

A UDEMY SURVEY REPORT

Gen Z in the Workplace:

Welcoming the Next Generation



The “most” generation in history comes to work

While each individual is unique, generations as a whole often display some common characteristics in their behaviors, attitudes, and perceptions. This is particularly true when it comes to work. Shaped by common societal and economic factors, evolving technology, and changing norms, each generation brings a unique combination of factors to how they show up in society and the workplace.

While exceptional in many ways, Generation Z is no exception to this rule. Born between 1997 and the early 2010s, those that make up Gen Z will account for a third of the global population by 2025. They are the youngest generation in the workforce, with the oldest members in their mid to late twenties and the youngest still in middle or high school. Gen Z is “the ‘most’ generation in history”: the most comfortable with technology, the most racially and ethnically diverse, the most educated, and even the most globally aware, thanks to growing up steeped in the internet.

Recognizing what members of this generation want, need, and expect from work is critical for businesses. So, it is important to understand what potential strengths and skills gaps might commonly exist among this group, while keeping in mind that every individual represents a unique constellation of factors, opinions, and tendencies. With as many as ten thousand Baby Boomers retiring daily, Generation Z eventually will make up the largest group in the workforce. It is predicted that Gen Z will account for 27% of the global workforce by 2025 and will become the largest generation in the workforce by 2035. As more Boomers bow out, the labor shortage that arose from the pandemic will become even more dire.



Understanding how to attract, engage, and retain Gen Z employees is an increasingly essential part of business strategy and a key to sustaining organizational vitality and growth.

A significant aspect of this effort will be the creation of meaningful and effective learning and upskilling opportunities for Gen Z employees. The future success of organizations will depend on helping them develop the skills they will need today and tomorrow to build their careers. Organizational, learning, and people leaders alike will need to grasp how this generation learns best in order to engage them in the process of continually upskilling. With the rate at which technologies and business systems are evolving, companies that come out ahead will be those whose Gen Z employees choose to upskill at the speed of change.

Which brings us to these essential questions:

- What are the youngest employees seeking from their work – and from their employers?
- How ready do they feel for the workforce and what skills do they think they need to improve their readiness?
- Finally, what motivates them to learn the skills they need to be ready for work, and how do they perceive the role of generative AI (GenAI) as a component of their learning experiences?

For the purposes of the Udemy survey, we defined the generations according to the following age ranges:

Gen Z

(12-27)*

Born 1997 to 2012

Millennials

(28-43)

Born 1981 to 1996

Gen X

(44-59)

Born 1965 to 1980

Boomers

(60-78)**

Born 1946 to 1964

* Younger Gen Zers who are minors were filtered out of the survey responses.

** Due to sample size, Boomers were removed from analysis across generations but included in the aggregate data.

In this report, we outline our findings on Gen Zers' perceptions of what matters at work, how ready they are for the workplace, and how they feel about learning — particularly with the assistance of GenAI technologies.

Gaining a stronger understanding of Gen Zers and how they view these essential topics can help organizations better meet the expectations and needs of the youngest workers. This will only become increasingly important as more members of this generation join the workforce and grow into the arc of their careers. There is also value to be gained from using this knowledge to consider how the multiple generations in the workplace today interact, including how their attitudes, perceptions, communication styles, and motivations both align and differ.

The picture of Gen Z that emerges through our survey findings is a complex one. Our data shows there is meaningful nuance to this generation's perspectives, often in stark contrast to stereotypical perceptions of Gen Z.

Organizational leaders, learning and development leaders, human resources leaders, and people managers can all benefit from a greater understanding of these nuances in order to more effectively integrate this group into the workplace. Employees of earlier generations can benefit from a deeper look at how Gen Z thinks about key topics, and Gen Z individuals themselves can weigh where they stand in relation to their peers. As the pool of talent shifts more and more to this youngest generation of employees, comprehending their priorities for work, what they value most, and how to best engage and retain their capabilities will be business critical.

Insights from this report are derived from a quantitative survey that Udemy ran from April 1st to May 7th, 2024 across 10 countries: Australia, Brazil, China, Germany, India, Japan, Mexico, South Korea, the United Kingdom, and the United States. To inform this report, we gathered results from 6,677 multigenerational global learners, sourced both from panels and among Udemy users.

Topics you will unlock in this report:

1 Introducing Gen Z: The next big thing at work

2 Gen Z's work-readiness and the skills they think they need

3 Leaning into learning with Gen Z

4 Where Gen Z lands with GenAI and learning

Introducing Gen Z: The next big thing at work

What's behind what matters to Gen Z

A good deal of attention has been focused on assumptions and generalizations about Gen Z — many of them negative. Our survey data found significant evidence to question these assumptions and a good deal of nuance in how Gen Zers think about their jobs and learning.

This generation has been shaped by a global pandemic during their formative years, the war on terror, an understanding of broad social injustice, and the increasingly apparent fact that the global climate is in peril. In many cultures, they are also rethinking identity and traditional labels, often embracing non-binary gender and sexuality. Many Gen Zers are also confronting mental health challenges, with only half of them rating their mental health as good or extremely good. They are often seen as outspoken and opinionated, and they expect employers and organizations to take a stand on issues that are important to them. The stakes are high. In a recent Oliver Wyman survey, more than 20% said they would leave a job if their employer didn't engage with social issues.

There are plenty of generalizations circulating about this youngest group of workers. Many of these stem from their relationship with technology, such as the belief that they prefer digital communication over face-to-face interactions. They are thought to have shorter attention spans as a result of too many hours on TikTok and to lack soft skills due to interacting primarily through screens and spending their formative social years in pandemic-imposed isolation.



What Gen Zers value at work — and how they express their values through work

Gen Zers are outspoken about their values and desires, and it could be said that one way they express these is through their relationship with work. Gen Z employees are looking for a workplace that reflects their values and they are willing to make work decisions based on principle. A Deloitte study found that a vast majority of Gen Zers — 86% — say that having a sense of purpose is somewhat or very important to their overall job satisfaction and well-being, while close to half — 44% — have turned down an employer based on their personal ethics or beliefs. Gen Zers are also comfortable expressing their desires and raising their voices about issues that matter to them in the workplace. The same Deloitte study found that six out of 10 Gen Z employees believe they have the power to drive change in their organizations. They are twice as likely to ask for a raise or promotion compared to their colleagues of other generations. Unlike their older colleagues, two-thirds of them see the workplace as a suitable place for conversations on social issues like civil rights, racial justice, and gender equality, according to PwC.

As is often the case when new generations introduce new ways of thinking and doing, the stereotypes about Gen Z abound.

Take the concept that Gen Zers are lazy, amplified by widespread reporting on workplace phenomena like “quiet quitting.”

6 out of 10

Gen Z employees

believe they have the power to drive change in their organizations



Our survey data backs up the fact that older generations are clinging to some common stereotypes about Gen Z. When surveyed about other generations, Millennials and Gen Xers chose several positive terms to describe Gen Z, including being tech-savvy, open-minded, innovative, and ambitious, but interspersed those with negative descriptions that include being lazy, entitled, and stubborn, with challenges in resilience and collaboration.

Rather than laziness, tendencies like “quiet quitting” are more likely representative of a lack of engagement with work and a symptom of burnout. According to [Gallup](#), a common cause for these factors is that workers — and younger employees in particular — feel that their employers do not care about them and that they do not have adequate opportunities to develop their careers. Leaders who can show Gen Z employees that they care about what this generation of workers prioritizes will likely be able to better engage and retain their talent.

When we asked Gen Z survey takers what they value most in the workplace, they identified flexibility and work-life balance, and clear communication and transparency (both 42%) as the factors they value most from their direct managers. These were followed by support for professional development and meaningful career advancement opportunities (40%). When asked about what actions or policies matter most from senior leadership, their top responses were similar: investment in professional development (49%) and work-life balance policies (42%). These findings support the often-repeated idea that Gen Zers work to live, rather than live to work.

- 1 Flexibility
- 2 Work-life balance
- 3 Clear communication
- 4 Transparency

What Gen Z survey takers value most in the workplace.

At the same time, the strong interest they express in professional development and career advancement suggests they are very invested in learning in order to grow their careers and calls into question the stereotype that Gen Zers are lazy.

Of significance is what Gen Z respondents value least from their direct managers, contrary to some common generalizations about their generation. Autonomy in work and decision-making is near the bottom of the list (29%), and significantly less important for Gen Zers than for either Millennials (39%) or Gen Xers (44%). This finding suggests that Gen Z employees are seeking practical guidance at work and leaders who can help plot a clear path to develop their careers. Gen Zers put the least value in recognition of their achievements and contributions at work compared to all other factors (27%).

Gen Zers are an eager audience that's ready to learn, and it's up to leadership and L&D teams to make the most of their attention.

Our study also found that what Gen Z wants to learn is most influenced by senior leadership, learning and development teams, and their direct managers, rather than their peers. Their learning is more influenced by these groups than the Millennials or Gen Xers that we surveyed. In many ways, these data points speak to Gen Zers' level of engagement with and

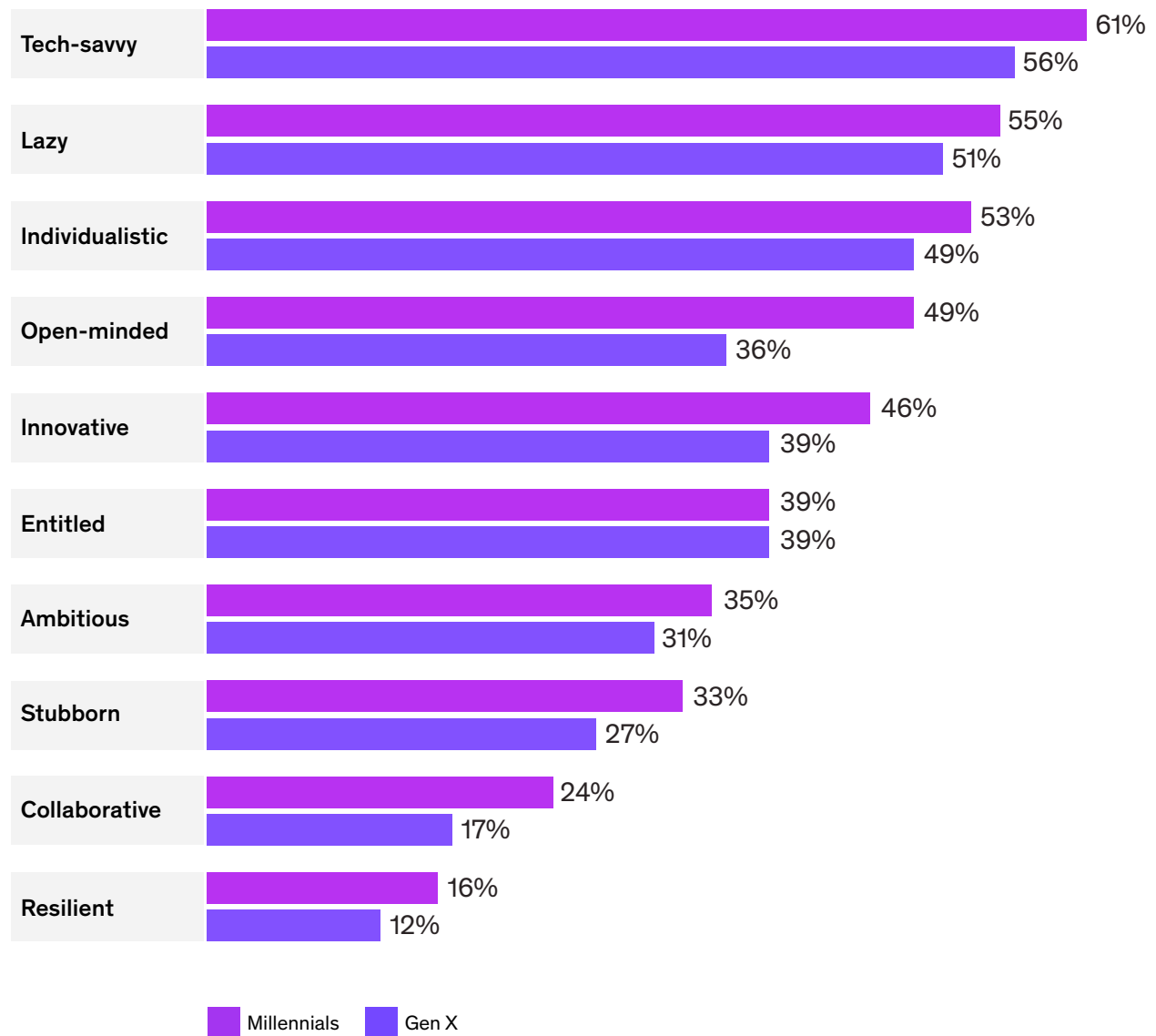
openness to the organization they work for, particularly when it comes to learning. In other words, Gen Zers are an eager audience that's ready to learn, and it's up to leadership and L&D teams to make the most of their attention.



How older generations perceive Gen Z

SURVEY QUESTION

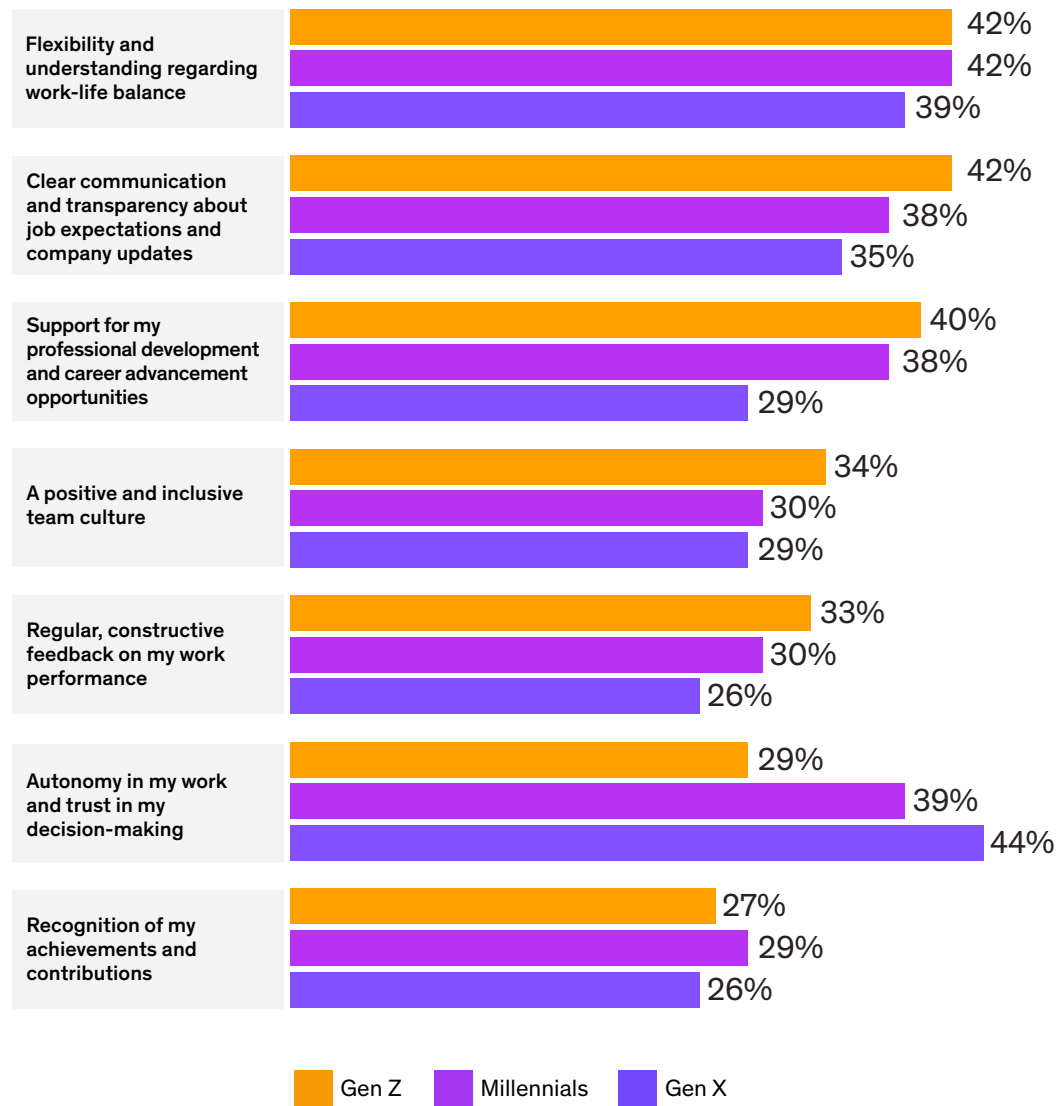
Please select which words you associate with each generation. A word can be associated with multiple generations or none at all. [This graph represents how Gen X and Millennials responded regarding Gen Z; terms chosen could be applied to any generation.]



What each generation values most in their direct manager

SURVEY QUESTION

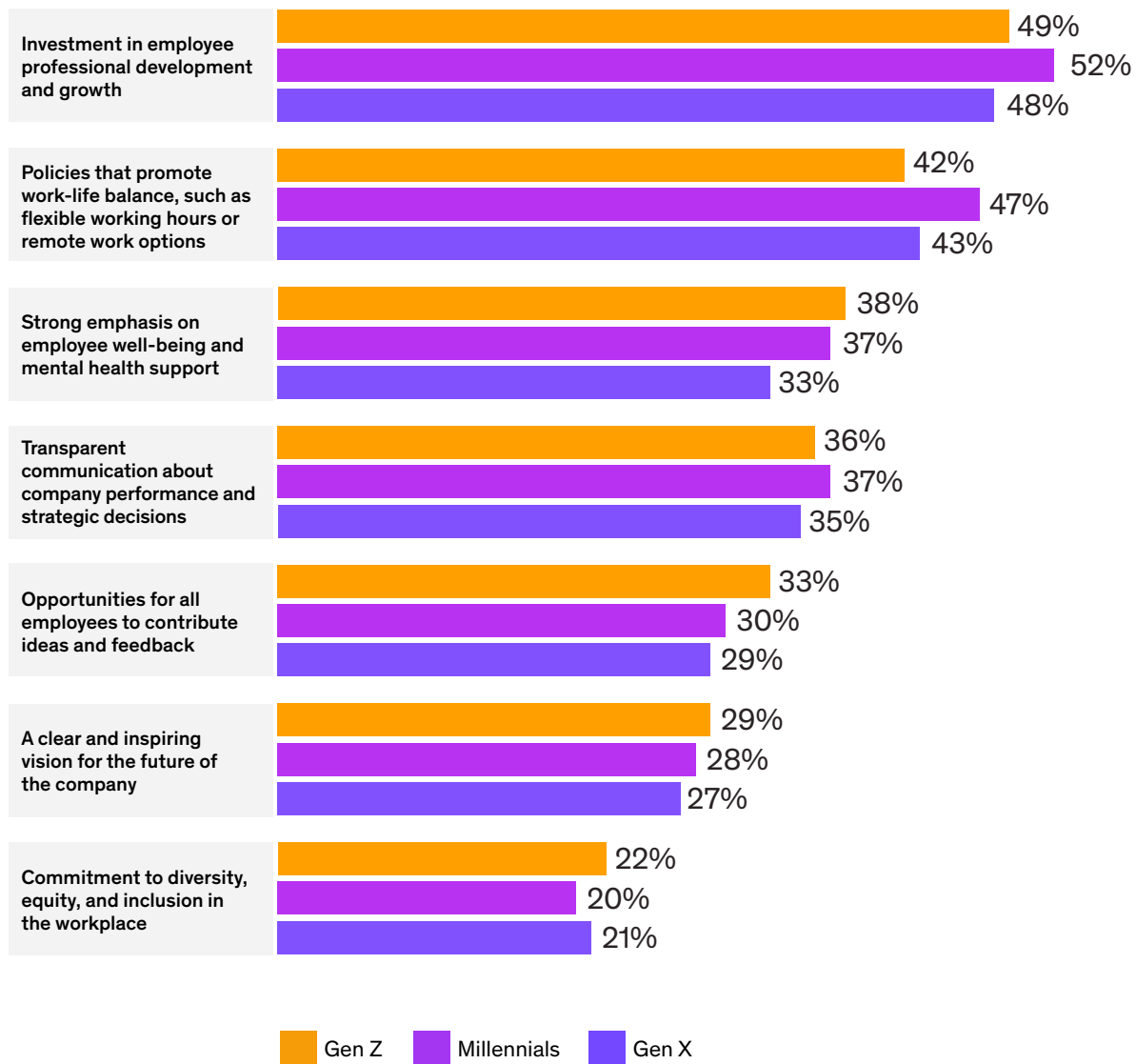
Which of the following do you most value in your direct manager? Please select up to three.



What each generation values most from senior leadership

SURVEY QUESTION

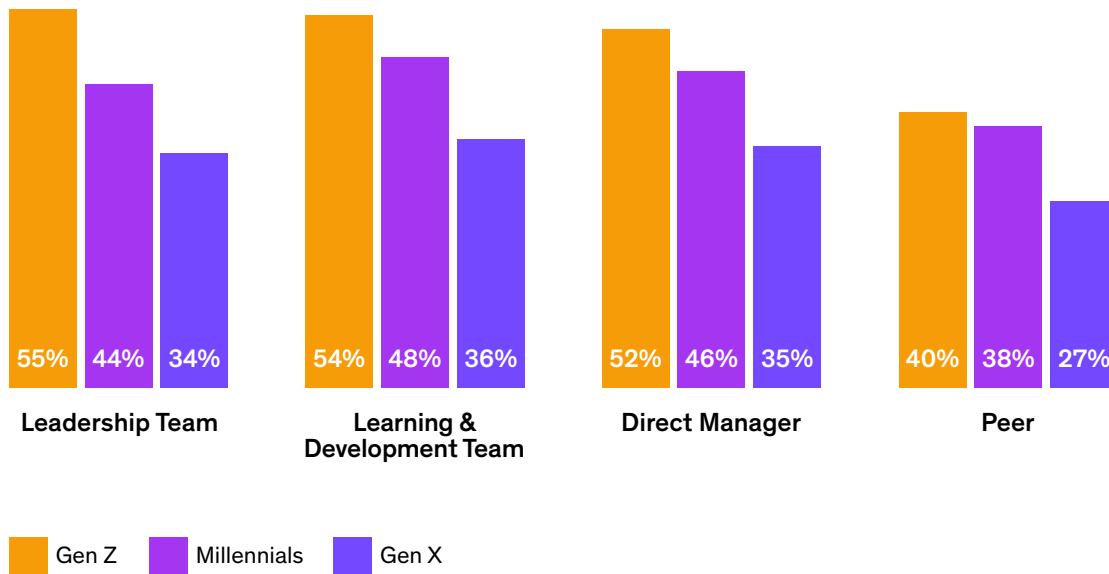
What actions or policies from senior leadership (e.g., executives, company leaders) would make you feel more valued and motivated? Please select up to three.



Top influences on workplace learning across generations

SURVEY QUESTION

Who influences what you are going to learn for work?



Gen Zers' work-readiness and the skills they think they need

Gen Z feels only somewhat ready for work but has a clear idea of the skills they need

We know that Gen Z is invested in aligning work — and the organizations they work for — with their values. Gen Z employees may recognize that alignment is a two-way street, and this may be one reason that they are attuned to and influenced by the learning direction they receive from leadership. Another part of the reason for this might have to do with how well-prepared Gen Zers feel they are for work. We all have felt the need to focus intensely on the signals we are receiving in the workplace about how we are doing, where the company we work for is headed, and what we should be focusing on when our footing feels less than certain.

Nearly all Gen Z respondents (93%) feel at least some level of preparedness for the demands of the workforce within the next three years. At the same time, only about a third (35%) feel very prepared or extremely prepared. This is hardly surprising, given that this generation has lived through several significantly disruptive events, including a global pandemic that, for most, affected their school and/or work lives at key moments in their development.

This begs the question of what Gen Zers think they will need to be better prepared for work than they currently are. Asked to choose the top skills needed for work, Gen Z respondents chose skills underlining the importance of technical capabilities: programming skills and AI. However, the third skill on the list is communication, followed by two other essential workplace soft skills: critical thinking/problem-solving and creativity/innovation. This list of Gen Z's top five skills speaks to a well-balanced and clear-eyed understanding of the broad skill set that all workers will need to succeed and grow in their careers.

93%

of Gen Zers

feel at least some level of preparedness for the demands of the workforce within the next three years

But only

35%

of Gen Zers

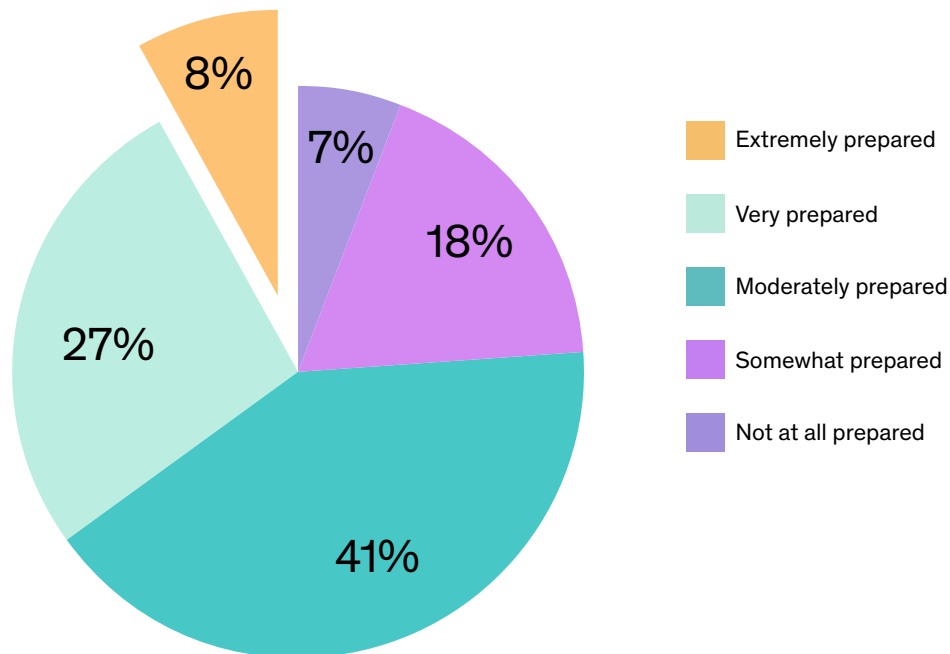
feel very prepared or extremely prepared*

*The sum of the "very prepared" and "extremely prepared" respondents figures rounded to the nearest whole number and then aggregated

How prepared Gen Z feels for the next 3 years of work*

SURVEY QUESTION

How well prepared do you feel for the demands of the workforce within the next 3 years?

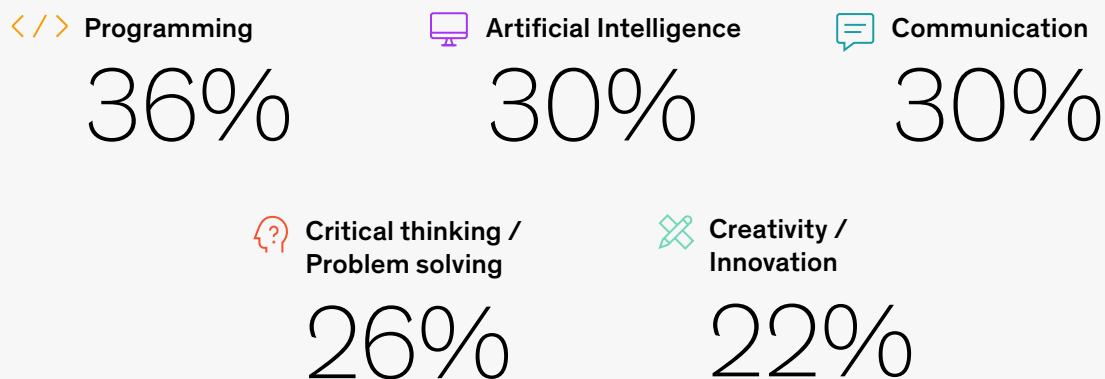


*All percentages are rounded to the nearest whole number, so that the sum of all responses is slightly more than 100%.

Gen Z's top 5 essential workforce skills for the next 3 years

SURVEY QUESTION

What are the top skills you believe will be essential for a successful career in the workforce within the next 3 years? Please select up to 5.



An unexpected focus on soft skills and face-to-face communication

Gen Z respondents identified soft skills as critical for professional success, with 84% of respondents considering these skills to be very or extremely important. The reasons for this are open to interpretation. Is it because Gen Z believes they need to further develop their soft skills due to particular generational deficits? Or is it because they understand the overall value of soft skills alongside technical and business skills in the workplace? In either case, there is no doubt that the youngest workers recognize the pivotal importance of developing skills like communication, leadership, and collaboration.

Perhaps even more remarkable are our findings about Gen Zers' communication preferences in professional settings. Face-to-face meetings are the top preferred method of communication for nearly three in five (58%) Gen Z respondents — more than either Millennials (52%) or Gen Xers (57%). Gen Zers' second preferred method of workplace

communication is video conferencing (56%). These findings are notable, given the common perception that Gen Zers only like to communicate by text and shun direct face-to-face communication to avoid any potential conflict, the necessity of managing their facial expressions, or the need to improvise answers on the spot. At the same time, they trail Millennials (64%) and Gen Xers (63%) significantly in preferring video conferencing for workplace communication. Across generations surveyed, phone calls are the least favored method.

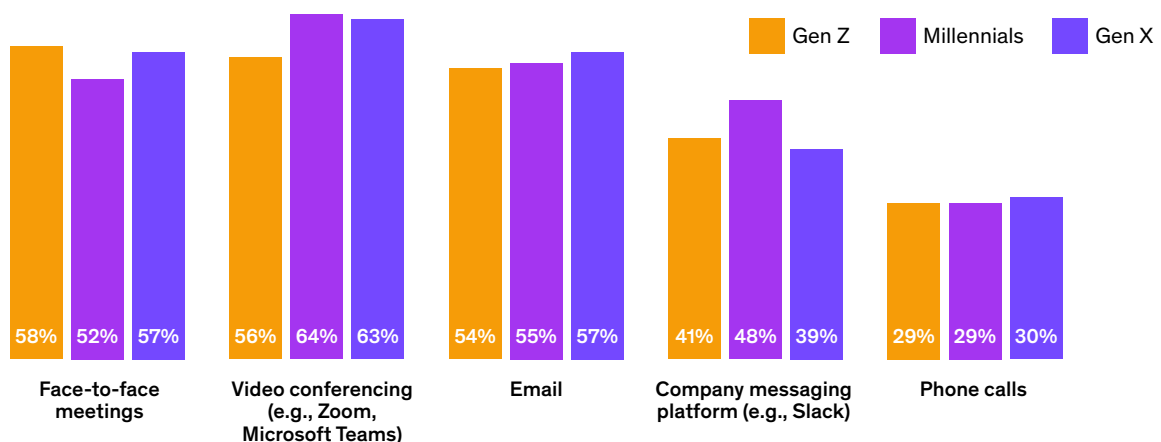
How important are soft skills to professional success?

84%
of Gen Zers
find soft skills as
extremely or very
important

Professional communication preferences across generations

SURVEY QUESTION

How do you prefer to communicate in a professional setting? Select all that apply.



Workplace communication raises a red flag

Given that much attention has been paid to Gen Zers' communication style and where it might be falling short, it would not be surprising if Gen Z employees felt misunderstood at work due to communication misses. Our data findings show that communication at work is a major pain point for all generations, including Gen Z. Two-thirds of survey takers across generations — a full 66% — have felt misunderstood at some time due to different communication styles at work. While communication styles vary by individual, different styles are often described as generational. One reason for the friction many are feeling may have to do in part with a lack of clear cross-generational understanding of communication preferences.

Our Gen Z respondents seemed clear on what might improve these common misunderstandings. Among the factors Gen Z believes contribute most to effective communication, the top three are:

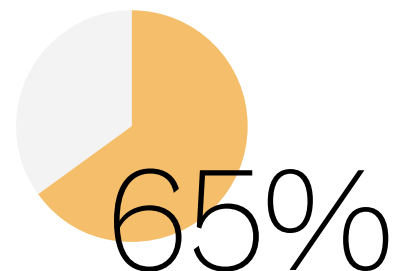
- Openness to feedback and willingness to adjust one's own style (59%)
- Awareness and respect for different communication preferences (56%)
- Clear guidance on communication practices within organizations (51%)

Gen Zers' apparent willingness to engage in the difficult work of adjusting one's communication style based on feedback from others is striking, as is their respect for differences of opinion on how best to do this. There is an interesting point to be made regarding their willingness to adapt their communication style to better follow organizational practices. While Gen Zers are often depicted as forthright and unflinching communicators when it comes to their own professional and personal interests, this data shows the other side of the coin: their willingness to compromise on communication. As in some other cases that surfaced in this report, it appears that Gen Z is open to guidance on how best to proceed.

Miscommunication due to communication styles across generations

SURVEY QUESTION

How often do you feel misunderstood due to different communication styles at work?



of all Gen Zers

have felt **misunderstood**
at some time



of all generations

have felt **misunderstood**
at some time

Millennials and Gen Xers largely agree with how to make communication more effective. The only exception is that older generations believe it is important to prioritize adaptability to different communication tools and platforms more than Gen Zers do.

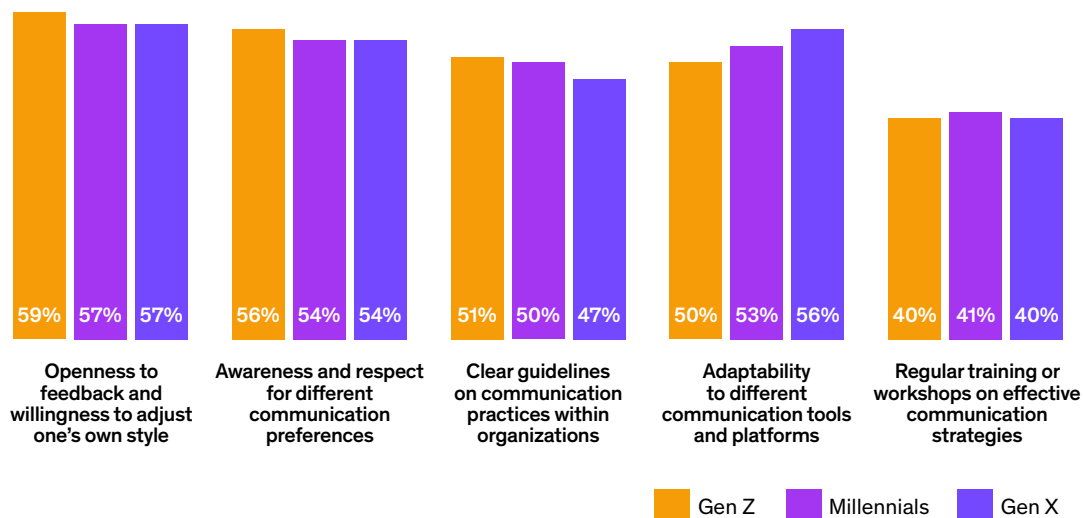
These findings underline a clear imperative for leaders. They must continue to focus on improving workplace communication by establishing better organizational norms for communication, regardless of generation. There is also an opportunity for both learning and organizational leaders to lean into this willingness to improve workplace skills and the perceived importance of soft skills, certainly among Gen Z employees, but also across generations in the workplace. An openness to adapting their approach and taking feedback on how best to improve in these areas suggests that employees are willing to engage with upskilling in key areas that will foster better communication, collaboration, and eventually workplace culture.



How to effectively communicate across generations

SURVEY QUESTION

Which of the following do you believe contributes most to effective communication? Select all that apply.



Leaning into learning with Gen Z

Learning motivations, preferences, and where feedback drives learning outcomes

Digging into learning motivations by generation

Gen Zers are learners. Nearly all Gen Z survey respondents (94%) dedicate at least an hour a week to learning, and half (50%) spend five hours or more per week learning (with full-time students removed from the sample). Recalling that one of the things Gen Z employees most value from their managers and senior leaders is professional development, our findings show that they understand learning can lead to meaningful outcomes in what they are seeking to achieve. There is an interesting mix of personal and professional motivations driving their learning, which tells us that they see the power and value of learning across the different realms of their lives.

When it comes to their top reasons for learning, all three generations (Gen Z, Millennials, and Gen X) report similar motivations with different distributions. Three of these top five motivations are intrinsically motivated, focusing on the personal benefits of learning, whereas the other two indicate a pragmatic desire to build professional skills to remain competitive and increase earning potential.

For all three generations, the top five motivations are:

1. To achieve personal growth and self-improvement
2. To increase earning potential
3. Personal interest in the subject matter
4. Enjoyment in learning something new
5. To stay competitive in their job or industry



Across the top five factors, a lower percentage of Gen Z respondents are motivated by each of these factors than either Millennials or Gen Xers. The only exception is learning to increase their earning potential, where Gen Zers are seven percentage points above their Gen X colleagues (61% Gen Z vs. 54% Gen X). This illustrates Gen Zers' pragmatic focus on the potential impact of learning on their salaries. While earning potential is very important to Gen Z respondents, it remains their second motivation. **They are most motivated by personal growth and self-improvement (65%).**

When we consider the less common learning motivations, the situation is reversed. A higher percentage of Gen Zers are motivated by these than the other generations. These motivators include learning:

- As a requirement for professional certification or advancement
- To make a positive impact in my community or society
- To fulfill a sense of duty or responsibility to my family or community
- For social recognition or status associated with additional qualifications

While these motivators are less common, a higher percentage of Gen Z survey respondents consider them important. This aligns with Gen Zers' reputation for being focused on the impacts of their actions on the community and society. These tendencies are coupled with significant professional pragmatism, such as learning to acquire a professional certification or advancement and seeking the social recognition or status associated with additional qualifications.

For all three generations, the top five motivations are:

- 1 To achieve **personal growth** and self-improvement
- 2 To **increase earning** potential
- 3 **Personal interest** in the subject matter
- 4 Enjoyment in **learning something new**
- 5 To **stay competitive** in their job or industry

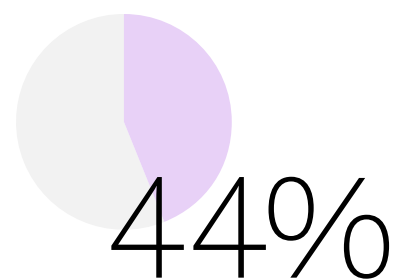
Just as Gen Zers value feedback from senior leadership, they are also looking for feedback to motivate them to learn. A full three-quarters (77%) state that it increases their motivation to learn, higher than either Millennials (74%) or Gen Xers (72%).

Learning methods that Gen Z engages with most

As the so-called “TikTok generation,” Gen Z is often believed to lack the focus for sustained learning. We asked respondents what forms of learning they typically engage with and which, out of these, are their preferred learning methods.

Perhaps surprisingly, given these perceptions, Gen Zers reported that their primary preferred method of learning is through full online courses (44%). This ranks far above any other method of learning delivery. Their second preference (though at a much lower percentage) is working on real-world projects (12%), followed by in-person classes or workshops (9%). **These preferences for sustained, situational, and in-person learning methods contradict many of the stereotypes around Gen Zers, which often suggest that their primary methods of absorbing information are through social media — particularly short video snippets.**

In our survey, Gen Z actually reports a lower preference for learning through short-form online tutorials (6%) than either Millennials (7%) or Gen Xers (8%), and while only 5% of Gen Z survey takers state that they prefer learning through social media platforms via experts or influencers, this is a larger percentage than Millennials (4%) or Gen Xers (3%). There could be an opportunity to encourage learning through these less often-used methods, but it appears this approach has not been tested in many organizations.



of Gen Zers'

preferred method of learning is through **full online courses**

12%

of Gen Zers'

preferred method of learning is **working on real-world projects**

9%

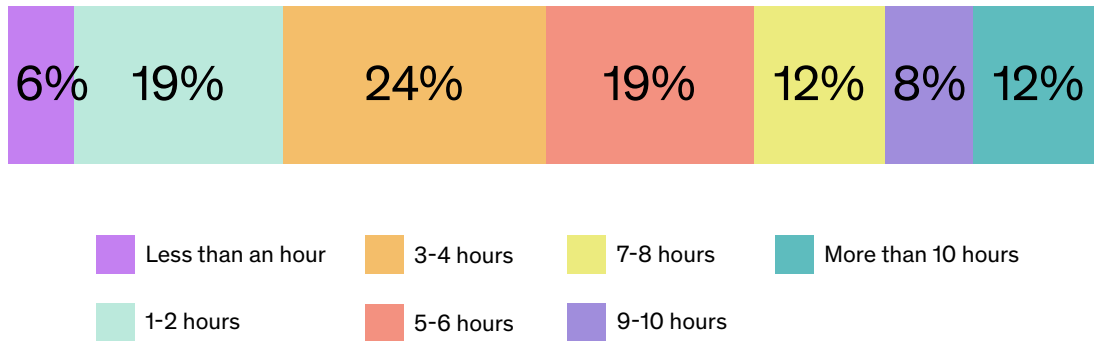
of Gen Zers'

preferred method of learning is **in-person classes or workshops**

Learning hours per week for Gen Z

SURVEY QUESTION

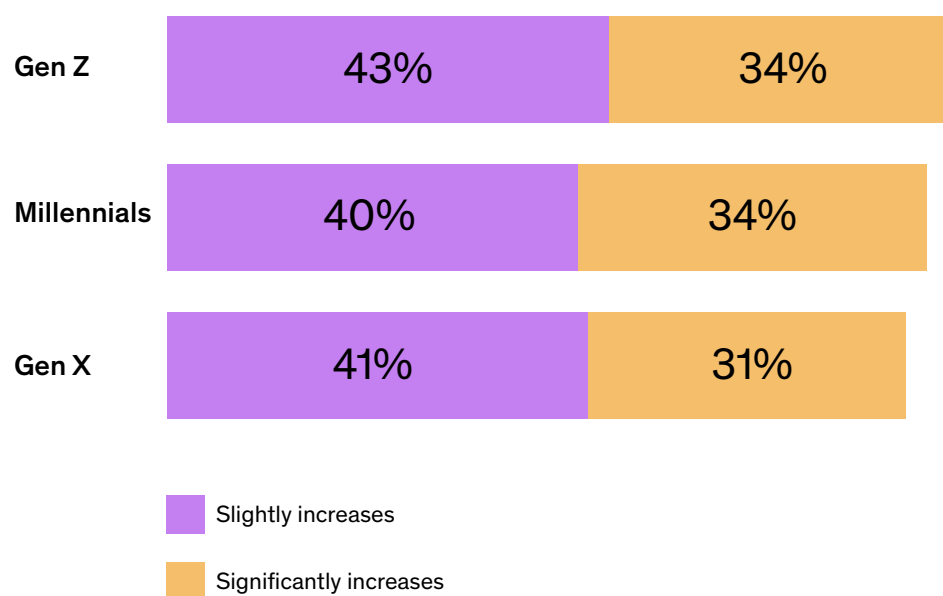
On average, how much time do you spend learning in a week?
[Responses from students removed from this graph.]



Importance of feedback on learning progress across generations*

SURVEY QUESTION

How does receiving feedback on your learning progress impact your motivation?

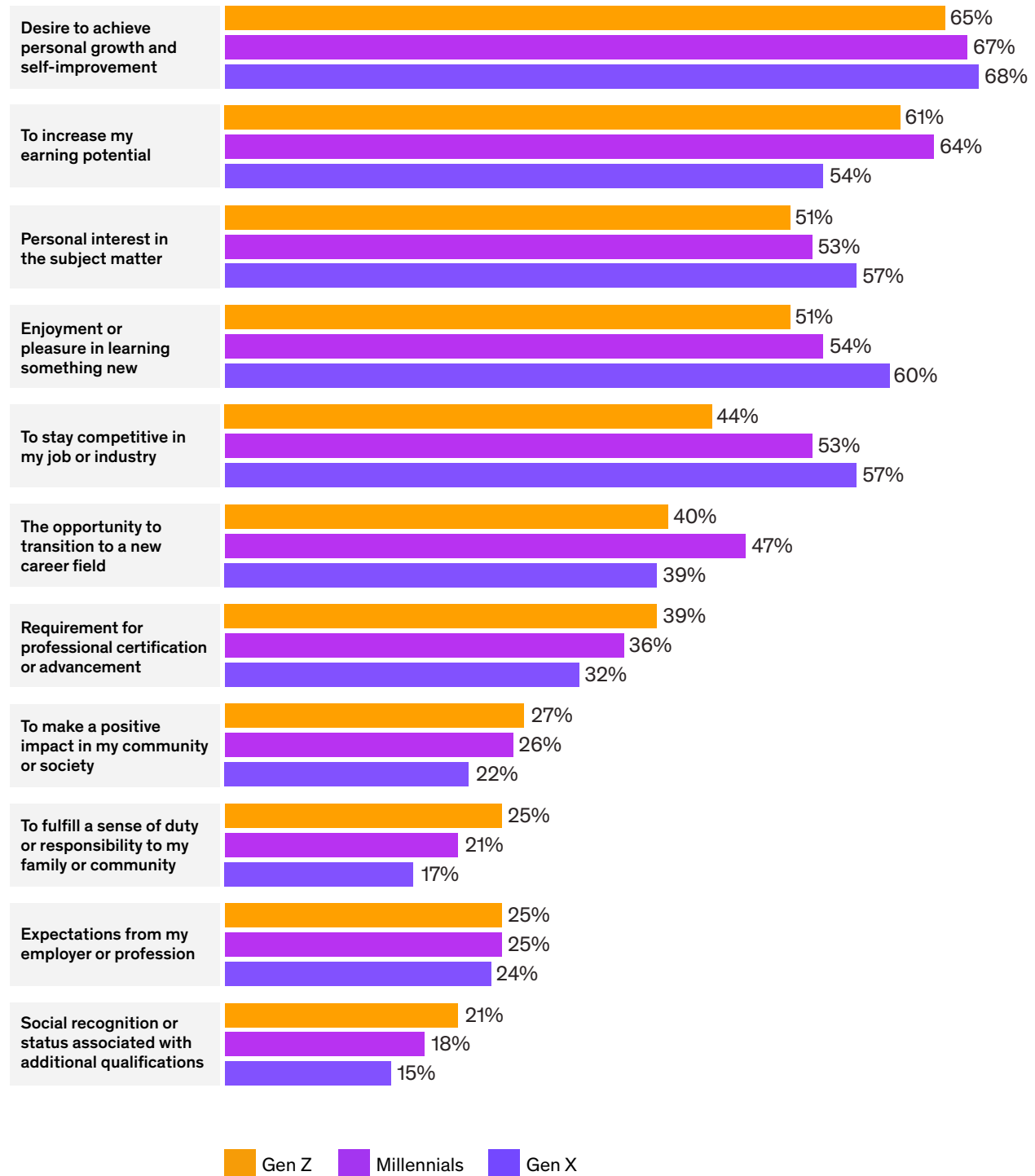


*Graph shows percentages of "slightly increases" and "significantly increases" survey responses only, so bars do not total 100% of responses.

Learning motivations across generations

SURVEY QUESTION

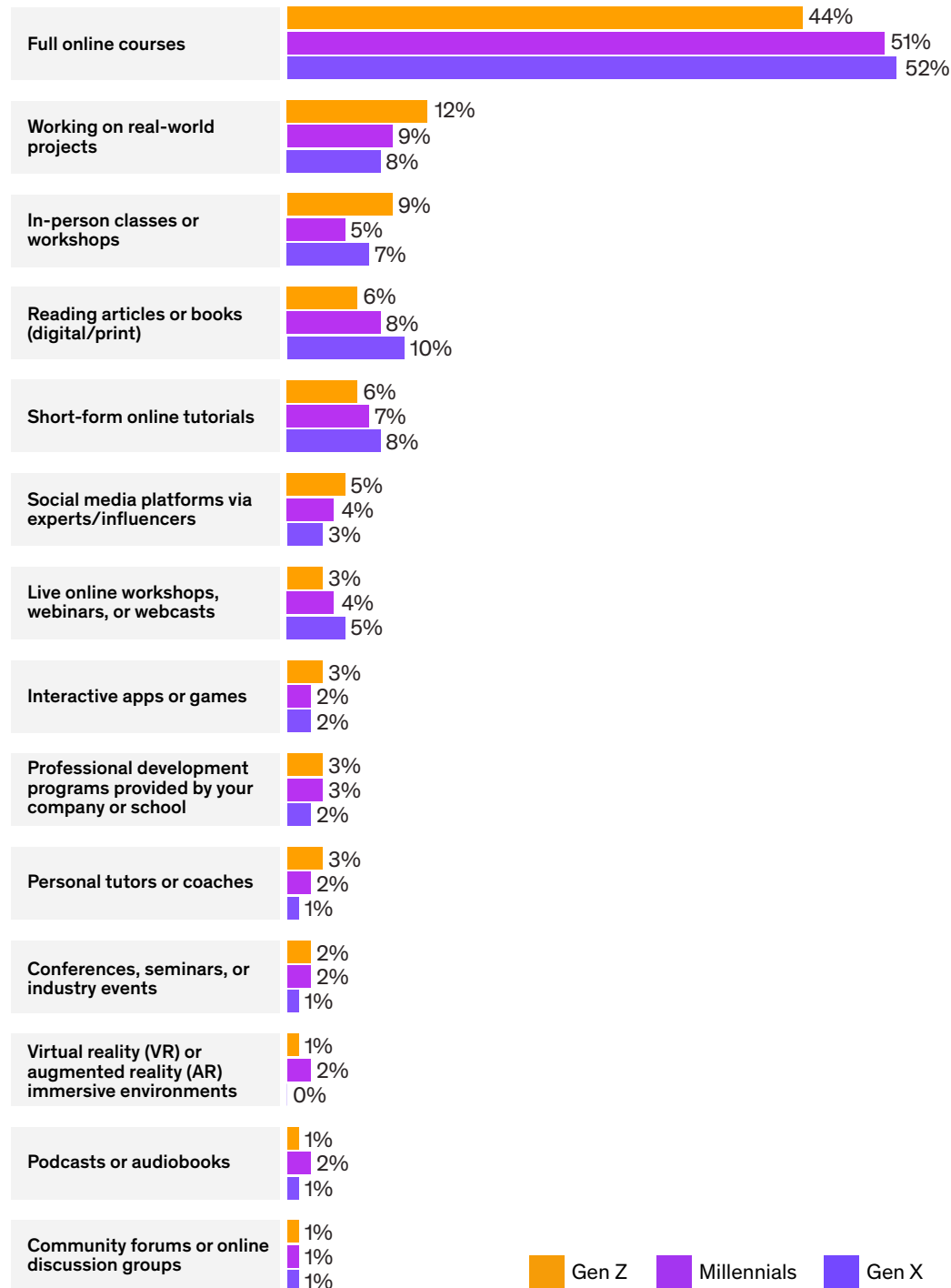
What motivates you to learn? Select all that apply.



Preferred methods of learning across generations

SURVEY QUESTION

Of those, which is your preferred method for learning?
[Following a question about which methods survey takers engage with most]



Where Gen Z lands with GenAI and learning

Even if they are digital natives, Gen Z has questions about GenAI's role in learning

How Gen Z, Millennials, and Gen X view AI-driven personalized learning

GenAI technologies are becoming more deeply integrated into both the workplace and our personal lives. They appear in processes and products that we interact with every day. It is to be expected, that generational attitudes about GenAI and its influences vary, depending largely on how people of different ages view the introduction of new technologies. As true “digital natives,” our initial assumption might be that Gen Zers are least resistant to and most ready to embrace GenAI, both at work and in learning. However, when we queried our Gen Z respondents on GenAI-assisted learning, our data found that this is not always the case.

When we asked respondents **how likely they were** to use an online learning platform that offers an AI-driven personalized learning experience, the results showed Gen Z is less likely to do so (70%) than either Gen X (72%) or Millennials (73%) and 13% of Gen Z respondents are skeptical about engaging at all (versus only 9% of other generations).

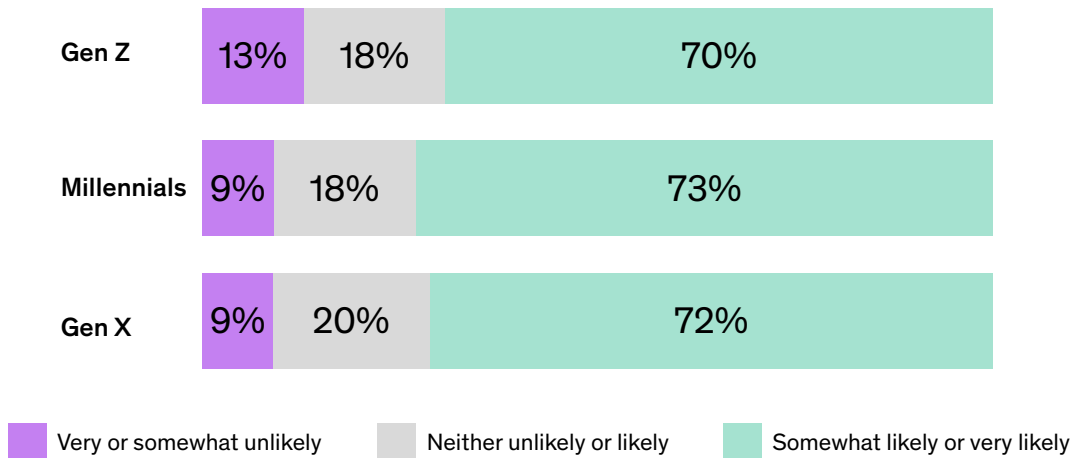
Similarly, when weighing **to what extent AI-driven personalized learning can either improve or worsen learning experiences**, Gen Zers are noticeably more pessimistic than Millennials or Gen Xers. A full 13% believe it would somewhat or significantly worsen their learning experience (compared to only 7% of Millennials and Gen Xers), and while 70% of Gen Zers believe personalized learning aided by GenAI would somewhat or significantly improve their learning experience, they trail Millennials (77%) and Gen Xers (73%) in this belief.



Likelihood to leverage an AI-driven personalized learning experience across generations*

SURVEY QUESTION

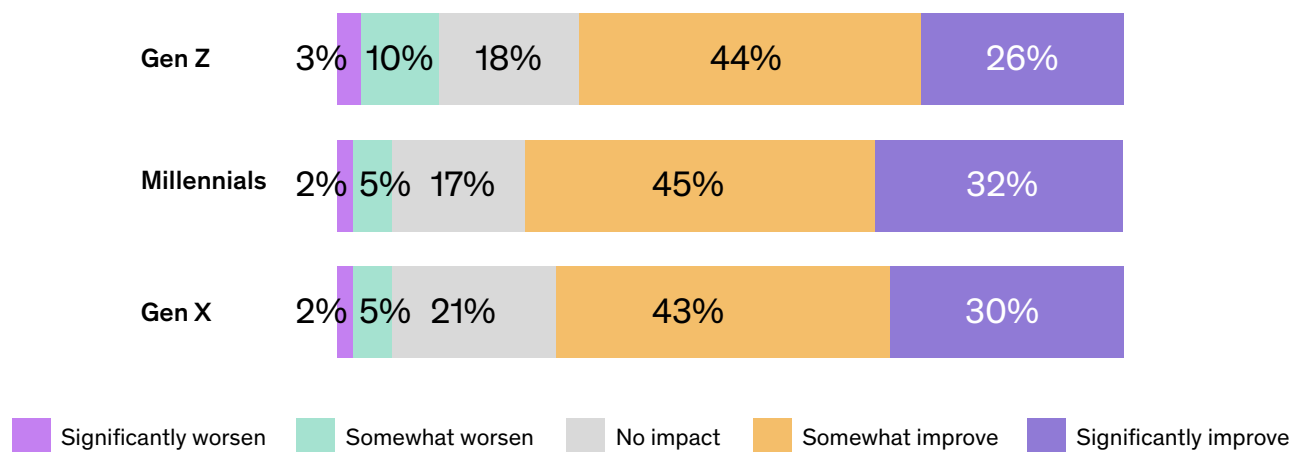
How likely are you to use an online learning platform if it offers an AI-driven personalized learning experience?



Impact of AI-driven personalized learning on learning experiences across generations*

SURVEY QUESTION

To what extent do you believe AI-driven personalized learning can worsen or improve your learning experiences?



*All percentages are rounded to the nearest whole number, so that the sum of all responses may be slightly more or less than 100%.

The top features of AI-driven personalized learning for Gen Z

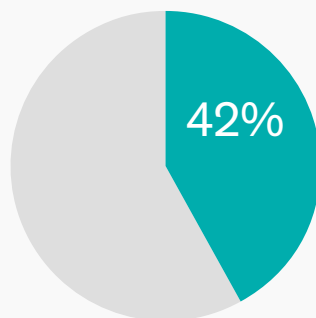
At the same time that Gen Zers have some overall doubts about the benefits of AI-assisted learning, they can see the appeal of some of the personalized learning experiences it can help provide. Top among these are customized learning paths based on their strengths and weaknesses (42%), real-time assistance and tutoring (39%), and flexible learning schedules tailored to their pace (35%).

Each of these elements reinforces themes we have seen elsewhere in the Gen Z survey responses. They speak to this generation's willingness to learn and a desire for feedback and structure when engaging with workplace learning. They want to be able to engage with help when they need it and they want flexibility to fit learning into their schedule at their pace.

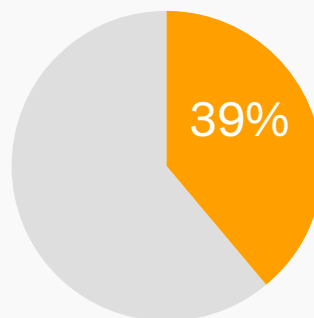
Top 3 aspects of AI-driven personalized learning for Gen Z

SURVEY QUESTION

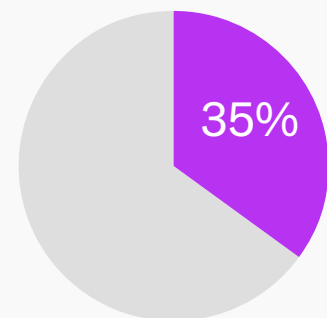
Which aspects of AI-driven personalized learning are most appealing to you? Please select up to three.



Customized learning paths
based on my strengths
and weaknesses



Real-time
assistance and
tutoring



Flexible learning
schedules tailored to
my pace

What's behind Gen Zers' hesitations when it comes to AI-driven learning

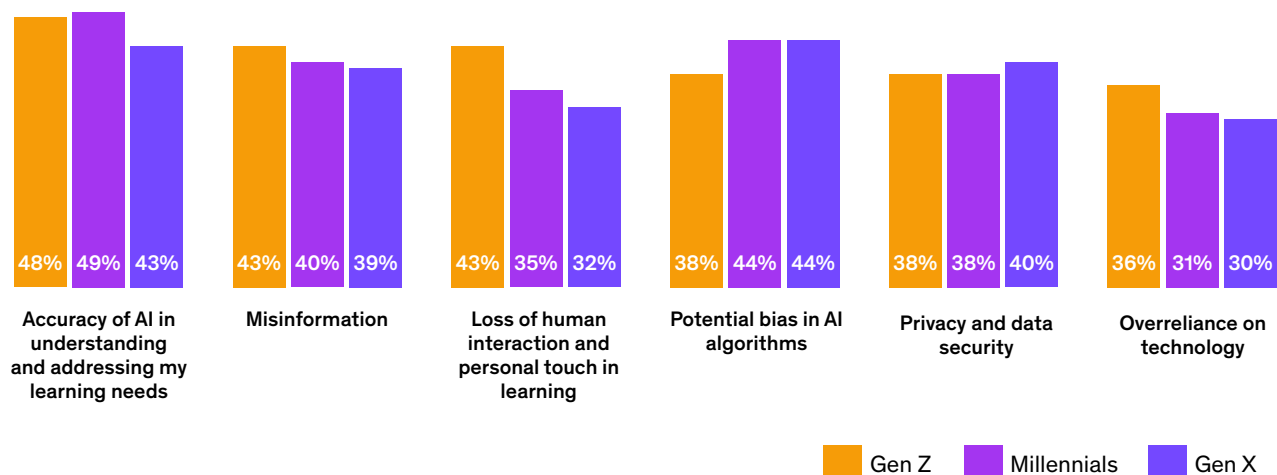
Looking at the concerns that Gen Zers have regarding AI-supported learning helps explain why they are more hesitant than other generations to engage with it. In our data, Gen Z shows more concern about AI accuracy than Gen X (48% Gen Z vs 43% Gen X). All generations are concerned about GenAI's potential to introduce bias in their learning experiences, with over a third of participants in each generation indicating that this is a concern (Gen Z at 38% vs Millennials / Gen X at 44%). These factors align with — and could help explain — a recent [EY](#) finding that Gen Z uses AI at work the least (63%) compared to Gen X (70%) and Millennials (74%).

It may well be that Gen Zers, as individuals who have spent most of their lives steeped in digital experiences, are more likely to have a critical perspective on the relative values and weaknesses of any new technologies, including GenAI.

Concerns about leveraging AI for personalized learning experiences across generations

SURVEY QUESTION

What concerns do you have about AI-driven personalized learning experiences? Select all that apply.



Developing a learning strategy to help deliver what Gen Z wants from work

The findings in this report show us that many stereotypes exist about Gen Z among older generations, but that the picture our Gen Z survey takers paint is nuanced. This implies that Gen Z has a hill to climb when it comes to navigating the opinions of older generations at work. In order to effectively welcome and integrate the youngest generation into the workplace, it's important for organizational leaders to both better understand Gen Zers themselves and actively address the need for all employees to check generational stereotypes at the door. This applies not only to the youngest workers but all generations — such as the assumption that Boomers are not capable technology users.

According to Lindsay Pollack, speaking about Managing Across Generations on Udemy's [Leading Up](#) podcast, “Understanding what Gen Z wants is perhaps less important than how they want it. There are three words I would use that I think everybody wants at work and they want in very different ways. And the words are freedom, clarity, and connection.” Pollack goes on to discuss how each generation looks to achieve these things differently. In other words, Gen Zers, like every other set of humans to come before them, want the same primary things from work. It's just that how they define those things is different than Millennials, Gen Xers, and Boomers.

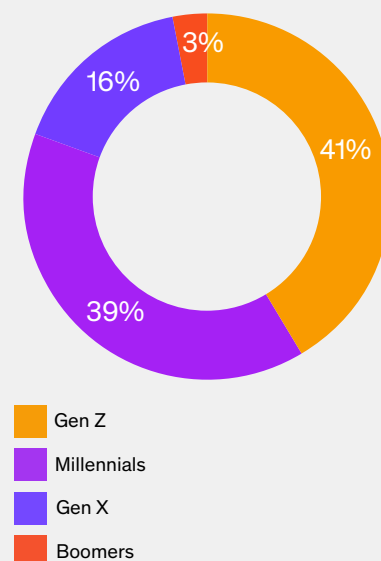
Learning will be an area of opportunity for leaders of all levels to offer Gen Z employees their freedom, clarity, and connection in the ways that it serves them — and their organizations — best.

Contact us to discuss how [Udemy Business](#) can help you engage Gen Z employees in workplace learning.

Data methodology:

This report's insights are derived from a quantitative survey that Udemy ran from April 1st to May 7th, 2024. We gathered results from 6,677 multigenerational global learners across 10 countries: Australia, Brazil, China, Germany, India, Japan, Mexico, South Korea, the United Kingdom, and the United States. Respondents were sourced both from panels and among Udemy users.

The breakdown of respondents by generation appears below.



**Due to sample size, Boomers were removed from analysis across generations but included in the aggregate data.*

About Udemy Business

Udemy transforms lives through learning by ensuring everyone has access to the latest and most relevant skills.

Udemy Business powers possibilities by enabling employers to offer on-demand learning for all employees, immersive learning for tech teams through Udemy Business Pro, and cohort learning for leaders through Udemy Business Leadership Academy. With our Intelligent Skills Platform, we provide a complete learning solution that drives relevant learning at scale so organizations can build agile workforces and achieve critical business outcomes.

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