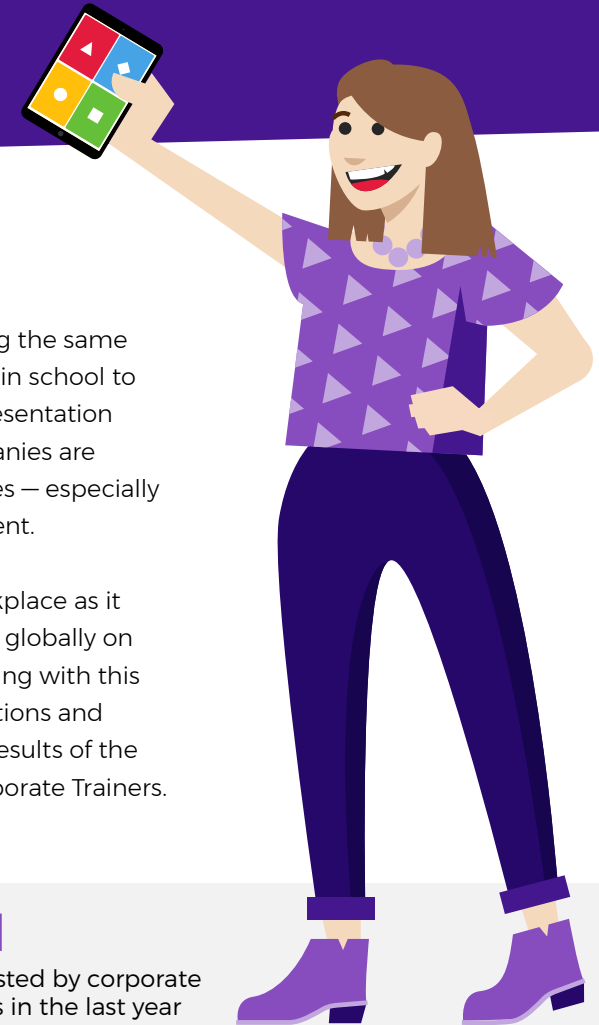# Kahoot!

Gen Z in the workplace

How to train and inspire them

Kahoot!'s annual EdTrends Report for Corporate Trainers highlights trends and insights in corporate training for the latest generation to enter the workforce: Generation Z.

Introduction

You've heard a lot about Millennials: now, here comes another generation that is about to dramatically change the workplace. They have many different names — from Generation Z to digital natives — and they are about to enter the workforce in millions over the next few years.

Generation Z, the generation born after 1995, totals 67 million people in the United States alone and is one that has not known a world without smartphones and social media. They are used to having access to the latest technology not only at home but also in school and college.

It's no surprise that they expect the best technology in the workplace for all purposes. Kahoot! is an instant favorite amongst this demographic, and we're seeing the same generation transitioning from using Kahoot! in school to using it in the workplace for training and presentation purposes. Today, 97% of Fortune 500 companies are using Kahoot! to engage and train employees — especially as companies grapple with lower engagement.

To understand trends and habits in the workplace as it relates to Gen Z, we surveyed business users globally on our platform about their experience in working with this generation, and what they think their aspirations and expectations are at work. You can view the results of the survey in our latest EdTrends Report for Corporate Trainers.

Kahoot! Highlights

70M+ Monthly active users

1M Corporate monthly active users

97% Fortune 500 companies using Kahoot!

2.5M Games hosted by corporate employees in the last year

Mobile and interactive tools are go-to learning tech for Gen Z

As the workplace gets ready to cater to Generation Z entering the workforce, trainers are preparing to update to the latest tools and technologies to keep these digital natives engaged.

62% of of trainers surveyed said Gen Z employees prefer using mobile apps for training in the workplace and 48% of them picked online learning tools. Training with videos and social media prove to be popular with Gen Z, as 39% and 34% of trainers picked these options respectively.
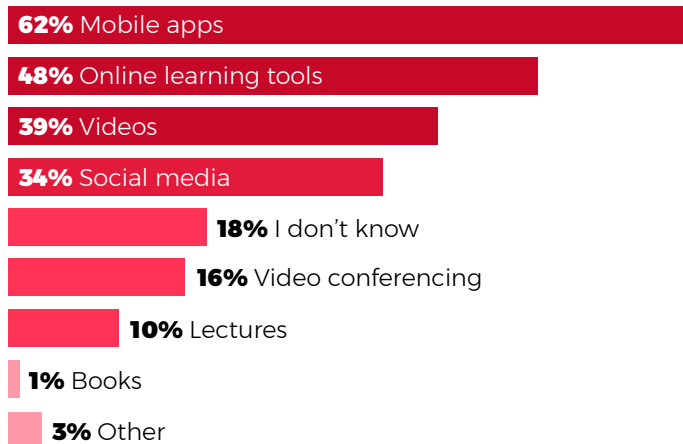
When asked what they did to modify training for Gen Z employees, most of the suggestions included interactive

tools, videos, mobile and gamification. Almost half of trainers modify training to cater to Gen Z already.

The top 3 answers when asked how trainers would modify their training practices for Gen Z employees
· Interactive, hands on training
· Gamified training
· Using mobile devices

What kind of technology/tools do Generation Z employees prefer to use for training in your workplace?

- **62%** Mobile apps
- **48%** Online learning tools
- **39%** Videos
- **34%** Social media
- **18%** I don't know
- **16%** Video conferencing
- **10%** Lectures
- **1%** Books
- **3%** Other

Do you modify your training practices in order to cater to Generation Z [age 18–24] employees at your workplace?

- **52%** No
- **48%** Yes
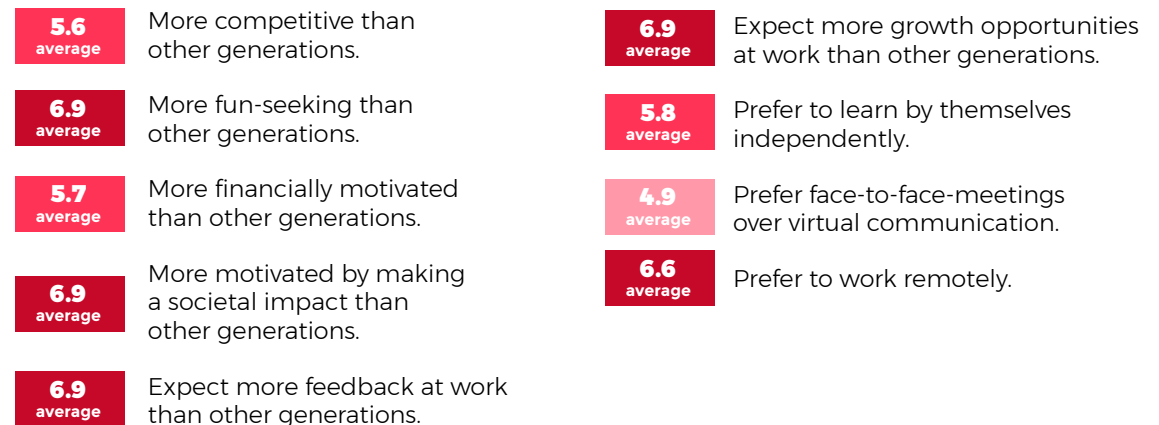
Perceptions about Gen Z in the workplace

We asked non-Generation Z business users on our platform about their opinions on Generation Z in the workplace and what motivates and inspires them.

Gen Z employees are perceived by their older colleagues to expect more feedback at work

than other generations, expect more growth opportunities at work than other generations, and are more motivated by making a societal impact than other generations. Non-Gen Z workers agree they are also more fun-seeking than other generations.

Do you think Gen Z are...
10=strongly agree and 1=strongly disagree

5.6 average — More competitive than other generations.

6.9 average — More fun-seeking than other generations.

5.7 average — More financially motivated than other generations.

6.9 average — More motivated by making a societal impact than other generations.

6.9 average — Expect more feedback at work than other generations.

6.9 average — Expect more growth opportunities at work than other generations.

5.8 average — Prefer to learn by themselves independently.

4.9 average — Prefer face-to-face-meetings over virtual communication.

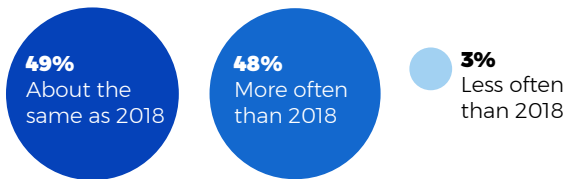**6.6** average — Prefer to work remotely.

Kahoot!

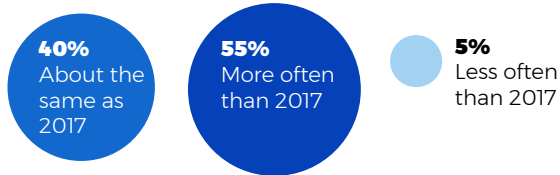## Trainers still prefer the classroom

In the survey, we asked corporate trainers an additional set of questions. Trainers are still delivering training through traditional methods - in fact 81% of them said they deliver training in a classroom/meeting room together with learners, and 38% said they deliver it in a large conference/seminar room.

Nearly half of trainers (49%) said they expect to train about the same amount in 2019 as in 2018, with 48% saying they expect to train more in 2019. This proves that training remains a consistent priority. Last year, 55% of trainers said they expect to train more often the following year and 40% expect to train the same the following year.
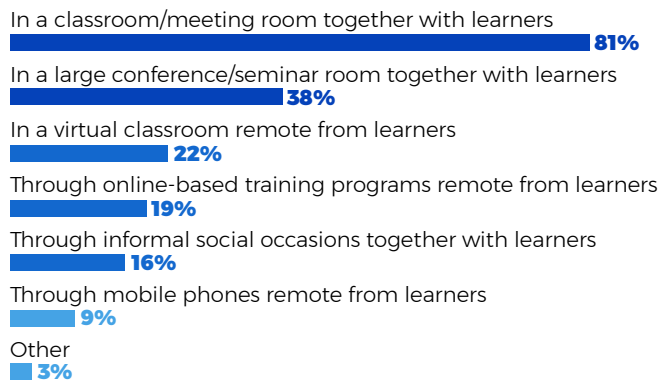
Looking ahead to 2019, how often do you expect to deliver training?

49% About the same as 2018

48% More often than 2018

3% Less often than 2018

Looking ahead to 2018, how often do you expect to deliver training?

40% About the same as 2017

55% More often than 2017

5% Less often than 2017

How do you deliver training?

In a classroom/meeting room together with learners
81%

In a large conference/seminar room together with learners
38%

In a virtual classroom remote from learners
22%

Through online-based training programs remote from learners
19%

Through informal social occasions together with learners
16%

Through mobile phones remote from learners
9%

Other
3%

Workers want game-based learning

Today, most workers said they are trained through traditional training methods such as in-classroom learning (61%) and 49% are trained on the job. Video training is quite popular (43%) and about one in four workers are being trained by using gamification methods.
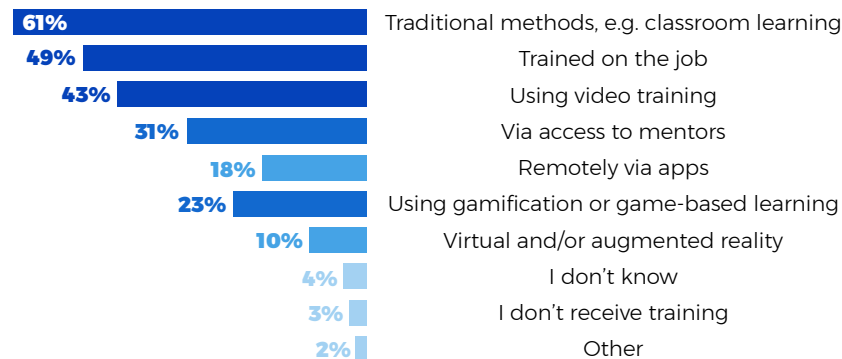
However, things change when business users are asked how they prefer to be trained in the workplace. Almost half of all workers (48%) would like to be trained using gamification or game-based learning methods, 42% want to be trained on the job showing that hands-on learning is

important - 1 in 4 workers want to be trained through virtual reality or augmented reality, and 1 in 4 workers want to be trained remotely via apps.
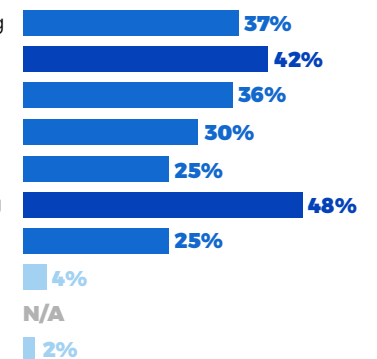
When asked what is the one thing they want to change the way they learn at work, the top three answers were:
· More hands-on and interactive training
· Flexibility
· More time allocated for training

How are you currently trained in the workplace? / How would you prefer to be trained in the workplace?

How are you currently trained		How would you prefer to be trained
61%	Traditional methods, e.g. classroom learning	37%
49%	Trained on the job	42%
43%	Using video training	36%
31%	Via access to mentors	30%
18%	Remotely via apps	25%
23%	Using gamification or game-based learning	48%
10%	Virtual and/or augmented reality	25%
4%	I don't know	4%
3%	I don't receive training	N/A
2%	Other	2%

Kahoot!

December 2018
Kahoot! EdTrends Report
for Corporate Trainers

It's official: formal measurement of learning outcomes on the rise

Trainers are developing more sophisticated ways of measuring learning outcomes, with a total of 72% saying they measure either by using reports and analytics, through a Learning Management System, or by the number of certifications awarded after training.

Still, that number lags behind the percentage of trainers that use informal measurement methods (85%) such as conducting surveys with employees after training or having informal discussions.

17% of trainers still don't formally measure learning outcomes.

Gamification helps retain knowledge and boost performance

Trainers today agree that employees at their organization gain new skills and knowledge after training and are engaged and have fun while training. The rating on whether employees are engaged and having fun while training marginally increased compared to last year.

Trainers do not necessarily agree or disagree that they receive enough funding for training with an average rating of 5.3 out of 10 which did decrease compared to last year (5.7).

Interestingly, the one area which had an overwhelming agreement from respondents is when they were asked if gamification in training helps employees to retain knowledge and improve performance — scoring an average rating of 8.1 out of 10 (increasing from 8.0 the previous year).

How do you measure learning outcomes?

By conducting surveys with employees after the training
48%

By informally discussing with employees after the training
37%

Through reports and analytics built into the training tools I use
31%

Through my organization's Learning Management System (LMS)
28%

I do not formally measure learning outcomes
17%

By the number of certifications awarded after the training
13%

Employees at my organization...
10=strongly agree and 1=strongly disagree

5.3 average	2017 avg: 5.7 (-0.4 YoY)	**6.6** average	2017 avg: 6.3 (+0.6 YoY)	**7.8** average	2017 avg: 7.2 (+0.6 YoY)	**8.0** average	New question for 2018	**8.1** average	2017 avg: 8.0 (+0.1 YoY)
I receive enough funding for training		I am able to track and analyze the learning progress of employees		Are engaged and have fun while training		Gain new skills and knowledge after training		Gamification in training helps employees to retain knowledge and improve performance	

Demographics

For general inquiries, email **business@kahoot.com**
For press inquiries, email **press@kahoot.com**

Which country do you live in?

50%
United States

7%
Canada

4%
Mexico
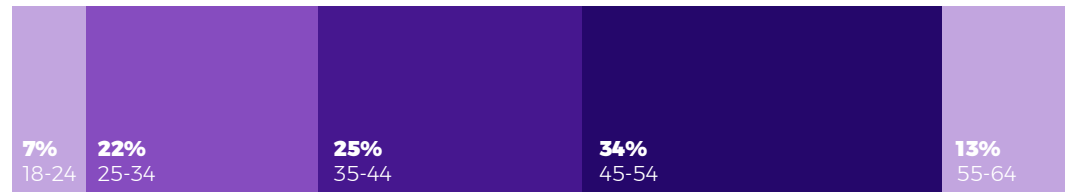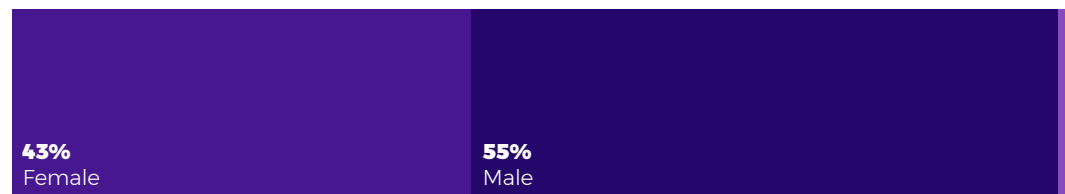
1%
each
Australia
Belgium
Brazil
China
France
Greece
Japan
Maldives
Netherlands

Pakistan
Qatar
Russia
Sri Lanka
Switzerland
Taiwan
Thailand

3%
each
Indonesia
Norway
Singapore
United Kingdom

2%
each
Colombia
Malaysia
Portugal
Spain

Methodology

The report is based on a global survey of 398 Kahoot! business users in October and November 2018.

What is your age group?

| **7%** 18-24 | **22%** 25-34 | **25%** 35-44 | **34%** 45-54 | **13%** 55-64 |

What is your gender?

| **43%** Female | **55%** Male | **1%** Prefer not to say |