

How do we retain a motivated and engaged workforce now and in the future?

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Hall & Partners

Defining the Modern Workplace

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An insight agency that understands brands

Our heritage is in helping to grow and develop brands and their unique communication strategies

We are obsessed with how marketing influences the relationship between people, brands, and culture



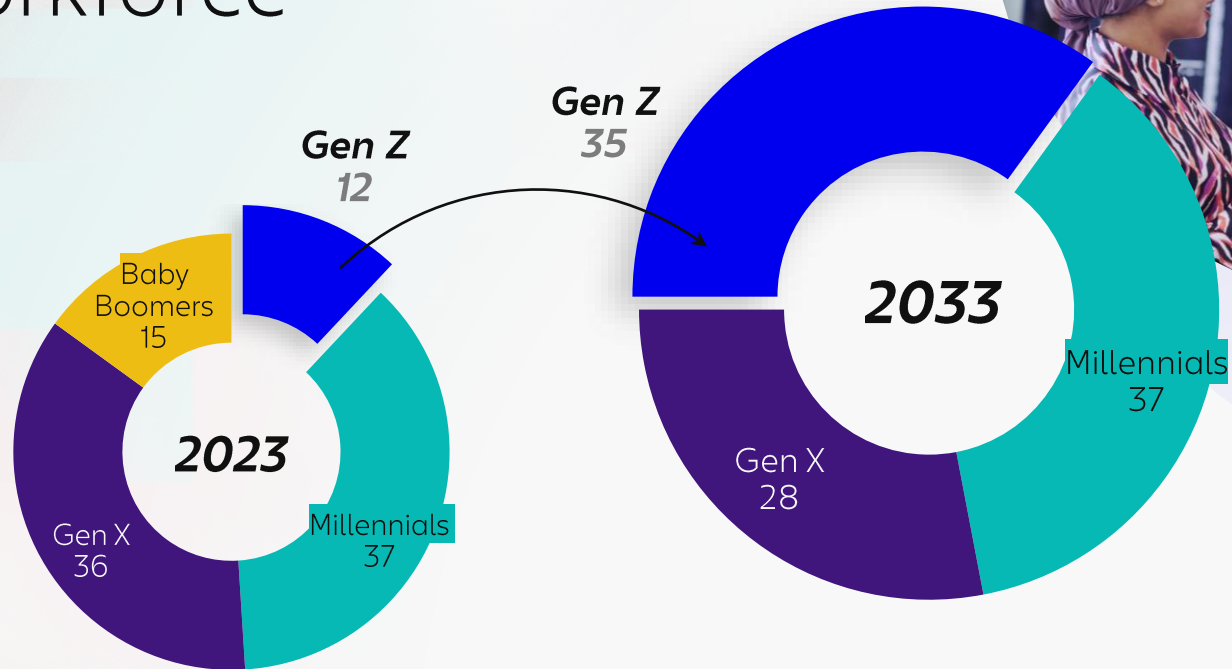
Hall & Partners

Born out of adland, we are the insight agency known for weaving creativity with discipline

We heard from 30+ industry professionals of today and tomorrow



Gen Z is the future of the workforce



A new type of employee has emerged



Passionate about social justice and activism

Seek flexibility and balance

Prioritise mental health and wellbeing

Less tolerant of authoritarian environments

Crave authenticity and transparency

Embrace change

Digital natives

Competitive and driven

Trials and tribulations shaping Gen Z experiences

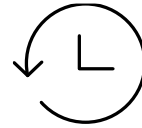
COVID-19



Economic turbulence



Learning from the past



Gen Z born



1997-2012

Gen Z enter workforce



2018

COVID-19 Pandemic




2020

Cost of living crisis



2021-





Redefining work norms based on personal boundaries



●
Work-life rebalance

To keep mental and physical wellness in check

●
Fostering ambition and rapid progression

Through merit-based advancement rather than tenure

●
Value-driven work

Working on clients that correspond with personal beliefs, values and interests

●
Authentic collaboration

Purposeful moments to connect and learn in the office

●
Everyday appreciation

Feedback and regular recognition is key

“

Graduates and juniors coming through in the last couple of years are so much more purpose driven. They're much more aware of what's going on in the world and they want to work on clients that sit well with their values. 10-15 years ago, you didn't get that. You'd do anything to work at a particular agency.

AGENCY EMPLOYEE RECRUITER

I got to present [my work] to senior stakeholders and it turned into a dialogue. It was conversational and I was able to say, 'this would be interesting to look into a bit further', etc. For someone who's a year and a half in to be collaborating with people who are 25 years in the industry is such a valuable experience.

MALE, MEDIA AGENCY, 1-2 YEARS

A misalignment of values and needs



Experience vs Novelty

Clients value speaking to agency leaders for challenge and experience, whilst Gen Z cannot offer this

Specialisation vs Generalisation

Clients value specialised skills, whilst Gen Z want to diversify their experience

Working vs Nurturing

Clients do not overtly focus on their role in work life balance for agencies, however Gen Z would appreciate support for their development

Exclusive vs Inclusive

Clients wish for 'traditional', offline collaboration, whilst Gen Z want to ensure it's innovative and meaningful, with varied perspectives

Bridging the gap

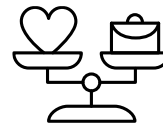
Immersive onboarding



In-person connections



Shared focus on work-life balance



Mutually challenging relationship



Celebrating wins





The agency that we [partnered with on a client brief] involved junior members. They didn't just wheel in all the big guys. They had ideas from various members of the team, and it was refreshing. It is having the trust to listen to their ideas because they are good ideas and they do work and you're getting that fresh blood in there.

ACCOUNT DIRECTOR, CREATIVE AGENCY

Agencies need to be better at looking after their teams. It's a marathon, not a sprint. It's not going to make a brilliant, industry that's full of future stars. People will be like, 'why would I want to do that? I don't get paid while I work twenty-four seven'. It used to be that you worked hard, you played hard. Whereas now, I don't even think you get to play. You just work.

AGENCY EMPLOYEE RECRUITER



In an ideal world, every person working at an agency would spend a few months working at their client's business to see how it operates, what are the pressures etc.

Understanding how each individual business operates and that you as an agency are a small part of your clients' pressures day to day would really help with how you're working for them.

FEMALE, VICE PRESIDENT MEDIA, CLIENT

3 key takeaways

1

Recognise that workplace traditions must be challenged to facilitate development within the industry

2

Listen to your young talent to uncover their needs – no two agencies are the same

3

Implement new practices to build stronger agency-client relationships where young talent can thrive

Defining the Modern Workplace report



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