

Gen Z don't trust you

Here's what you can do about it

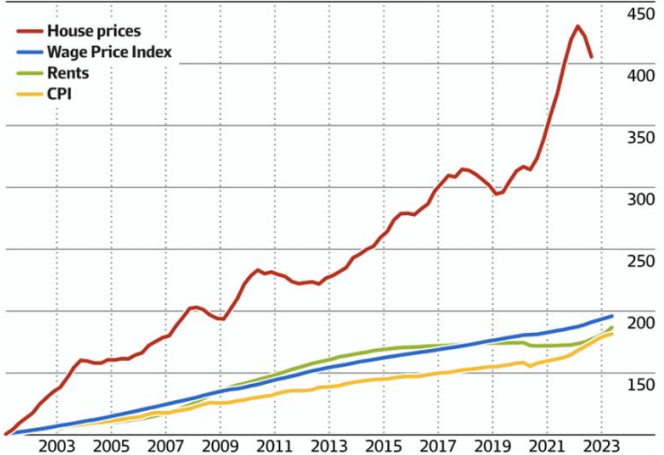


**Gen Z has grown up in a world
they believe has let them down**

Soaring costs of housing and education ...

1. Property prices have massively outpaced wage growth

How property prices and incomes have changed over time
Nominal index, 2021 = 100



HECS Student Contributions 1989-2023



Source: ABS via Australian Financial Review/Grattan Institute, Department of Education via ABC

a minefield of misinformation and fake news...

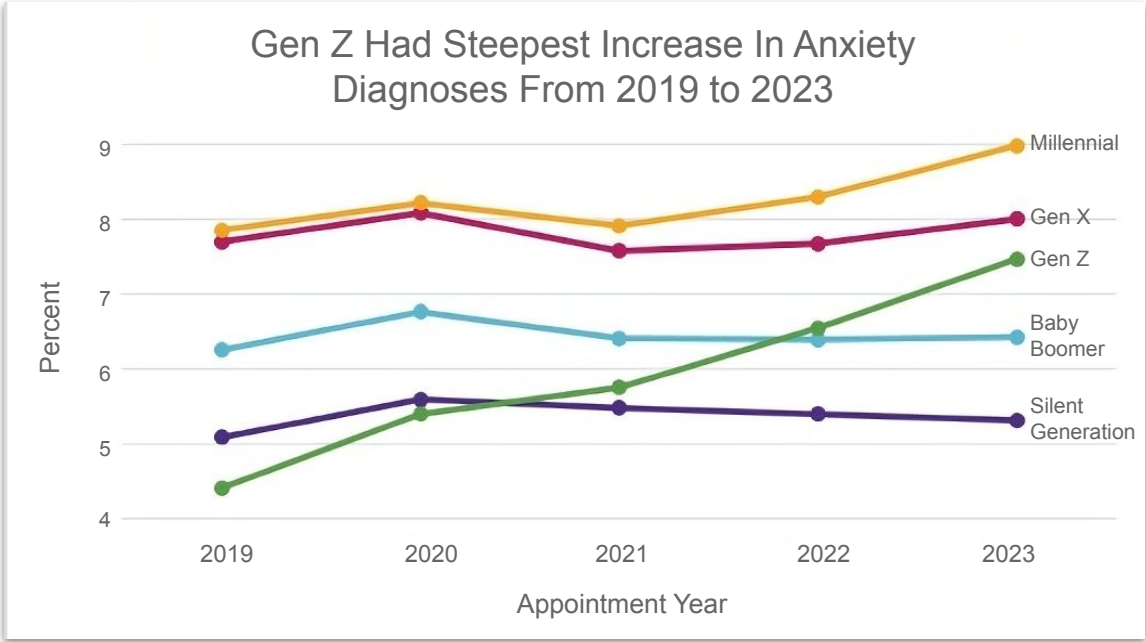
The collage features several distinct elements:

- Top Left:** A news article snippet with the headline "China seek for court's approval to kill the over 20,000 coronavirus patients to avoid further spread of the virus" by a Local Correspondent.
- Top Right:** A tweet from BBC Breaking News (@BBCNewsTonight) stating: "BREAKING: Daniel Radcliffe tests positive for coronavirus. The actor is said to be the first famous person to be publicly confirmed." Below it is a link "More here:".
- Middle Left:** A "P.S.A" warning: "WARNING: If you have recently purchased meth locally, it may be contaminated with the Corona Virus. Please take it to the Sheriff's Office or Police Department and they will test it for free. If you're not comfortable going into an office, please contact any... and they'll test your Meth in the privacy of your..."
- Middle Right:** A photo of Pope Francis and two aides, with a caption: "Vatican confirms Pope Francis and two aides test positive for Coronavirus - MCM".
- Bottom Left:** A news snippet titled "Coronavirus: Fears 5G wifi networks could be actor' for disease" with a sub-headline "epics of the ultra-fast network being rolled out across the UK claim 5G might be 'exacerbating' COVID-19 and 'hoof rapidly in Britain'".
- Bottom Center:** A sponsored post from the Self Preservation Society: "Social distancing" doesn't make any difference AT ALL. It won't slow the pandemic, so get back out there while you still can!".
- Bottom Right:** A social media post with a warning icon and the text: "Get the facts about COVID-19". Below it is a screenshot of a text message: "Here's the intel! My friend sent me this: 'Message from friend of mine, we should stock foods for 2 weeks: ' From a trusted source of mine: From a trusted friend connected to the UN in NY Please be advised, within 48 to 72 Hours the president will..."

a looming climate crisis...



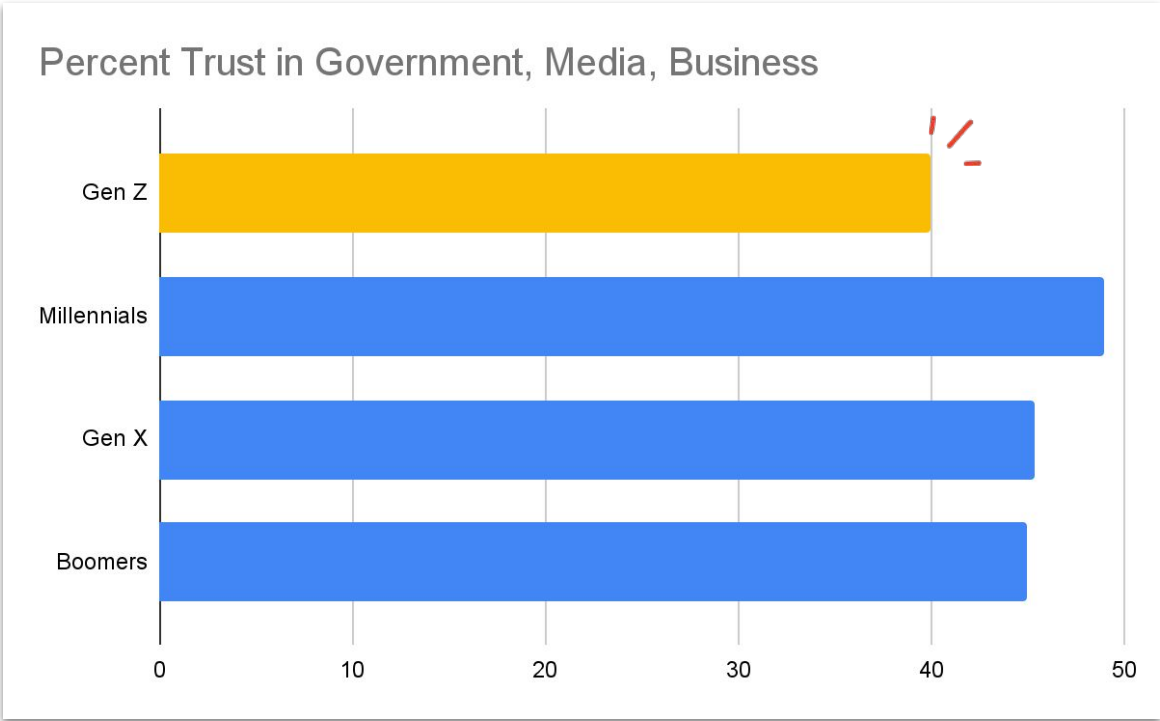
and of course, a global pandemic



Source: Athena Health



Gen Z is the most skeptical of all generations



Source: 2023 Edelman Trust Barometer

...and their views on business are pretty dire

Qantas agrees to \$20m payments to customers and, subject to court approval, a \$100m penalty for misleading consumers

Australian authorities allege PwC is 'deliberately hiding' tax scandal report

The controversy has increased scrutiny

Lack of competition allows supermarkets, banks and airlines to gouge Australians, report finds

The biggest price increases occur where businesses have the greatest market power, says inquiry commissioned by the ACTU

Source: Australian Broadcasting Corporation (2023), Financial Times (2024), The Guardian (2024)

So, how do we earn Gen Z's trust?

Leverage peer-to-peer engagement

2.13x

**more engagement with peer content about an employer
(reviews, social media and photos) than official websites**

Source: McCrindle, *Understanding Generation Z* (2019)

(...which isn't anything new, of course)



Introducing Graduate generated content (GGC)

 **Elliott Cirkovic** • 1st
Strategic Account Executive @Prosple | I work in sales...| Digital Nom...
1yr • 

Exciting news! I'm stoked to be back living in Bali again, after spending six months in Perth living with darling mum (nearly 30, who would've thought I'd be back home again!) ...more



   121

19 comments

And let me tell you, it feels so good to be back in this beautiful place.

One thing I've noticed since being back is how some of life's stresses just seem to fall away the second I land here. There's something about the energy and pace of life in Bali that is so calming and rejuvenating.

Another thing that I've been enjoying since being back is going back to using a wallet and cash instead of constantly having my phone with me. It's been great for my mindset and allows me to be more present in the moment.

And can we talk about the number of new cafes and villas that have been under construction since I left? It's absolutely bonkers! There's always something new and exciting to explore.

Finally, one thing that I've noticed since being back is that I feel more comfortable going to venues solo with just my kindle to relax. Bali has a way of making you feel at home no matter where you are.

I'm excited about this next chapter and can't wait to see what else Bali has in store for me - here's to the better part of 6 months :)

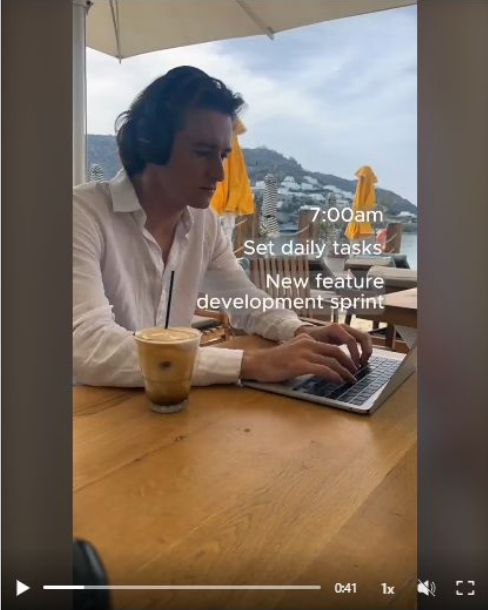
Again, thanks to [Prosple](#) for having the maturity & flexibility to let me live my life like this :)

PS. I needed to share a photo from my new toy (GoPro 11!)

[#remotelife](#) [#bali](#) [#mindset](#)

Benjamin Joy • 1st
Product @ Prospire
1yr • Edited •

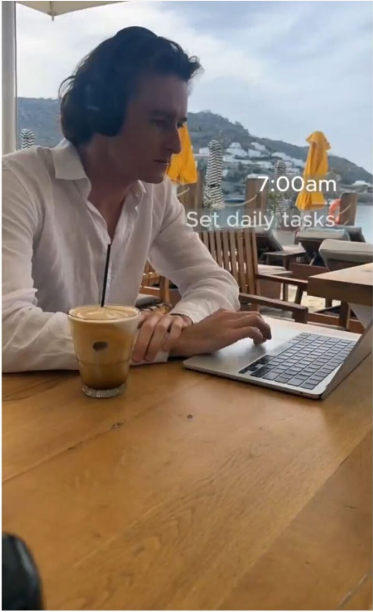
Taking a different approach to managing the work/life balance with Prospire
#remotework #worklifebalance #productmanagement



7:00am
Set daily tasks
New feature development sprint

0:41 1x

296 25 comments



7:00am
Set daily tasks

296 25 comments

Like Comment Repost Send

45,672 impressions View

Bottom line: Work on your bragging rights



Career prospects



There is the annual review cycle where you can self-nominate or your manager can nominate you for promotion.



Compensation & perks



The pay is fantastic for a graduate and well above any other companies that I am aware of.



Content of work



I get to work with very talented people and solve interesting problems at scale.



Culture



There is an awesome culture, everyone is super supportive, they give you a lot of responsibility and trust straight away



Training & development



Amazing onboarding programming when you join as a graduate. The company spares no expense.

Introducing Graduate generated content (GGC)



Think about your last big purchase ...



How many of you consulted online reviews?

Gen Zs are the same ...



Source: CGK via 99Firms.com



... and you're their biggest 'purchase' yet



Reviews are crucial in employment decisions

So, of course they're going to look up reviews

Community Contributions | English - (US,CA,IN,AU)
Engage with your audience. View, respond, and manage your reviews and company updates.

Employee Reviews Interview Reviews Request More Reviews Community Photos

Search a Job Title Location All Ratings

Full-time X Part-time X Clear All

Sort By: Glassdoor Sort 521 Reviews

Featured Review
Apr 29, 2019
36,596 views in last 30 days Helpful (78)

4 years in and going strong
Current Employee in Mill Valley, CA

Recommends Positive Outlook Approves of CEO

I have been working at Glassdoor full-time (3-4 years)

Pros
Glassdoor is the favorite company I've worked for so far in my career. First and foremost, the company has an amazing company culture. People are really good to one another here. While people are smart and driven, they also care about Show More

Cons
None really. It's worth saying that we have some big competitors (LinkedIn, Indeed) in our industry so you have to bring your A-game. But I believe in what we're doing and our results show we are having success.

Advice to Management
Continue to focus on company culture even as we grow.

Embed Featured Review

Jobs Companies Salaries Interviews For Employers Post Jobs Free

atj ATJ Engaged Employer

Overview 11 Reviews 7 Jobs 5 Salaries 3 Interviews 9 Benefits 10 Photos Follow + Add a Review

ATJ Reviews Updated Feb 20, 2020

Search job titles Find Reviews

Clear All English Filter

9 English reviews out of 11 Sort Popular

4.2 ★★★★★

100% Recommend a Friend 100% Approve of CEO Sonia Smith 2 Ratings

Featured Review
atj "Relentlessly Dedicated to Improvement"
Current Employee - Client Strategist in Mill Valley, CA

Recommends Positive Outlook

I have been working at ATJ full-time for more than 8 years

Pros
The biggest draw to ATJ is the culture. You end up working with like-minded individuals who are driven, self-motivated, competitive and caring team players who...

Cons
Nobody's job at ATJ is easy, and it is going to require a lot of hard work to be successful here. If you are looking for a cozy, easy job to skate by, then this isn't the...

Continue reading

Helpful

ATJ Careers

ATJ is tackling some of the world's toughest challenges and our people are up for the task. Take a peek behind the curtain at what it's... - More

Culture Collaborative Team Great Leadership Technology

Jobs You May Like

- atj Customer Success Specialist
Tennis
ATJ - McCall, ID
- atj Recruiting Coordinator
Pencils
ATJ - Midway, UT
- atj Engagement Manager Books
ATJ - Hobart Bay, AK
- atj Business Analyst Cardboard
ATJ - Bennington, NE

...but not just any reviews!

The reviews [on Prosple] are all positive, which makes me a bit skeptical. I personally use Glassdoor for balanced feedback since it includes both positives and negatives

Consulting grad who landed their role on Prosple

I already know we need bad reviews!

Reviews are opinions not facts...

Pay is not where it needs to be.

Anonymous
grad

But our pay is market-rate! This
review is false.

Employer

...but you should have the right to reply!

Salary at Capgemini Australia and New Zealand



7.8 rating for Salary, based on 14 reviews

What are your thoughts on pay and bonuses at your company?

Pay is very structured and should probably better take into account market value of capabilities

Graduate, Melbourne - 14 Sep 2023

Response from employer

Capgemini ensures that our salary is benchmarked to the industry and we offer our graduates pay rises every 6 months. We also make sure to increase our salaries based on the inflationary environment!

Being a graduate, the pay is substantial but could always be better.







...and you'll attract the right candidates this way

Prosple Reviews

4.6 
Based on 15 reviews

Based on 15 surveyed graduates working at Prosple.
Read on to get an insider's view on life as a graduate.

Pros & Cons

-  At Prosple, we are disruptors with a vision to help students find their dream job. It is both rewarding and challenging working for such an organisation, and seems to be a new innovation each week. Our organisational structure is quite flat, with each team member having a direct line to our Founders and Directors.
-  Having a high-performing team committed to our cause, with the freedom to do your best work without bureaucracy and people getting in your way.
-  There can be some late nights during peak seasons from increased workloads.
-  Very occasionally, the sheer pace of Prosple's progress and growth can be fatiguing. Which is actually a positive if you're in the right mindset and have the right skills and attitude to embrace it.
-  Due to the nature of work (100% remote), it is difficult to get to know everyone
-  Work life balance can be challenging when

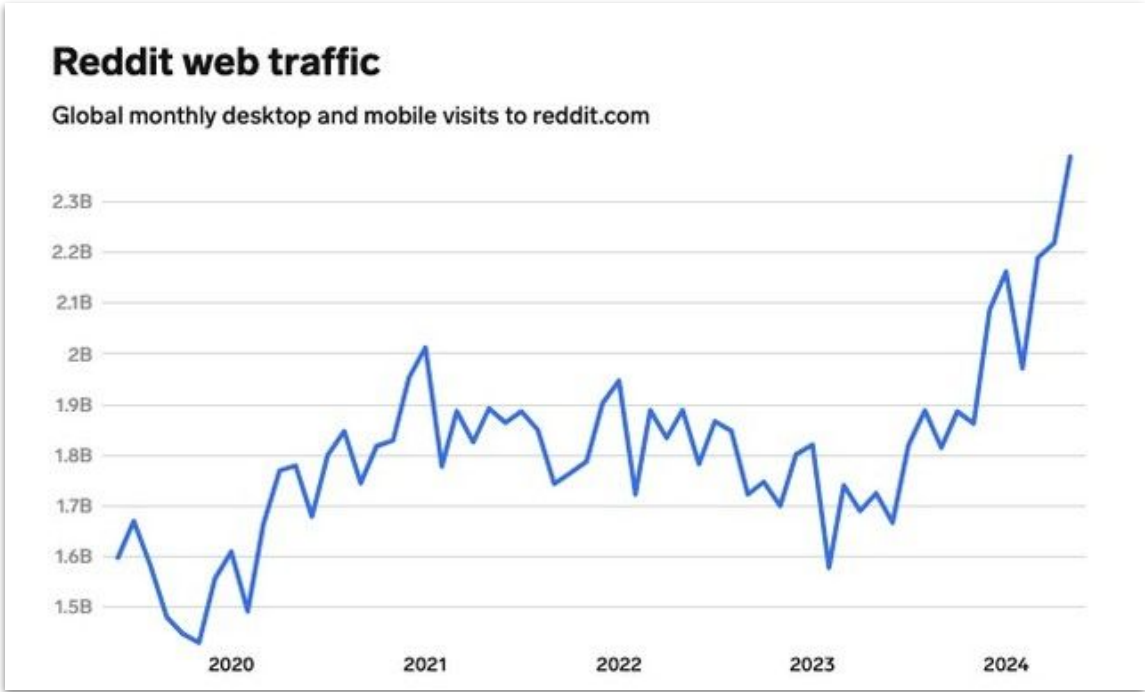
Introducing Graduate generated content (GGC)

Reviews

Forums

Social Media

Discussion forums are more popular than ever



Source: Similarweb via Andy Kiersz/*Business Insider*

We launched our forum only six months ago

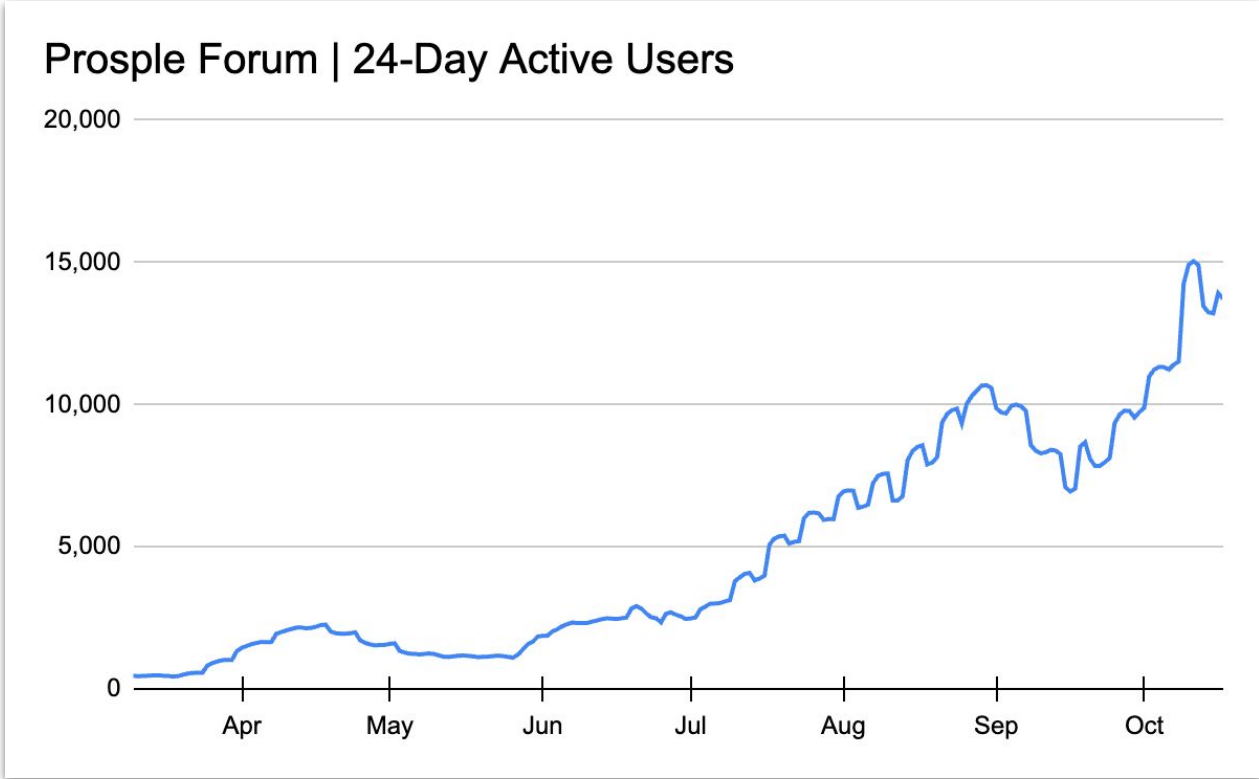
Prosple forum
Insider tips on breaking into top intern & grad job programs

Search

All categories ▾ Latest Top Categories

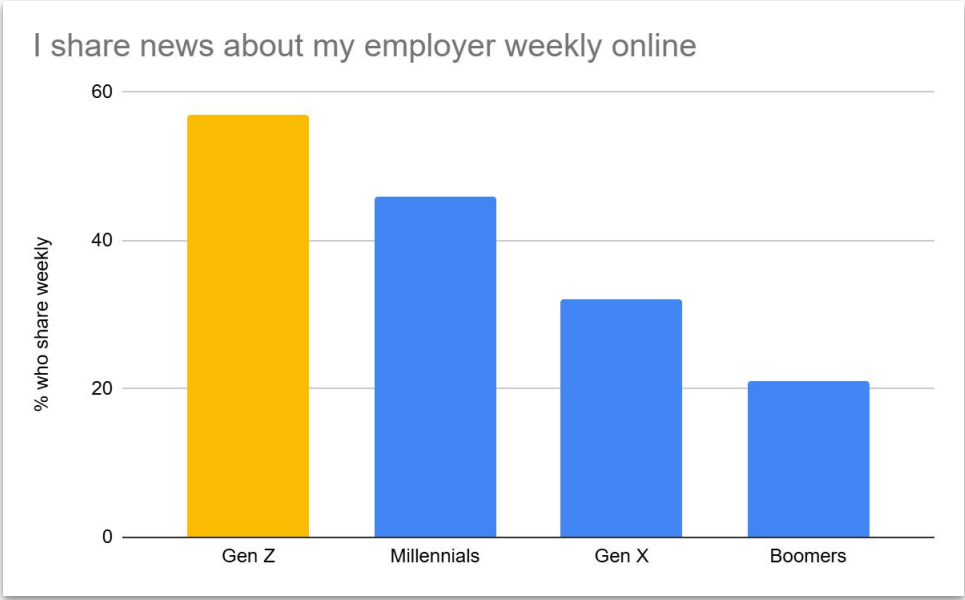
Topic	Replies	Views	Activity
🚀 Welcome to the Student Forum Please Read First ■ General We are so glad you joined us! Prosple Forum A safe space for students to ask candid questions and receive honest feedback from their peers, recent grads, and their future employers. To get the most out of this forum ... read more	0	1.8k	Sep '23

...and it's already reached 15k users



***But what if people say bad things
about us?***


The reality is you're being talked about anyway



Source: 2023 Edelman Trust Barometer: Trust at work

Here, you're able to engage!

**Capgemini Graduate and Summer Internship Program 2024/2025**
Job Opportunities Australia

**BlueSentry** 3d
Hello,


A few days ago I applied for the 2025 Capgemini Graduate Program - Cyber Security stream, but I never received an acknowledgement email that my application was received. I applied again today and also did not receive any acknowledgement.

I would like to know if my application was received, and if it was I would like to have the latest application I submitted today, and not the earlier one, reviewed by the recruitment team.

Thank you!

**james.schlunke** Recruiter @ Capgemini ✓ 11h
Hi BlueSentry. Currently, the Capgemini portal confirms the receipt of the application however it does not follow this with an acknowledgment email. You are welcome to contact James Schlunke - Capgemini | LinkedIn  to confirm your application.

  Reply

  Reply

But there's no time to monitor forums!

Get your grads involved

Everyone Says Referrals Are Key, But How Do You Stand Out Without One?
■ General ■ Job Search Strategies and Networking

How do I land an internship with no experience?
■ General ■ Job Search Strategies and Networking

Can I still get an internship with a low WAM?
■ General ■ Career Exploration and Decision-Making

EllieM Electorate Officer @ Parliament of Australia 🇦🇺 ☆ Jun 30

Hey I'm sorry that you're feeling this way and it's normal to feel challenged or defeated when it comes to uni and it's no easy task getting a degree.

In my experience my WAM was never checked when applying for an internship. I think it depends on whether your degree has a mandatory work intergrated unit whereby the university checks your WAM when you are applying for internships.

It takes just one internship for you to land many more and I'd also suggest volunteering. There are so many youth led organisations out there where you can you get exec roles so id research this as well.

All the best and don't give up!

Introducing Graduate generated content (GGC)

Reviews

Forums

Social Media

***But do we really have to create
dancing TikToks?***

You don't want to come across 'try hard'...



Gen Z in response to employer TikTok

Gen Z Writer & Editor

Source: Maria Steinbacher (Sep 15, 2022). *Screenshot Media* (Apr 8, 2023)

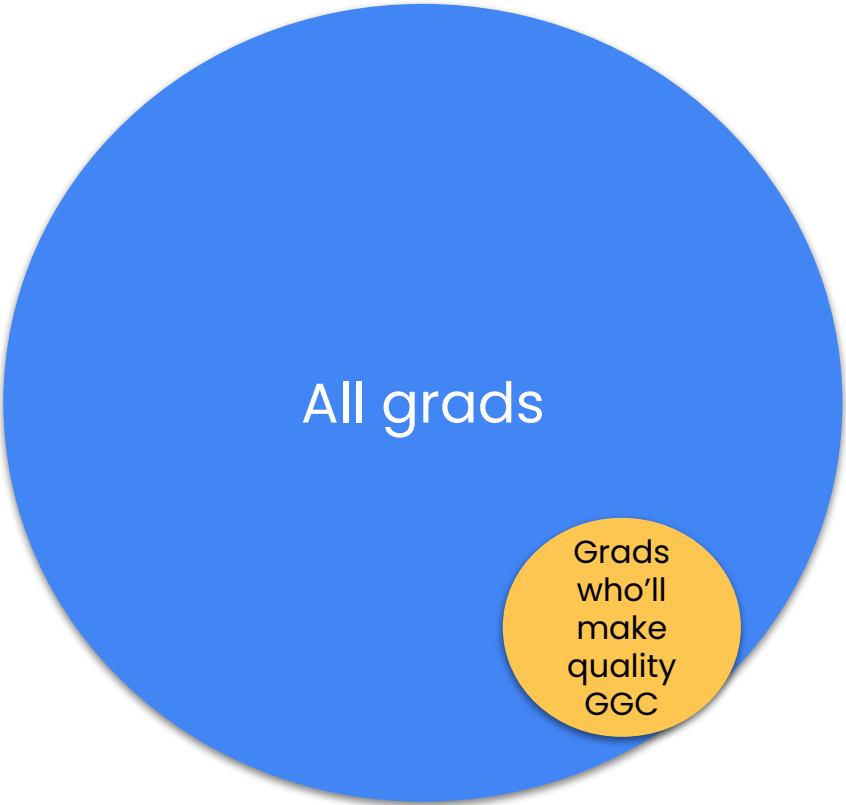
...or that your employees are 'hostages'



"Smile"

***But how many employees
will actually want to participate?***

Be prepared to start small



... and be OK with small!

People focus a bit too much on quantity. I suggest readjusting that and focusing on quality, so **starting small and scaling**, but also **focusing on those** individuals and small groups who are **adding the most value** – the ones driving traffic to your website and generating leads and relationships.

Head of Social Media,
Standard Chartered Bank

Source: *Your Digital Reputation* (Nov 1, 2023)

But you might surprise yourself

49%

Of Gen-z post their own content about their employer weekly

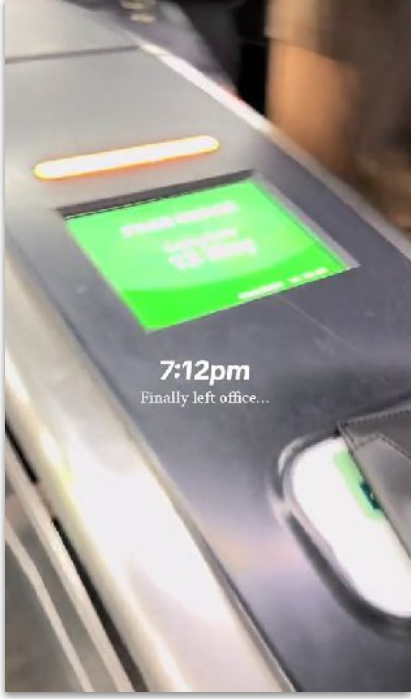
Source: 2023 Edelman Trust Barometer: Trust at work

***Ok, but how do we ask employees
to get involved?***

Tip #1 Let them know honesty is ok

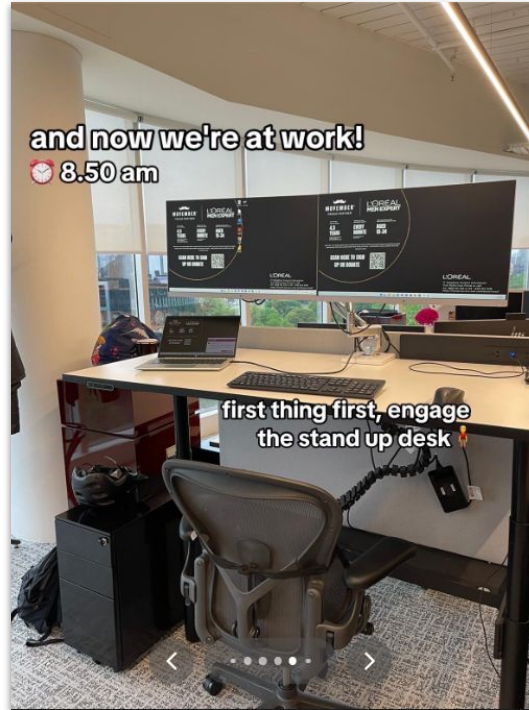


Tip #2 Anonymous content is OK too



Source: @janstravel (TikTok)

Tip #3 Make it easy for them to say yes



Tip #4 Celebrate those who participate!



***But what if my employees aren't good
at making content?***

Their content doesn't have to be your cup of tea

The reality is that the **stakeholders and decision-makers are not the target audience that we're trying to attract.**

If they feel the video is not to their liking because it seems too 'trendy', I would respond by saying, **'I'm glad it doesn't resonate with you because you're not the audience. If it did, I wouldn't be doing my job correctly'.**

Poncho Rivera-Pavon
Employer Branding Consultant, Deloitte

But remember, GGC can also be guided



But remember, GGC *can* also be guided

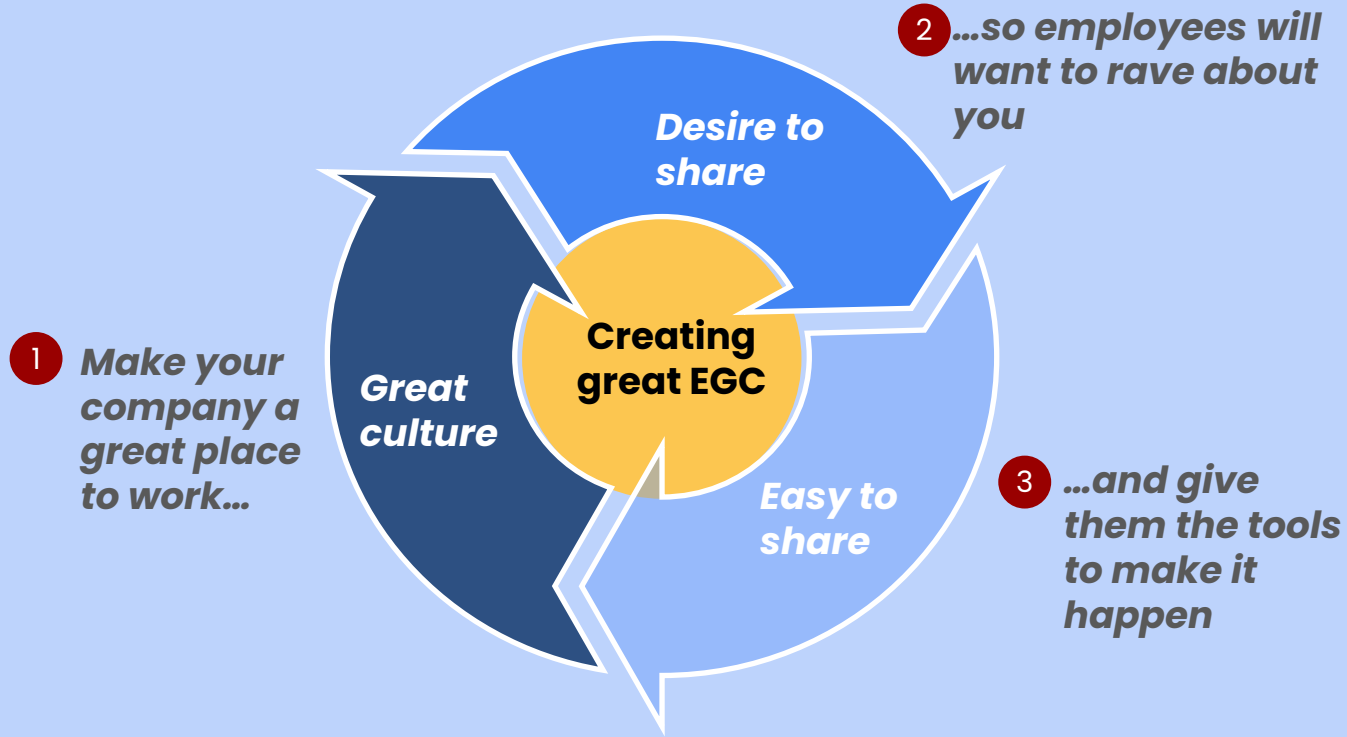


Let's recap

GGC is a powerful tool to bridge the trust gap

- 1 **Gen Z trust their peers**, not institutions
- 2 **GGC can help to bridge the trust gap** - make the most of it!
- 3 **Leverage a range of GGC** - reviews, forums & social media
- 4 **Make it authentic** - don't force it or fake it

It starts with having great things to share



Thank you!

Scan the QR code to receive:

✓ Copy of the slides

And don't forget to stop by our booth!

