

# 2021 STATE OF WORKPLACE EMPATHY: GEN Z 'STANS' EMPATHY

America's youngest workers rate empathy highly among workplace priorities

## stan /stan/

**noun**

a slang term, popularized by Generation Z, to signify an overzealous or obsessive fan of a particular person or thing, as in:

*"Meryl Streep has millions of stans worldwide who call her the best actress of all time."*

**verb**

to be an overzealous or obsessive fan of a particular thing, as in:

*"Data shows that Gen Z stans empathy as the Meryl Streep of workplace culture."*

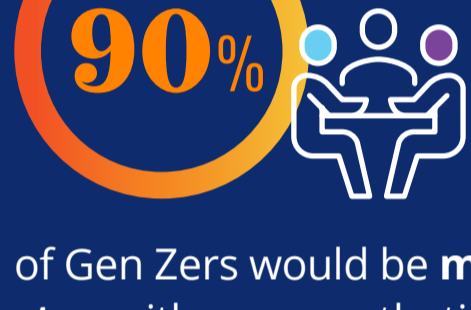
### Why take cues from Gen Z on conversation or culture?

Because stan it or not, these whippersnappers are taking over the working world—and fast.

Born between 1997 and 2012, Gen Z will be **30% of the global workforce by 2030**<sup>1</sup>. So, what they want and expect from their workplaces and leaders matters.



### And for these young professionals, empathy matters—a lot.



of Gen Zers would be **more willing to stay** with an empathetic employer.<sup>2</sup>



would **work longer hours** for an empathetic employer.



would choose an empathetic employer, even if it meant **changing their job, industry, or career path**.



Unfortunately, barely half of them (57%) **say U.S. employers are empathetic**.<sup>2</sup> Welp.

### Employers can do 3 things to attract Gen Z, and take a stand as an empathy stan:<sup>2</sup>

#### Be inclusive.

**77%** of Gen Z say that empathetic work environments happen when companies **recruit diverse and inclusive people**.

**75%** say **diversity, equity, and inclusion (DEI) programs** encourage empathy in the workplace.

**71%** believe employers would be more empathetic if there were more **racial, ethnic, gender, and sexual orientation diversity among leaders**.

#### Be progressive.

**73%** of Gen Z say they believe it is important for organizations to **address topics surrounding social/political unrest**.

**82%** think employers should do more to **promote mental health**.

**76%** believe employers would be more empathetic with **more women in leadership**.



#### Be adaptive.

**80%** say **flexible work schedules** and deadlines demonstrate workplace empathy.

**84%** **flexible work hours** (84%) and flexible work location (83%) are the most empathetic benefits to Gen Z employees.

**89%** of Gen Z believe they have a **better work-life balance** when working from home.



### What does Gen Z stan when it comes to benefits?

Find out in the e-book, **"New Perspectives from Gen Z."**

