



Kahoot! ZetaPulse Gen Z Workforce Study

Empowering employee voices, fostering teamwork,
and unlocking the future of learning and work

Contact us today at 360@kahoot.com to discuss how Kahoot! 360 can help you build a thriving workplace.



Kahoot! Highlights

9B+

non-unique participants
since launch

200

countries and regions
hosting and joining
kahoot sessions

604K

paid business subscribers

97%

of the Fortune 500 have
employees using Kahoot!

82%

of Gen Z desk workers
in the USA have used
Kahoot! before

In 2023, Kahoot! turned 10 years old. We have grown up alongside Gen Z, from middle school all the way to the workforce. According to the World Economic Forum, Gen Z will make up 30% of the workforce by 2025. Meanwhile, 82% of Gen Z desk workers in the USA have used Kahoot! before: some at school, some in higher education, and some at work. That's why we're launching this ZetaPulse, to provide insight for companies into Gen Z—or “generation Kahoot!” as we see them—because in many ways they embody our mission of making learning awesome.

Key Takeaways

Each year, more members of Gen Z enter the working world, making this generation an increasingly important part of the workforce. Our research shows that Gen Z knowledge workers have specific needs and challenges, including:

- 9 in 10 report experiencing social anxiety in the workplace
- Gen Z is hungry for learning and development - particularly to build their soft skills
- Many Gen Z'ers don't feel comfortable sharing knowledge or input

If employers want to help their Gen Z employees bring their A-game, they need to consider:

- Experimenting with innovative approaches to communication which address social anxiety and bring out the best in Gen Z employees
- When training Gen Z, keep it quick and real

Kahoot!'s offerings for businesses provide key solutions for training and communication and have been experienced by 82% of Gen Z because they boost engagement and create a safe and non-judgmental environment to learn and collaborate, and beyond.

Discover more in the results below, and contact us today at 360@kahoot.com to discuss how Kahoot! 360 can help you build a workplace where all employees can thrive.



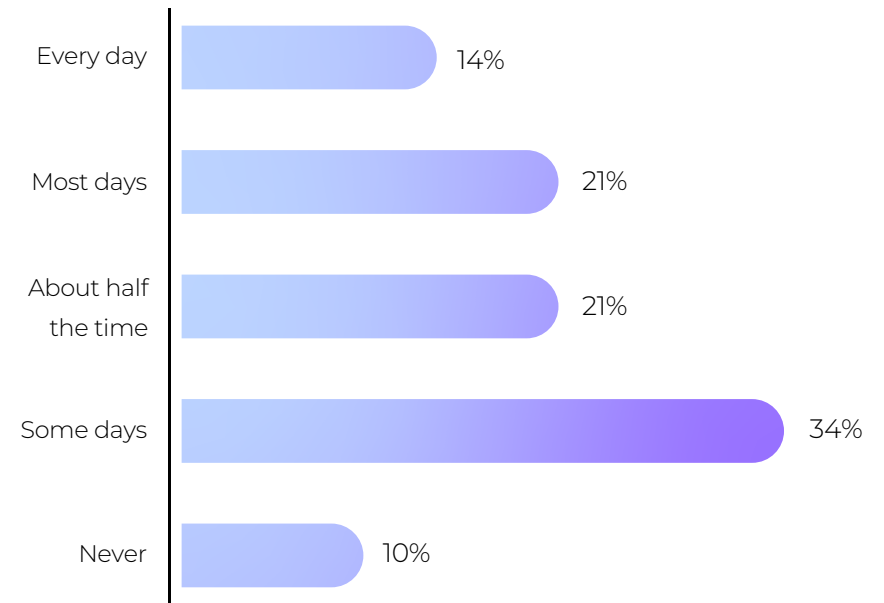
9 in 10 Gen Z employees experience social anxiety at work

Widespread social anxiety among Gen Z knowledge workers could have a significant impact on teamwork, collaboration, innovation, and more.

While Gen Z is often noted as an outspoken generation, this may not translate into ease and confidence in a work environment. 90% of Gen Z knowledge workers surveyed said they experience social anxiety in the workplace, with 56% reporting feeling it at least half the time. Social anxiety was most commonly reported in the education, finance, and construction sectors, with manufacturing and professional services seeing the lowest. This incidence of social anxiety among Gen Z at work may point to a lack of connection throughout teams, and a need for companies to help Gen Z break the ice with coworkers.

Tip: Instead of starting meetings or events with awkward silences or small talk, help employees break the ice with a kahoot session that sparks curiosity, fosters interactivity, and gets people feeling comfortable together as a team.

GRAPH: How often do you have social anxiety in the workplace?



Among the positives of using Kahoot!, we've discovered how the tool engages all participants, which is perhaps driven by the competitive, social nature of Kahoot!."
—Arnaud Jay, Head of Culture, Safety, and Training, SNCF

Many Gen Z'ers don't feel comfortable sharing their knowledge or input

Gen Z employees' discomfort with giving presentations and being called on in meetings could prevent them from contributing valuable knowledge and perspectives.

When Gen Z'ers were asked when they feel anxious with workplace communication, asking for a raise topped the charts at 48%. However, this was closely followed by regular, even daily, activities that are key to team collaboration and knowledge sharing: 38% said they feel uncomfortable being asked unexpectedly to share their opinion in meetings, and 44% when they are asked to present. This aligns with our previous findings that 77% of Gen Z employees say they have valuable knowledge they have not shared with their coworkers, the highest rate of any generation.

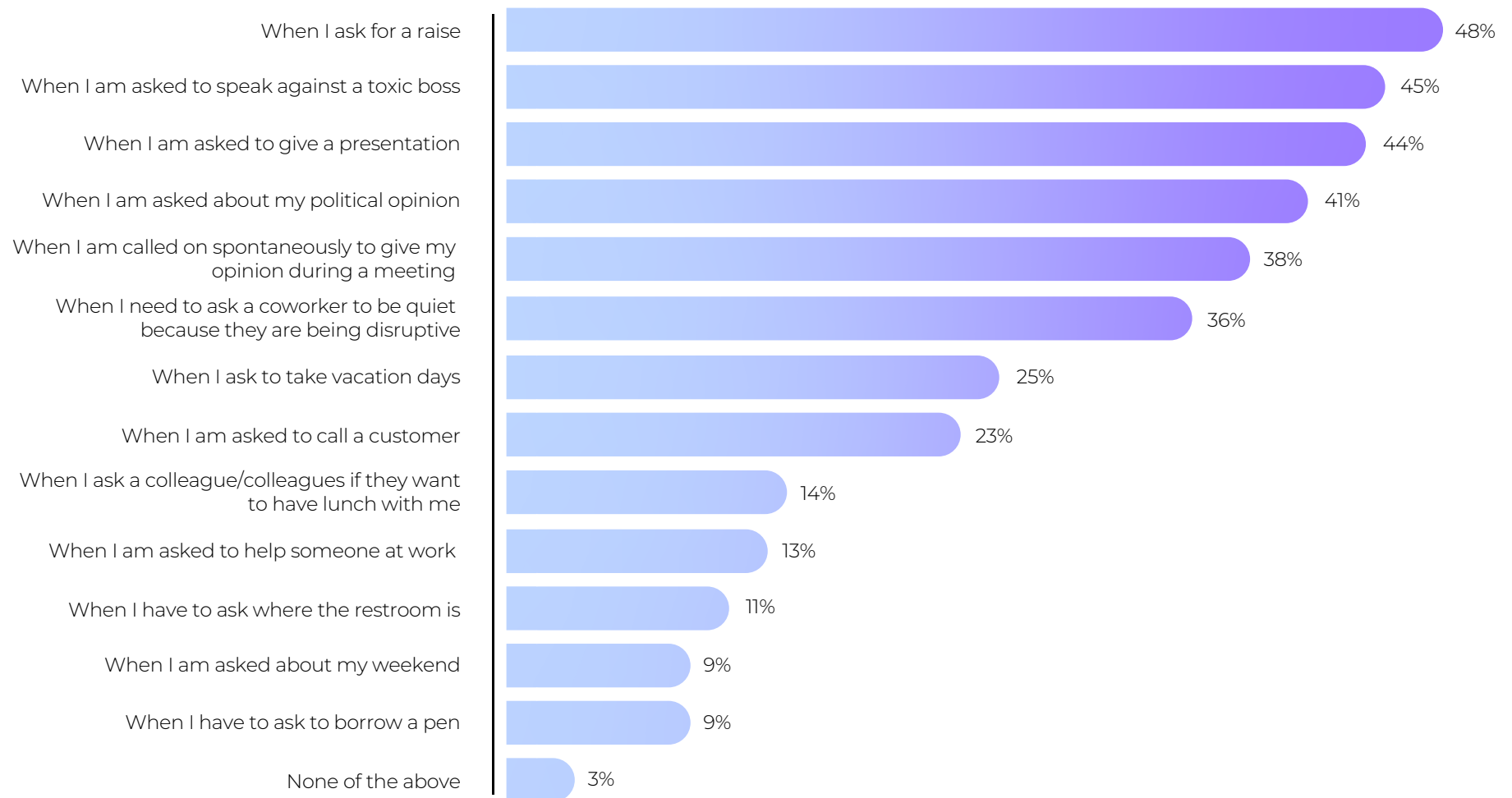
This unease may be rooted in a lack of preparation in formal education. When asked what soft skills their education provided, networking ranked lowest at 32%, versus critical thinking, the highest rated, at 51%. 53% of Gen Z employees also said creating a safe, non-judgmental environment would encourage them to proactively participate and offer their input.

Tip: Employees feeling nervous to give presentations? With Kahoot!'s interactive presentations, anyone can easily create presentations that are sure to engage the audience. Likewise, Kahoot!'s brainstorm feature provides an anonymous, safe, and non-judgemental environment for employees to spontaneously share their opinions or ideas.



Many Gen Z'ers don't feel comfortable sharing their knowledge or input

GRAPH: What aspects of traditional communication at work make you feel uneasy or nervous?



Soft skills training, peer-based and self-directed learning emerge as top Gen Z priorities

Gen Z employees want employers to focus on helping them develop their soft skills, and facilitate more peer-to-peer and independent learning.

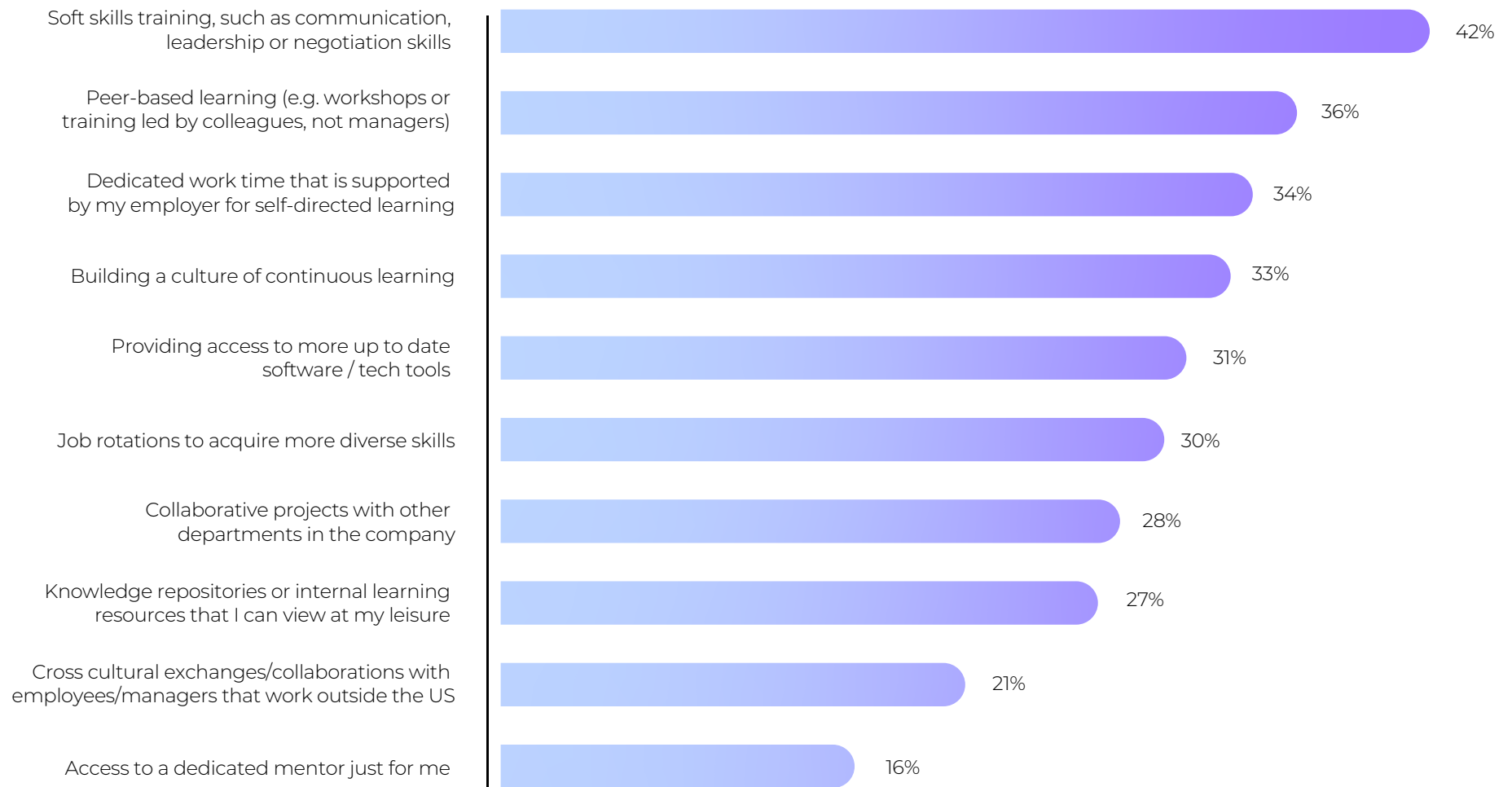
While facing these challenges of workplace social anxiety, Gen Z'ers are calling for support with building soft skills—including communication, negotiation, and leadership—with 42% saying this should be their employer's main training focus area. This is even higher for women at 48%, versus 36% of male respondents. Peer-based learning followed as the second most-requested area at 36%, and self-directed learning at 34%.

Tip: Unlock the hidden talents and valuable knowledge within your team by using Kahoot! to facilitate peer-to-peer learning. With Kahoot!, any employee can create an engaging, interactive learning session, presentation, or even course to challenge their team members and share their knowledge and skills.



Soft skills training, peer-based and self-directed learning emerge as top Gen Z priorities

GRAPH: What areas do you believe your current employer should focus on this year to address any skills gap you may have?



When training Gen Z, make it quick and keep it real

For Gen Z, work and play don't need to be divided, but do leverage microlearning and base training on authentic experiences.

When asked how employers could make training and development more engaging, adding humor tied for the top spot with using authentic, employee-generated content, both at 31%. Micro-learning followed closely at 29%. This points to a desire among Gen Z'ers for more human learning experiences at work—especially those enabling them to learn from their peers and build community—as well as training that is more flexible, accessible, and easier to fit into busy schedules.

Tip: With Kahoot!, you can create tailored experiences that are sure to be crowd-pleasers with Gen Z. Deliver bite-sized, game-based experiences to boost engagement and help maximize impact. Get creative and customize your learning sessions, presentations, or courses to let your personality and sense of humor shine through, and encourage Gen Z employees to do the same when they share knowledge with their team.



“Kahoot! is a key part of our toolbox, and it works really well for our audience as they're young and love Kahoot!...When we play it in live sessions, it's the moment that everyone wakes up, so we get this non-verbal feedback that it's really working a lot.”
—Alessandro Ferrario, Candidate Engagement Specialist, The Adecco Group

How do you believe communication approaches should evolve in the workplace to better appeal to Generation Z?

Incorporate more comedy/humor into learning and development opportunities

31% rank **1 / 2**

Use popular memes to create humorous and shareable content that resonates with Gen Z's company culture

28% rank **4**

Ditch the traditional, formal email sign offs (e.g. Best, Thanks, Sincerely, etc) in favor of more authentic email communications

26% rank **7**

Leverage chatbot technology to provide instant and personalized communication support, delivering information and assistance in a conversational manner

20% rank **10**

Use more employee-generated content to showcase authentic experiences and foster a sense of community

31% rank **1 / 2**

Organize immersive offline experiences, such as pop-up events or interactive installations, to bridge the gap between online and offline communication

27% rank **5 / 6**

Implement audio-based communication strategies, such as podcasts or audio messages to cater to Gen Z's preference for multitasking and consuming content on-the-go.

25% rank **8 / 9**

Create micro-learning opportunities through bite-sized educational videos or interactive tutorials that align with Gen Z's desire for continuous learning and personal growth

29% rank **3**

Utilize Tik Tok and real influencers to deliver messages in a relatable and authentic way

27% rank **5 / 6**

Experiment with new communication channels like augmented reality experiences. Explore gamified communication strategies where Gen Z can unlock exclusive content or rewards by interacting with messages or completing challenges

25% rank **8 / 9**

Gen Z are leveraging AI for skill development, career advancement, and productivity

Generative AI is now playing an important role in many employees' learning and development, job performance, and more.

More than 3 in 4 Gen Z knowledge workers report utilizing the popular AI chatbot ChatGPT across a wide variety of uses. Writing assistance is currently the top use for Gen Z at 27%, with 25% using it to learn new skills, 24% for assisting with research and problem solving, and 20% for supporting verbal communication development. Highlighting Gen Z workers' proactive efforts to learn new skills, increase productivity, and advance in their career, these stats underscore the potential for AI to play a key role in the future of corporate learning and development.

Tip: Create high-quality engaging content for any professional audience in seconds with the AI-powered Kahoot! question generator. Bring training sessions or presentations to life with automatically generated kahoot questions on any topic. With this new feature, it's easier than ever for any employee to create engaging learning content they can use to share their knowledge with their team.

GRAPH: How do you use ChatGPT to advance or support your own career development at work, if at all?

