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WHAT GENERATION Z DEMANDS FROM THE RESTAURANT WORKPLACE

2023 REPORT

INTRODUCTION

THE RESTAURANT WORKPLACE IS CHANGING: AND GEN Z IS LEADING THE WAY

Gen Zs is today the most dominant group of employees in the restaurant workforce. But they are in many ways different from other generations.

Social media has always been a natural part of their life and they look for job they can be passionate about and puts their skills to use.

Restaurants that want to attract and retain Gen Z employees need to understand their specific needs. It's particularly important to the restaurant workplace, known for its high retention rate. The pandemic has made it even more challenging to find and keep good talent.

Running a restaurant is much about setting up and following instructions. It involves everything from routines, scheduling, training, and compliance procedures. Having clear guidelines in place will not only improve productivity but are also crucial from a regulatory perspective.

Therefore, restaurants must find a good balance between inspiring activities and providing their Gen Z employees with clear instructions.

Restaurants also need to provide a consistent concept and quality of service. This becomes increasingly important when the business is growing and expanding to new locations.

They need to find effective ways to communicate with their employees and establishing a uniform workplace without compromising on the individuality of each employee.

Today there is a strong ongoing digitalization trend in the society. New technology means new possibilities to communicate with employees, automate routines, and to streamline business activities.

This report will put the spotlight on Generation Z employees and give you valuable insights about what they demand from the restaurant workplace.

GEN Z EMPLOYEES ARE SERIOUS ABOUT WORK

54%

*of respondents have
considered quitting
their job*

47%

*Said the reason for quitting
would be because of limited
learning opportunities*

62%

*Believe there are a lot of
employment opportunities
based on their skillset*

WHAT THEY DEMAND FROM THE RESTAURANT WORKPLACE

Enjoy work & coworkers

80%



Learn new things

74%



Get recognition

69%



Do a good job

66%



A good salary

62%

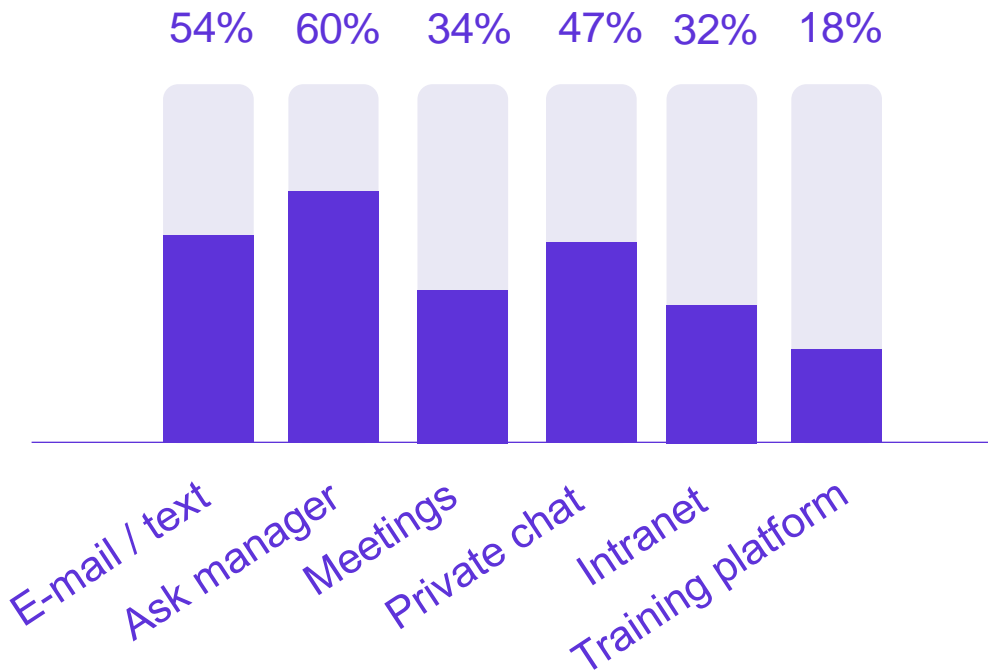


Flexible schedule

52%



HOW DOES THE RESTAURANT WORKPLACE SHARE KNOWLEDGE TODAY?



HOW DOES GEN Z EMPLOYEES WANT TO LEARN?



81%

*Prefer mobile over
computer-based
training*

*Believe they can learn
more from their
colleagues*



62%



66%

*Prefer to learn a little at
a time instead of longer
training sessions*

CONCLUSIONS

GEN Z WANTS TO LEARN

Offering learning opportunities and personal development is a must if you want to attract and retain Gen Z employees.

DIGITAL OPPORTUNITIES

There is a great potential for digitalization and automation to replace the day-to-day manual working routines.

USE YOUR EXPERTS

Gen Zs are open to learn more from their colleagues. Be smart and use the expertise you already have at your workplace.

About the report

This report is based on an anonymous survey with 200 respondents. The respondents were employees from Swedish restaurant workplaces. The survey was completed in november 2022.

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