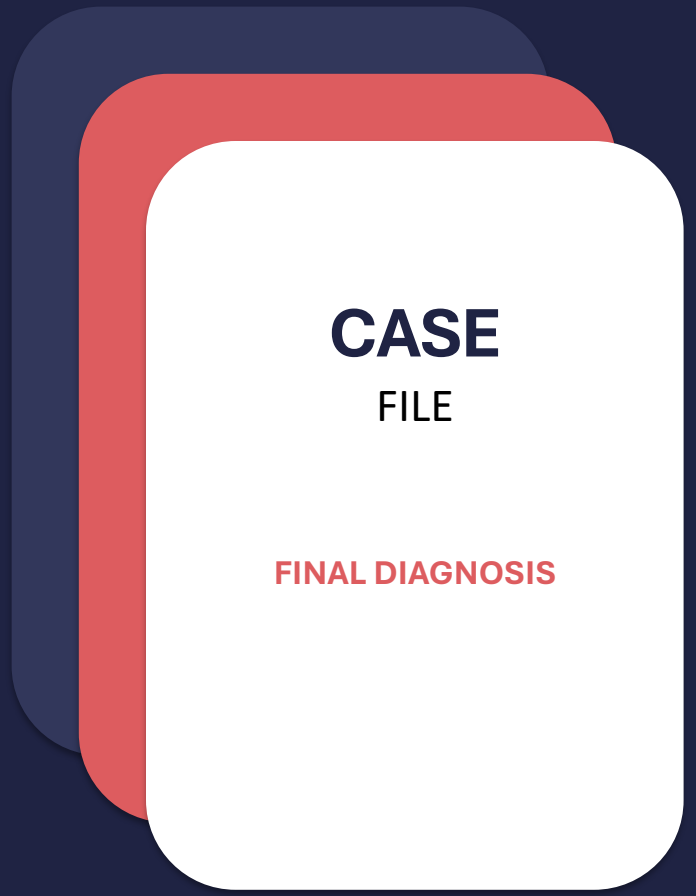
If one of those is missing…

DON’T DIAGNOSE THE GENERATION YET.

DISCHARGE INSTRUCTIONS

Final diagnosis

The point is bigger than Gen Z.



Gen Z is not killing the workplace.

But we might be exposing a few

PRE-EXISTING CONDITIONS.

DIAGNOSIS

WORKPLAC
E
STRESS TEST

STOP ASKING ONLY:

“How do we get Gen Z
to adapt to our workplace?”

“Do we redesign everything
Gen Z asks us to redesign?”

SHIFT TO:

What is this generation
revealing?

about what the modern employee

experience needs to become?

Three things people are trying to figure out at work:

PURPOSE	**Why should I care?**
PAY	**How am I valued?**
CULTURE	**Do I want to stay?**

Build a workplace

people want.

Purpose. Pay. Culture.

DISCHARGE
INSTRUCTIONS

Take clarity,
context + consistency
with every
interaction.

Thank you.

Your prescription is ready.

Questions?