

Produced by:



and:



Together with:



FREE INTERACTIVE WEBINAR

Keeping Gen Z employees happy, healthy and engaged with next generation benefits



Wednesday 12th February 2025, 11.00am - 12.00pm



Adeife Onwuzulike,
Global Diversity,
Equity, Inclusion &
Wellbeing Director,
**Euromonitor
International**



Gemma Dainty,
Pensions &
Benefits
Manager,
Curry's



Lauren Lunniss,
Health & Wellbeing
Manager - Human
Resources,
BNP Paribas



Matt Hatcher,
Business
Development
Director, **Hussle**

CHAT SUMMARY

What are you struggling with when it comes to keeping Gen Z employees happy, health and engaged?

- Even if we do lots it feels like it is never enough
- You hit the nail on the head - it never feels enough
- As an occupational health adviser, I find that they keep late nights and so tired to do their jobs the next day
- I'm standalone HR with a massive % of gen z. I've got absence and attrition right down from v high to v low but now need to add this up even more

How are you tackling this challenge?

- Internal focus groups and social committees and gym membership
- They are uber ambitious, so clear career frameworks have been important

How do you engage people with benefits on offer?

- We run face to face benefit boost events each month in our offices, we've found that face to face seems to work best.
- Totally agree Lauren, we launched Menopause policy, webinar awareness inc Q&A. We shared with all our staff the video plus signposting to all our benefits that suggested things to help Menopause symptoms, exercise, EAP, GP all support the session and had good feedback
- What employee engagement channels do people use?
 - We use Microsoft's Viva Engage
 - We use Microsoft Teams the connection feature and viva engage
 - Teams is a fantastic tool if you already have it and it's often massively underutilised!

Other points made:

- I appreciate the focus of this session being Gen Z, but there's a danger of categorising generations in this way. People face all sorts of challenges throughout life and flexibility and inclusiveness has a huge benefit to everyone
- Agree Gemma, technology is very expensive to have the perfect platform for everyone in the business
- Really like the personalised approach, Gemma. I think there is work to be done surrounding the stigma of Gen Z having a lower work ethic due to preferences for flexibility etc. This only feeds into isolation & further issues with mental health for this generation. It isn't reflected statistically - as said in this chat, Gen Z is super career focused but it's a narrative I have heard all too often when discussing multigenerational approaches.
- I think with the age demographic, needs to consider the rise of the 'Sandwich Generation' - people having young children later on but also elderly parents at the same time. So, they need benefits, flexibility or more time off for childcare needs but also supporting elderly parents at the same time.
- Are they 'demanding' or are they right in the expectations they have on working now and the balance they have with work/life and are voicing it?
- I am a millennial, and work life balance and flexibility is hugely important to me, more so than salary. Luckily the charity I work for is fully remote and flexible with working hours. To me, a company that does not offer this would never be considered no matter the salary on offer.
- I will never spend 2 hours a day travelling to a job, then 2 hours are spent with family now instead.
- I really like the thought of being salaried to do a job, not to work set hours.
- I agree - I am also a millennial and working from home remotely and having flexibility to work from anywhere is more important to me than an increased salary. My time is precious, and my overall wellbeing has improved due to not having to face the daily commute of 1-2hrs which can cause me stress and anxiety before my office hours have started
- Love this!!! So important. All roads lead to financial literacy and education.
- Also need to educate managers and leaders who are gen x to tackle this seriously and be more modern themselves to offer the different things
- I have noticed with Gen Z there is the 'side hustle' and not having all your eggs in one basket

Other questions:

- Are there any examples of workplace savings accounts? Or providers someone can recommend?
- What do you do to prevent burnout?
 - <https://makeadifference.media/mental/supporting-your-people-through-burnout/>
 - <https://makeadifference.media/mental/beating-burnout-in-the-new-world-of-work/>
 - <https://makeadifference.media/culture/how-many-other-brilliant-jacinda-arderns-are-we-losing-every-day-in-the-workplace-due-to-unsustainable-pressures/>
- The main issue we face is the rules around Salary Sacrifice, especially offering benefits to those near National Living Wage. How do you get around this?

- Does anyone have flexible benefits rather than everything open to everyone and how hard is this to manage?
 - <https://makeadifference.media/mental/making-personalised-and-flexible-benefits-work-for-wellbeing-9-top-tips/>
 - <https://makeadifference.media/mental/employee-value-proposition-the-evolution-of-flexible-benefits/>
 - <https://makeadifference.media/mental/benefits-expert-view-overcoming-challenges-to-deliver-personalised-flexible-wellbeing-benefits/>
 - <https://makeadifference.media/mental/profile-jackie-buttery/>

Thankyous

Thank you for the great webinar!

Really enjoyed this webinar! Thank you all :)

Thank you to all!

Thank you so much looking forward to The Watercooler - great event

Thanks everyone - very interesting

Thank you!

Thank you ever so much. It was incredibly useful. Have a lovely day.

Thank you, really great webinar

Thanks - off for my lunchtime walk now!

Thank you everyone

Other useful articles about working with and supporting Gen Z

<https://makeadifference.media/mental/how-to-integrate-gen-z-into-the-workplace/>

<https://makeadifference.media/mental/what-to-do-about-gen-zs-lack-of-resilience/>

<https://makeadifference.media/culture/are-you-one-of-the-many-74-of-managers-who-find-gen-z-difficult-if-so-you-need-to-read-this/>

<https://makeadifference.media/mental/navigating-young-peoples-mental-health-how-to-understand-and-support-gen-z-in-the-workplace/>

<https://makeadifference.media/culture/reverse-mentoring-is-the-only-leadership-intervention-that-leaders-cant-delegate/>

<https://makeadifference.media/mental/why-are-so-many-young-people-out-of-work-and-what-can-employers-do-about-it/>

You can meet Hussle and join their free-to-attend workshop at The Watercooler Event on 30th April and 1st May. [Find more details and register here.](#)

THANK YOU