Kahoot!
Report

Gen Z After One Year On The Job

12B+

non-unique participants since launch

50M+

annual participants from workplaces globally

97%

of the Fortune 500 use Kahoot! to engage employees

Kahoot! 360 - the ultimate workforce engagement platform, empowers professionals, teams and organizations of all sizes and industries to improve employee performance, productivity and retention. With Kahoot! 360 companies can transform the way they conduct meetings, host events, deliver training, onboard new starters and communicate with their teams.

This report is based on polling conducted by OnePoll in Sep/Dec 2025. Surveying 2,000 UK office workers aged between 21-25, who have recently graduated from university and are new to a corporate environment, the findings provide an invaluable insight into Gen Z's workplace reality. Often defined by bias, stress and uncertainty, in spite of this, the first generation of truly digitally native office workers' are clear in what they value most: belonging, recognition, personal growth, and a sense of purpose.

This report provides a detailed snapshot of Gen Z's workplace experience and expectations.

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Kahoot! Report - Gen Z One Year On The Job

Considered as the first 'digital-native' generation, Generation Z (those born between 1997 and 2012) are the first demographic to grow up with the internet, smartphones, and social media from a very young age. Helping to shape their behaviors, views and interactions, Gen Z brings fresh ideas, beliefs and motivations to the workplace. Understanding these and identifying the unique challenges, and opportunities, they bring with them should be essential for all businesses.
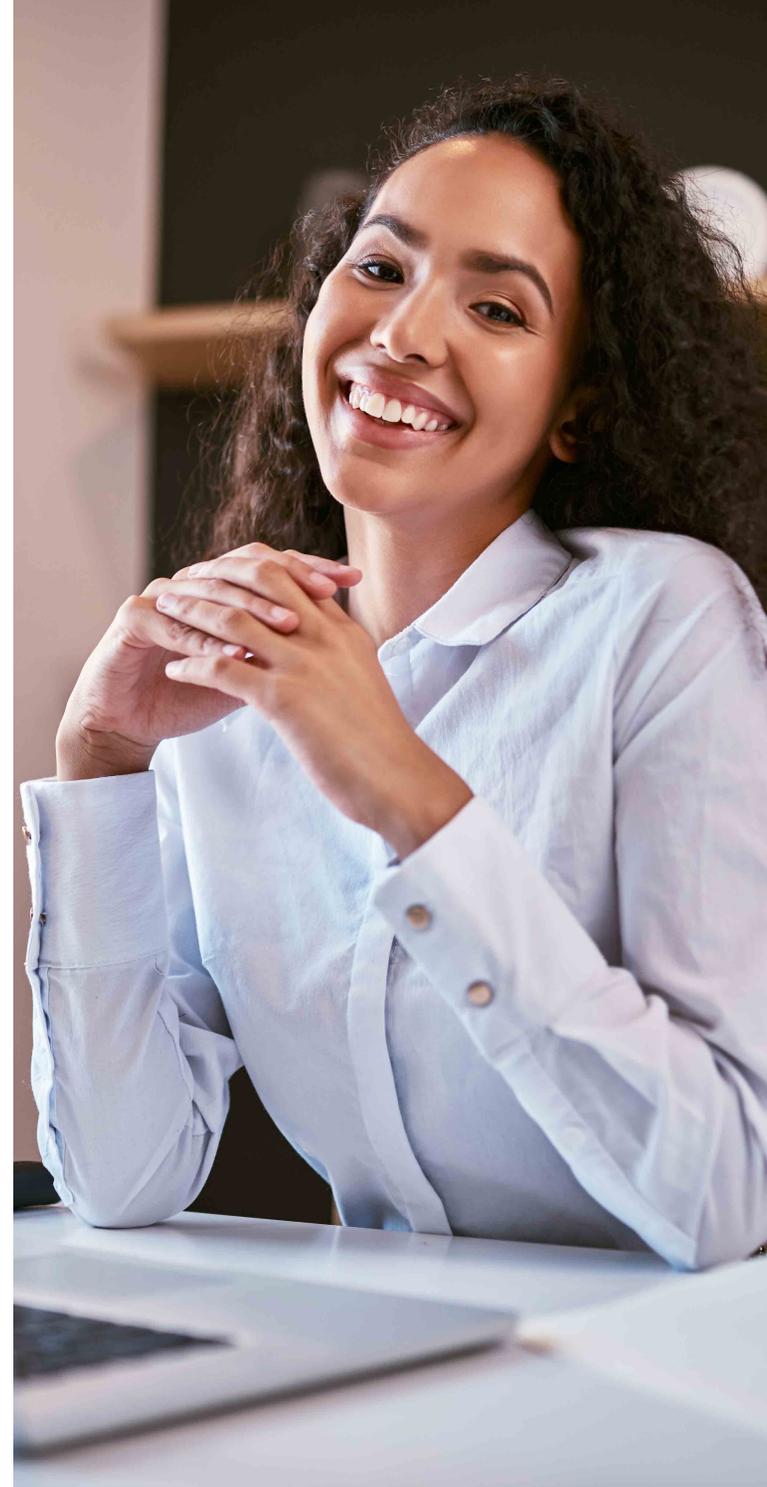
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PART 1: TENSIONS, ADJUSTMENTS, ENGAGEMENT AND AMBITION

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Part 1: Tensions, adjustments, engagement and ambition

Key takeaways

◦ **47%**   ◦ **39%**   ◦ **68%**

- **47%** have been criticised for being "too passionate" or outspoken.
- **39%** have seriously considered quitting within their first year.
- **68%** admit to feeling out of their depth at work.

- When asked what employers could learn from schools and universities in terms of training, **31%** said they wanted learning to be fun and gamified.
- When asked what would best improve their sense of belonging, **half of respondents** pointed to supportive team relationships as a key driver.
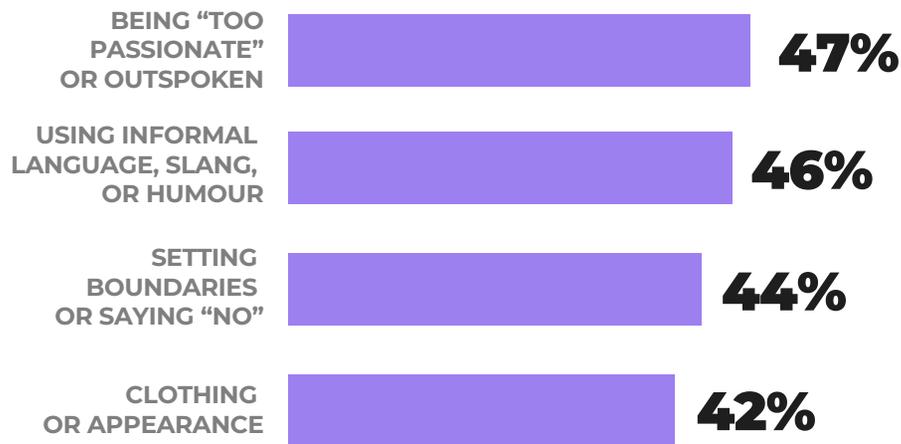
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A generational culture clash is dividing and disrupting workplaces

Every new generation in the workforce brings with it fresh perspectives and new ways of doing things but for Gen Z, their approach does not seem to be welcomed. Nearly half of Gen Z office workers (44%) surveyed say they have faced criticism from older colleagues because of their age.

Among those employees, the largest number (47%) reported criticism for being "too passionate" or outspoken, and 44% have faced negative reactions for setting boundaries or saying "no." This underscores that for many Gen Z employees new to the workplace apathy is far from their driving motivation, as is often portrayed by the media. But that corporate life can often be at odds with Gen Z attitudes and ambitions, including prioritizing authenticity, purpose, and work/life balance.

Gen Z workers say they have also experienced judgment for using informal language, slang, or humour (46%) and clothing or appearance (42%), highlighting a clear need for more robust company culture building to bridge these generational social divides.

What types of discrimination/criticism did you experience from older colleagues? [Select all that apply]

BEING "TOO PASSIONATE" OR OUTSPOKEN	**47%**
USING INFORMAL LANGUAGE, SLANG, OR HUMOUR	**46%**
SETTING BOUNDARIES OR SAYING "NO"	**44%**
CLOTHING OR APPEARANCE	**42%**

[Percentages do not total 100% as respondents could select more than one answer]

Key Takeaway: Investing time and effort into building and maintaining company culture is key to overcoming generational tensions.

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Corporate culture involves a steep learning curve for new entrants, from communication to connection and beyond.

Starting at a new company will always require an adjustment period. This is true even for the most seasoned professionals, but especially if it's an employee's very first full-time position. For many Gen Zs, the experience of entering corporate life can feel akin to culture shock, which can be overwhelming for younger employees.
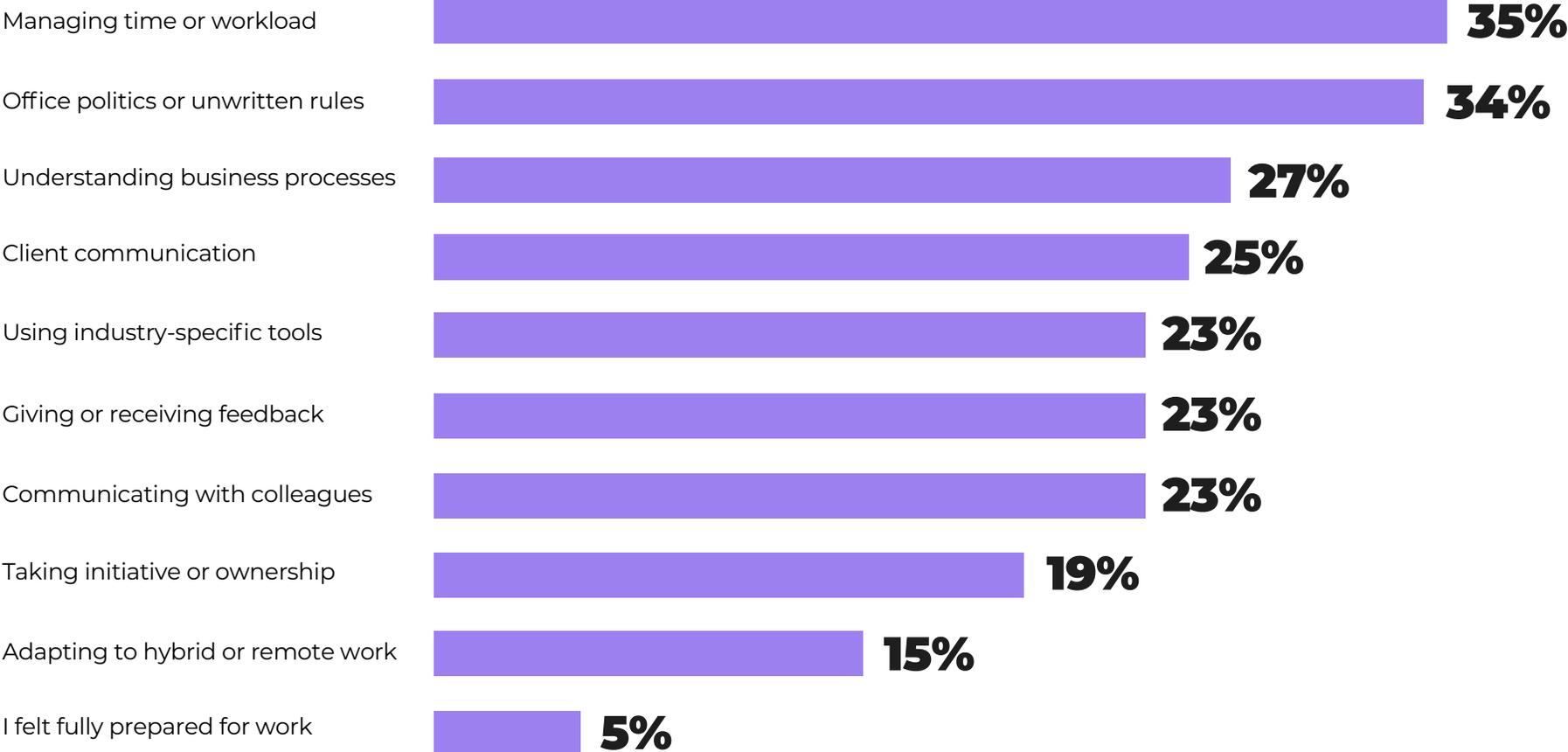
When asked what aspects of work culture were most surprising or unfamiliar when they first began working, the top response (33%) was being expected to answer emails or messages 24/7, followed by 29% calling out the number of meetings. Respondents also pointed to the loneliness of office life (27%), the role of politics in driving employee success (25%), and lack of performance feedback (22%), among other issues.

With so many younger workers caught off guard by core aspects of work life, it speaks to the importance of establishing clear expectations in the hiring, onboarding, and training processes. This not only strengthens accountability on both sides, but enables Gen Z workers to join the company better prepared to meet the challenges ahead.

Beyond this, organizations may also wish to use Gen Z employees' perspectives as "fresh eyes" to identify areas for improvement in workplace culture, such as work/life balance, team communication, and social connection among colleagues.
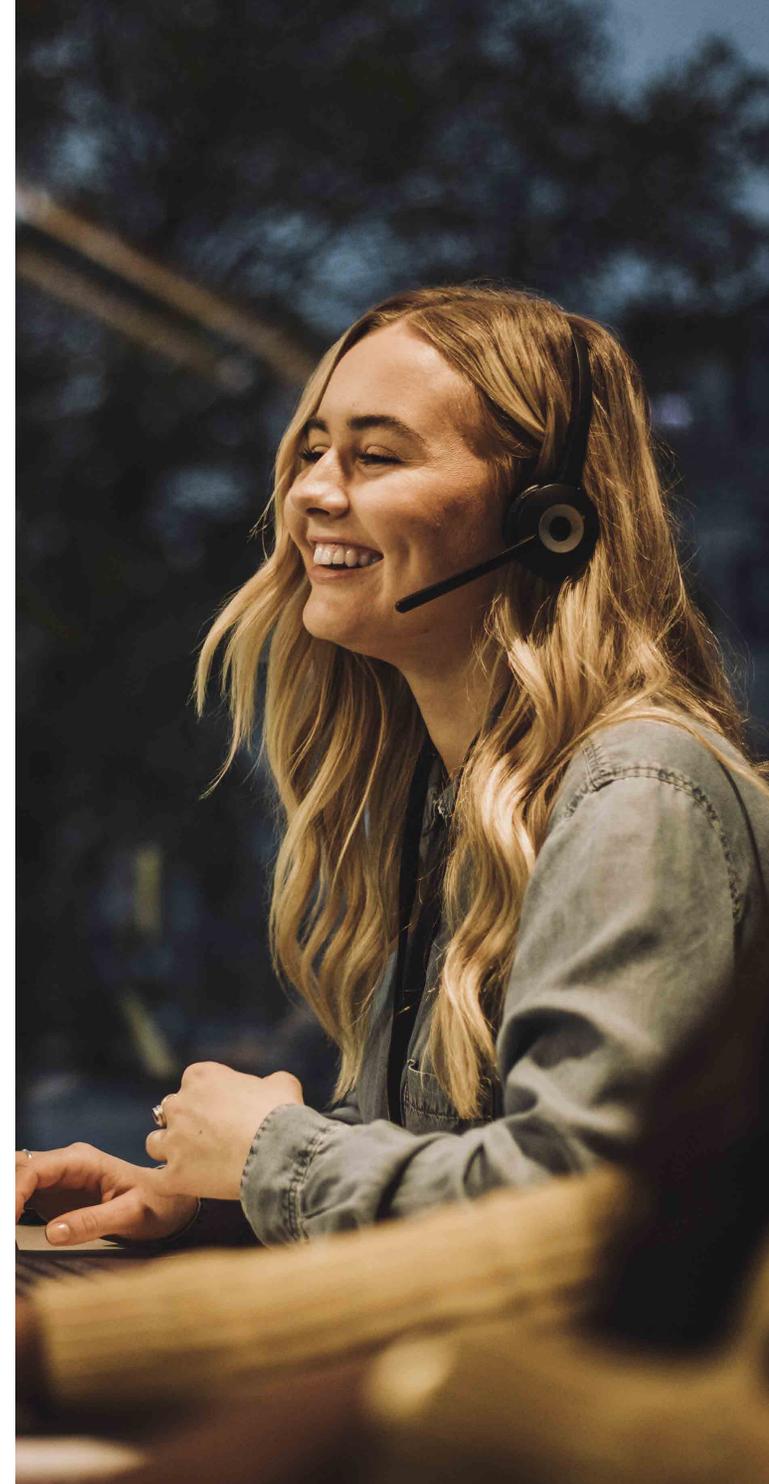
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What aspects, if any, of workplace culture felt most unfamiliar or surprising to you when you first started work? [Select up to three]

Category	Percentage
Managing time or workload	35%
Office politics or unwritten rules	34%
Understanding business processes	27%
Client communication	25%
Using industry-specific tools	23%
Giving or receiving feedback	23%
Communicating with colleagues	23%
Taking initiative or ownership	19%
Adapting to hybrid or remote work	15%
I felt fully prepared for work	5%

Key Takeaway: Aside from addressing common teething problems which many new starters encounter when entering the workplace, companies should continuously focus on maintaining and updating their onboarding and internal training assets. Keeping the content and its delivery both relevant and engaging enables new hires to acclimatize to the new organization and their teams more quickly and effectively.

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From time management to business processes, nearly all Gen Z workers felt lacking in key workplace skills

Entering the professional world brings new challenges for everyone, but with the rapid pace of recent change in the business world, Gen Z workers are facing a particularly uphill climb. More than two-thirds (68%) admit to feeling out of their depth at work as they struggle to cope with their job's tasks or expectations. Indeed, just 1 in 20 respondents felt they were fully prepared for work.

Unsurprisingly for new starters, when asked which areas they felt least prepared for when starting work, more than 1 in 3 (35%) of Gen Z office workers said managing their time or workload, indicating persistent time pressures and a need for support in building organisational skills.
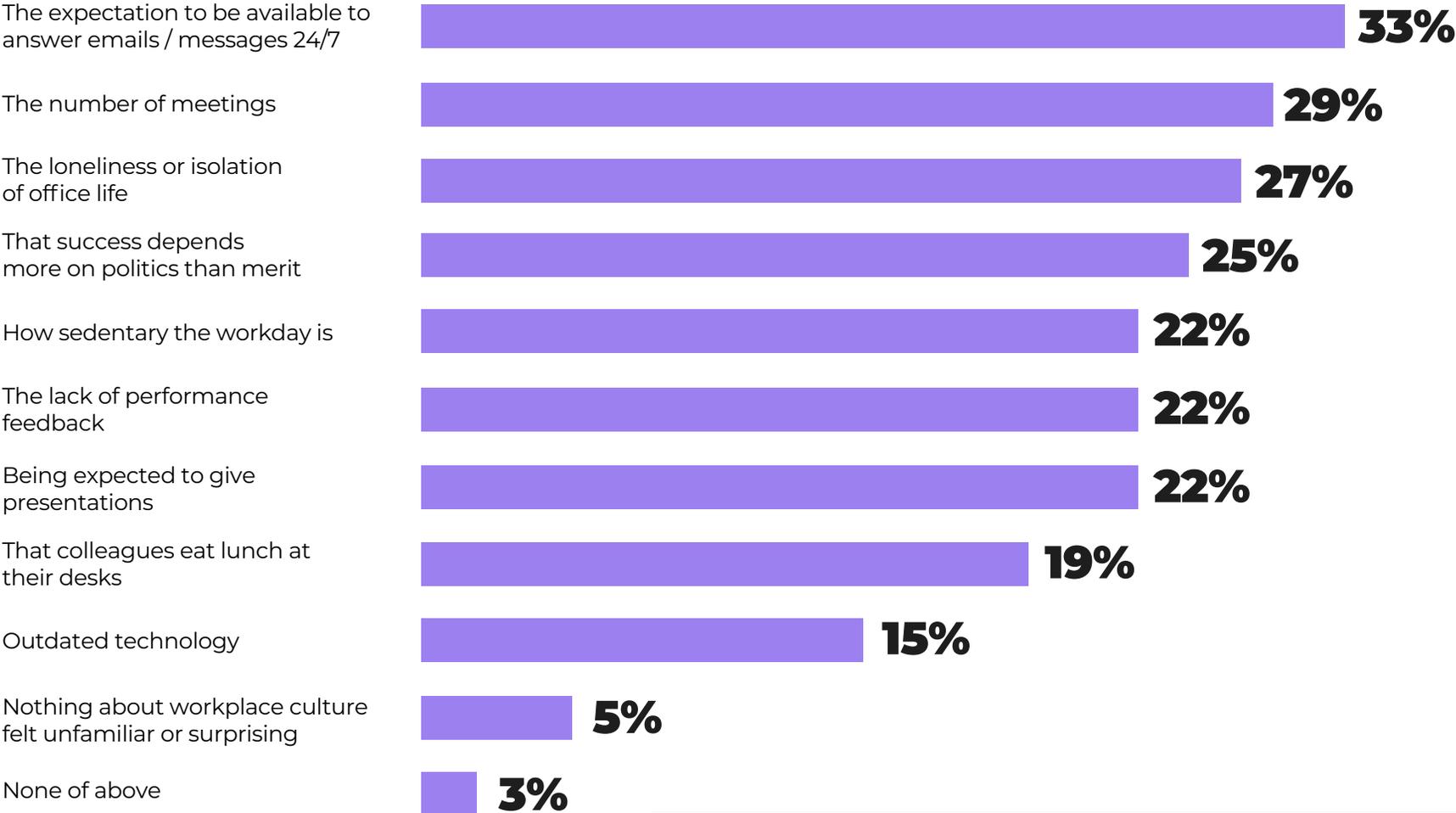
Approximately one quarter of Gen Z employees also say they felt unequipped to understand business processes (27%) as well as other vital job skills including client communication and tools of the industry. This underscores why quality onboarding and continuous training are critical for Gen Z employees to be successful.

Dealing with office politics or unwritten rules was another blind spot for 34% of Gen Z employees. As this can be a challenge for any new hire, it speaks to a larger need for soft skills across the entire workforce, including communication, cooperation, and even conflict resolution.

On the other hand, while many Gen Z'ers feel lacking in certain skills, they are also bringing vital digital competencies to their workplaces. More than half (57%) of Gen Z workers say they have had to teach their manager how to do a basic digital task, revealing a surprising trend of reverse mentoring.

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What aspects, if any, of workplace culture felt most unfamiliar or surprising to you when you first started work? [Select up to three]

The expectation to be available to answer emails / messages 24/7 — **33%**

The number of meetings — **29%**

The loneliness or isolation of office life — **27%**

That success depends more on politics than merit — **25%**

How sedentary the workday is — **22%**

The lack of performance feedback — **22%**

Being expected to give presentations — **22%**

That colleagues eat lunch at their desks — **19%**

Outdated technology — **15%**

Nothing about workplace culture felt unfamiliar or surprising — **5%**

None of above — **3%**

Key Takeaway: Setting, and consistently communicating, clear workplace and performance expectations during hiring, onboarding and training processes is an obvious, but sometimes overlooked success factor. As is providing informal opportunities for new employees to connect and engage with their colleagues across an organisation.

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Seemingly bucking global trends when it comes to workforce engagement, Gen Z workers' motivation builds as they acclimatize to corporate life

Overall employee engagement has recently seen a clear decline, with Gallup reporting global engagement falling for the first time in 4 years, now at 21%. In the UK, however, this number drops to just 10%, one of the lowest employee engagement rates in the world. What impact then will the emerging Gen Z workforce have on workplace engagement?

Though some may assume younger employees to be less invested in work, a staggering 73% of Gen Z'ers we surveyed say they feel engaged at work right now. Only 5% report feeling actively disengaged, while 22% describe themselves as "neither engaged nor disengaged."

Viewed in parallel with the findings from the rest of this survey, this response appears particularly unusual and contradictory. So, while valid statistically, one could question respondents' interpretation of the meaning of the term 'engaged' versus, for example 'motivated'.

When asked whether they have become more or less motivated at work since they began working, more than two-thirds (68%) say they're more motivated now than when they started. This suggests that despite the challenges Gen Z employees face in the workforce, they are also bringing valuable energy and passion to their organisations, and companies can continue nurturing this by supporting Gen Z employees' growth and development.

How engaged do you feel at work right now?

ENGAGED	**73%**
"NEITHER ENGAGED NOR DISENGAGED"	**22%**
ACTIVELY DISENGAGED	**5%**
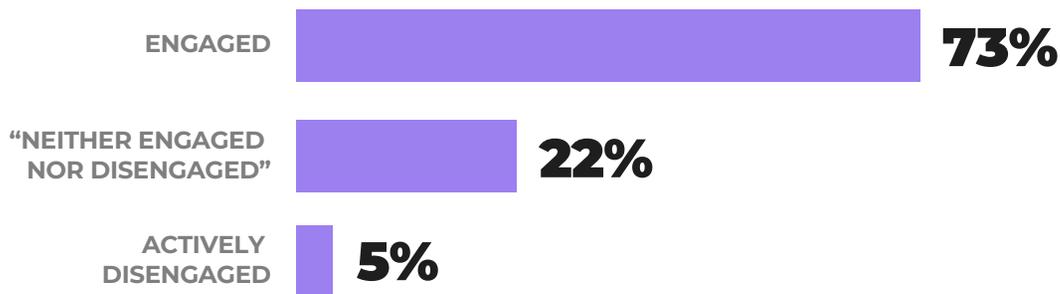
Key Takeaway: To enable ongoing talent development and professional growth companies should consistently look to integrate new and engaging training methods into their learning and development programs. In addition, providing personalized training material for employees, along with open access to learning materials and assessments can be hugely beneficial.

Kahoot!

Most Gen Z employees feel valued at work, but expect more when it comes to teambuilding and collaboration.

Engaged, motivated, and eager to express their views and perspectives, in spite of the potential for generational friction, the majority of Gen Z workers do feel they are being heard. When asked whether they feel their opinion matters/is taken seriously at work, over three-quarters of respondents (77%) felt their opinion did matter. The remaining 24% felt their opinions either didn't matter or they were unsure as to whether they were taken seriously.
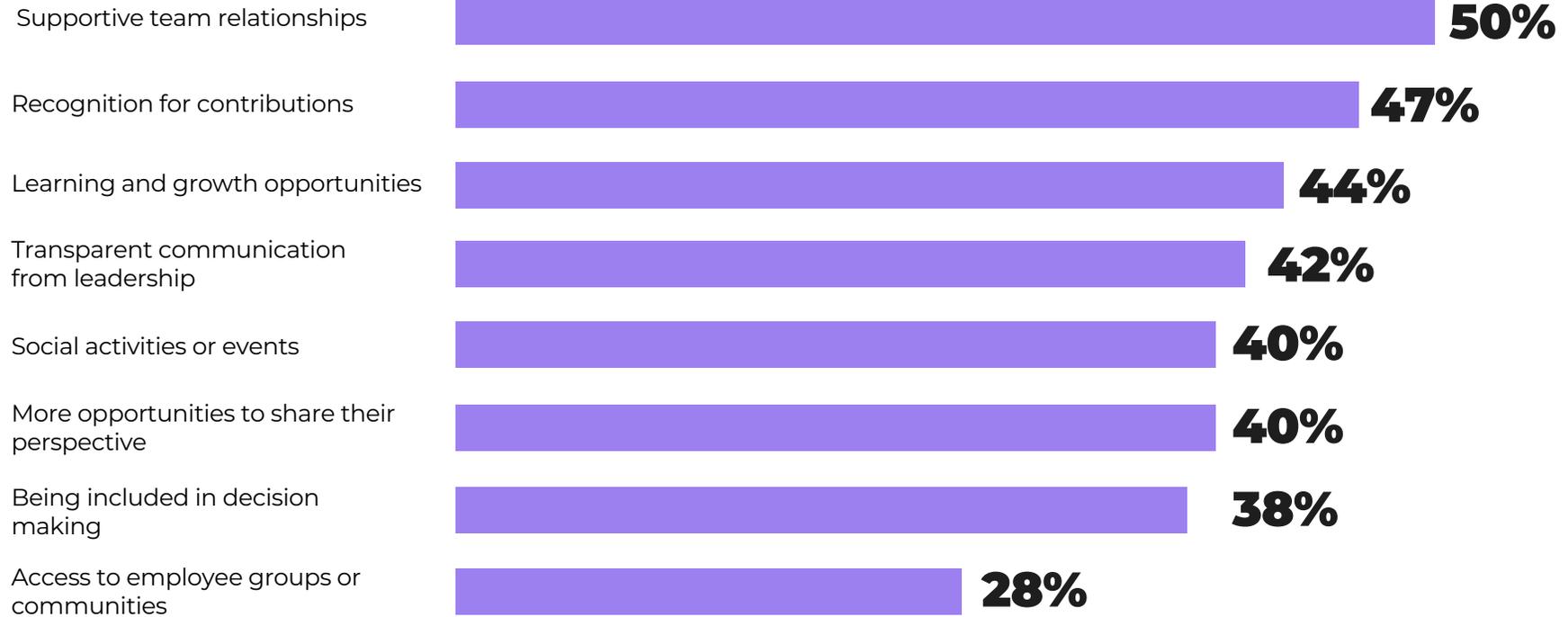
With obvious room for improvement when it comes to better empowering and including all employees, when questioned around how to cultivate belonging, Gen Z underlines a range of improvement actions.

When asked which actions would help them feel a sense of belonging at work, the two most popular choices chosen by respondents were: supportive team relationships (50%) and recognition for contributions (47%). Notably, 63% of respondents say they have received recognition or praise at work in the past week, while 30% say they have not. From the eight potential actions to foster belonging, six were chosen by 40% or more of respondents, showing Gen Z's openness to a broad range of solutions.

The results highlight the need for companies to take a systemic organizational approach to improving a sense of belonging in the workplace: one which fosters a culture of open communication, which practices active listening and provides ongoing opportunities for learning and development.

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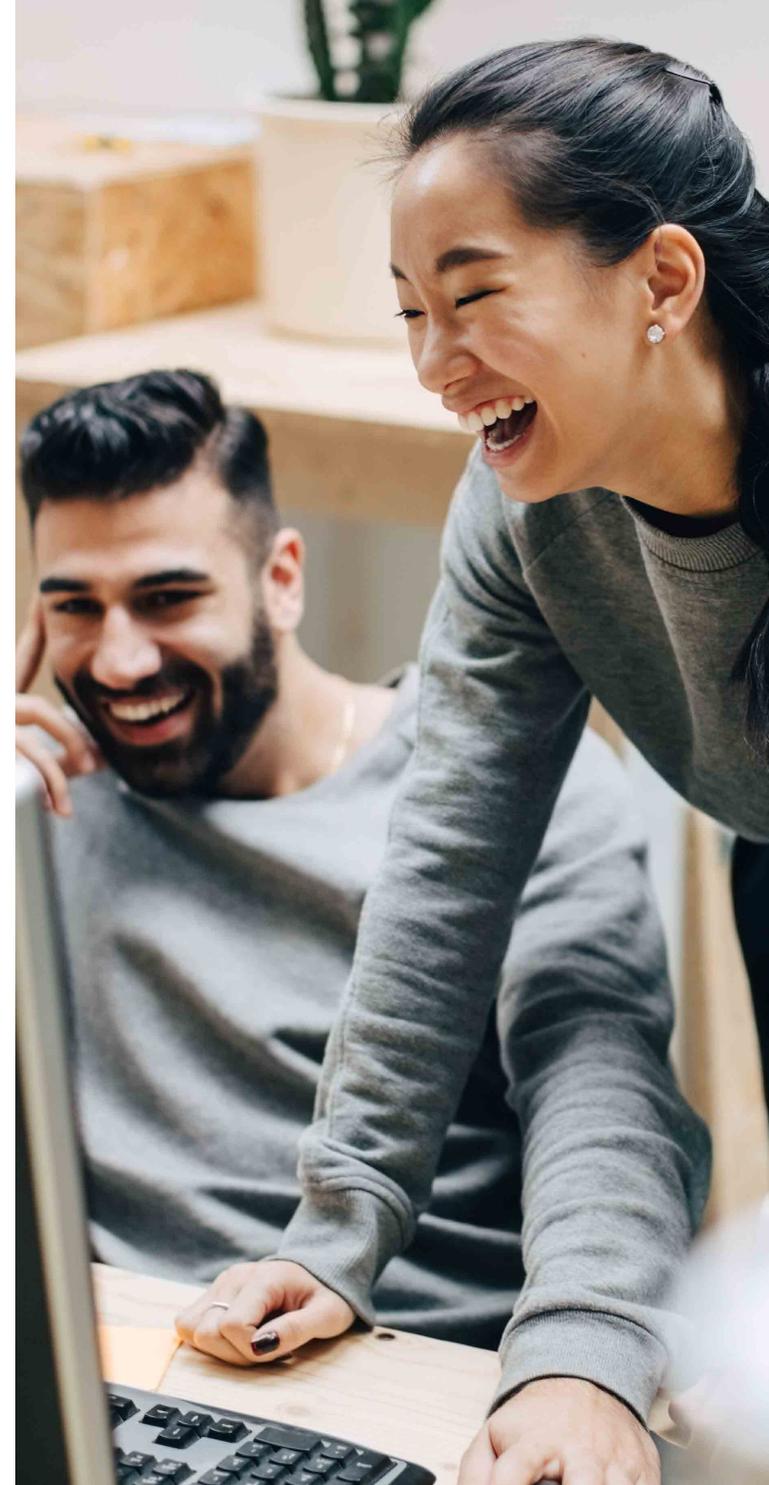
Which, if any, of the following would help you feel a sense of belonging at work? [Select all that apply]

Supportive team relationships	**50%**
Recognition for contributions	**47%**
Learning and growth opportunities	**44%**
Transparent communication from leadership	**42%**
Social activities or events	**40%**
More opportunities to share their perspective	**40%**
Being included in decision making	**38%**
Access to employee groups or communities	**28%**

[Percentages do not total 100% as respondents could select more than one answer]

Key Takeaway: Businesses wanting to get the most out of Gen Z should take transparent, company-wide steps to better foster a sense of workplace belonging. Key improvement areas are often: further developing leaders' ability to lead with empathy through training and providing more frequent opportunities for open and honest connection and collaboration via team-building activities, training sessions or cross company meet-ups.
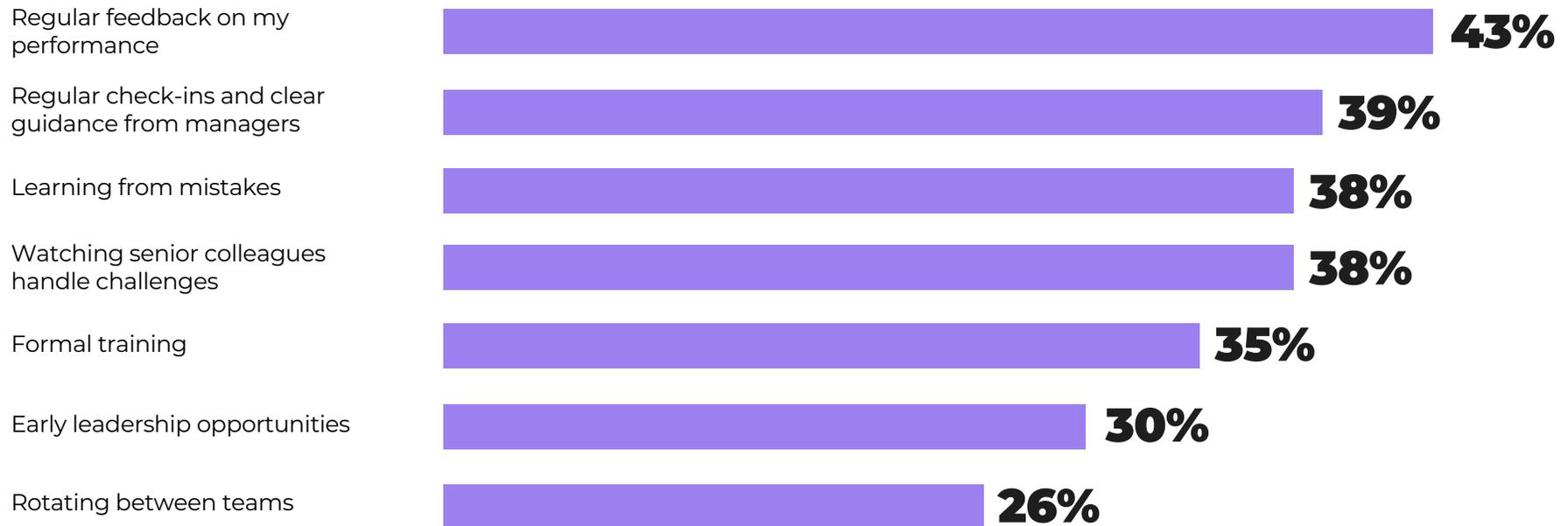
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Regular performance feedback is the top driver of professional growth according to Gen Z, but most are not receiving it.

For younger employees who are still finding their footing in the workforce, feedback plays a critical role in helping build confidence, grow their motivation, and improve their skills. In fact, Gen Z workers point to regular feedback on their performance as what has most supported their professional development, from 43% of survey respondents. A further 39% most value regular check-ins and clear guidance from managers, affirming the importance of assessment and clear direction for improvement.

However, when asked how often someone at work has given them feedback on their progress since they started their current role, only 38% say they receive feedback regularly, and 62% do not. With this discrepancy, organisations have a clear opportunity to improve support for Gen Z employees and foster their professional growth.

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What, if anything, has helped you grow the most professionally (e.g., skill development, improved confidence) in your first year of work? [Select up to three]

Category	Percentage
Regular feedback on my performance	43%
Regular check-ins and clear guidance from managers	39%
Learning from mistakes	38%
Watching senior colleagues handle challenges	38%
Formal training	35%
Early leadership opportunities	30%
Rotating between teams	26%

[Percentages do not total 100% as respondents could select more than one answer]

Key Takeaway: To foster professional growth amongst Gen Z employees companies must prioritize providing regular performance feedback. In addition to facilitating two way feedback, providing regular assessment of knowledge and competence through interactive training would be beneficial for Gen Z's continued professional development.
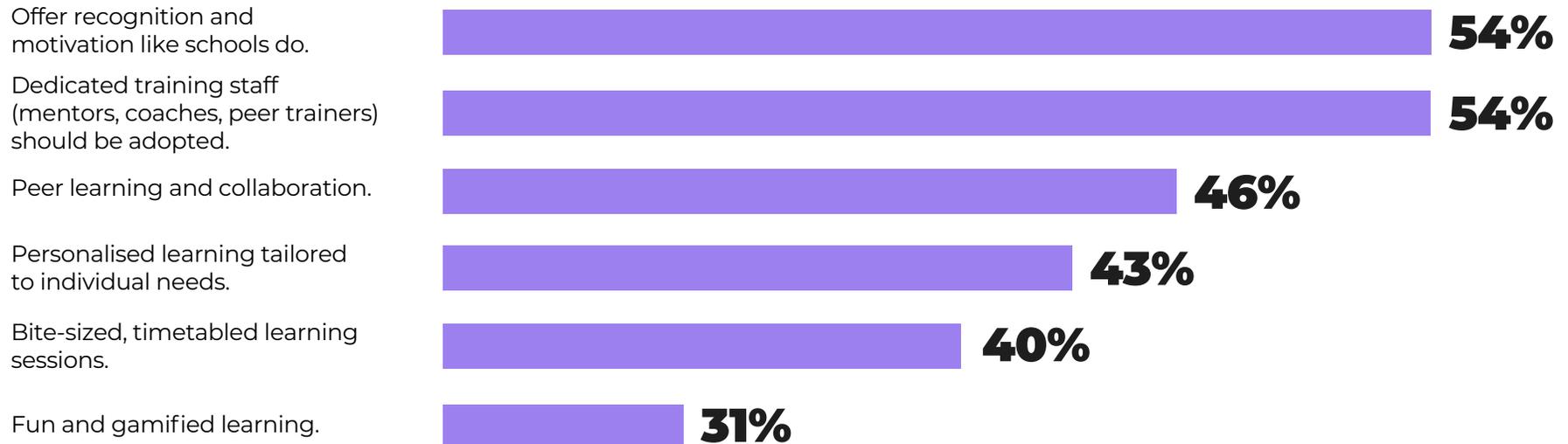
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Most Gen Zs agree formal education provided a solid foundation for work, but say workplaces could learn from schools and universities.

In this era of fast-paced technological and economic change, it has become a hotly debated question of whether formal education will be able to keep up with the ever-evolving demands of the working world. However, 61% of Gen Zs report that university did prepare them for the practical realities of working life, compared to 34% who disagree, and 4% who are unsure. For most students then, formal education is still succeeding in equipping students for their career fields. This may indicate the enduring importance of core academic skills, or the adaptation of educators to shifting learning needs.

In fact, many Gen Zs say they would like to see companies follow the learning strategies of schools and universities. More than half (54%) think workplaces should offer recognition and motivation like schools do, and the same number believe employers should adopt dedicated training staff. Following this, Gen Zs are also calling for peer learning and collaboration, as well as personalised, bite-sized, and gamified learning.

What could employers learn from schools and universities in terms of training and skill building? [Select all that apply]

Offer recognition and motivation like schools do.	54%
Dedicated training staff (mentors, coaches, peer trainers) should be adopted.	54%
Peer learning and collaboration.	46%
Personalised learning tailored to individual needs.	43%
Bite-sized, timetabled learning sessions.	40%
Fun and gamified learning.	31%

[Percentages do not total 100% as respondents could select more than one answer]

Key Takeaway: Workplace learning and development programs should in many cases be recalibrated to better utilize, where applicable, the preferred learning tools and methods utilized by educational institutions such as personalised, bite-sized, and diverse learning tools.

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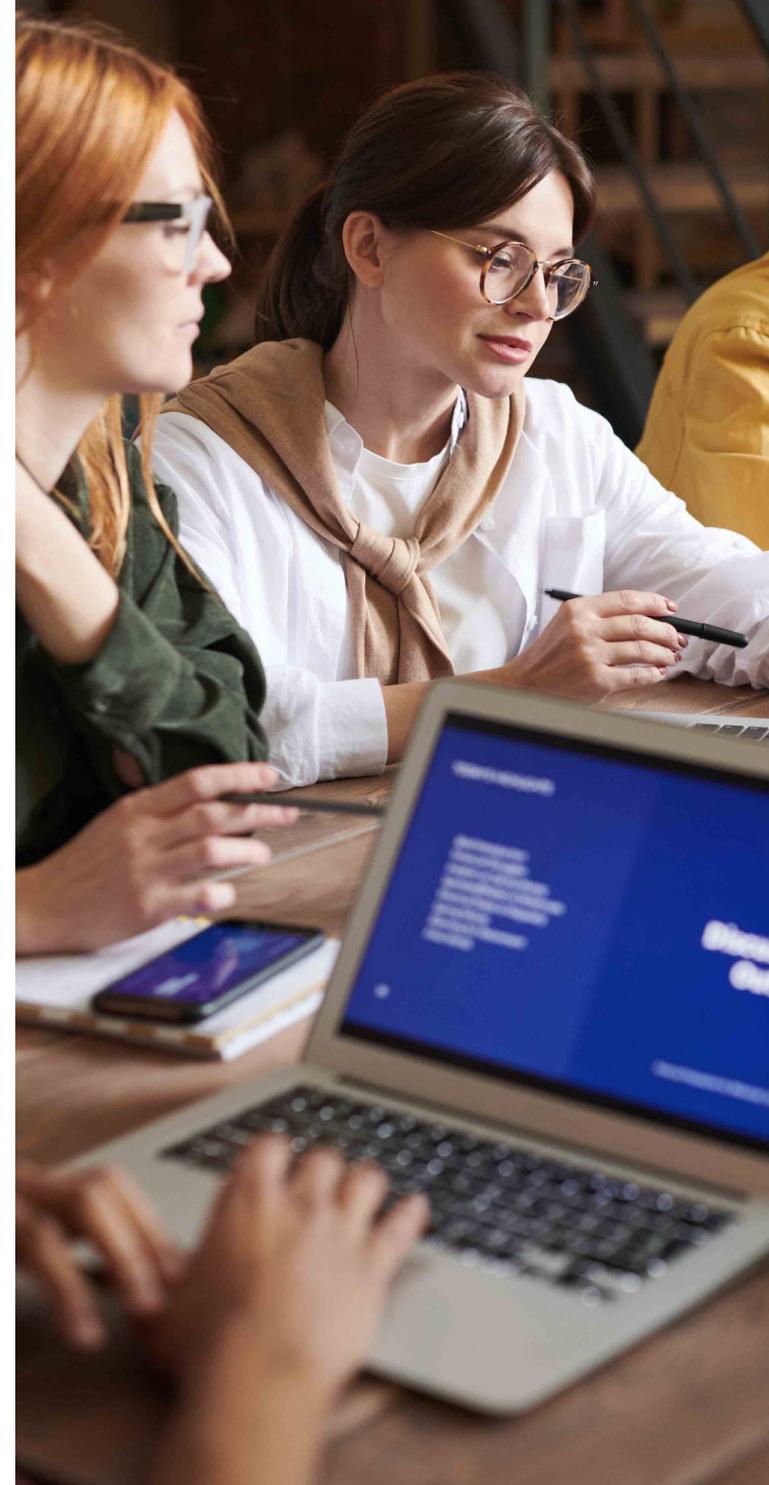# Kahoot!
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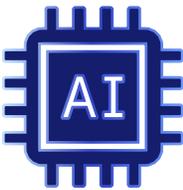## PART 2: MOTIVATIONS, LEARNING, DEVELOPMENT AND TECHNOLOGY

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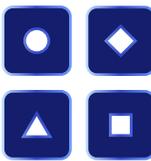## Part 2: Motivations, learning, development and technology

Key takeaways

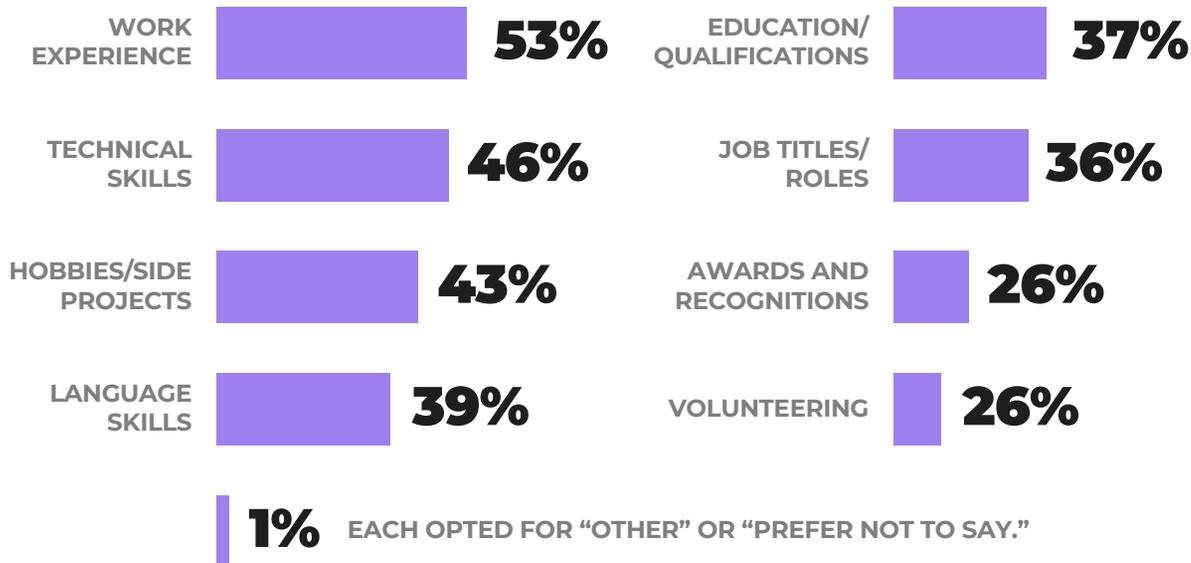**59%** 🔲(AI) **29%** 🏅 **27%** 👍

73% 🔲 **43%** 📺

- **59%** have used AI to complete tasks because they felt undertrained.
- **29%** say learning & development opportunities are most important to their job satisfaction.
- **27%** experience with mandatory workplace training as engaging.
- **73%** of respondents agreed they are, "more likely to engage with content at work when it's presented as a game, challenge, or includes a bit of friendly competition."
- **43%** point to engaging or motivating content when asked what their company could improve about the existing training process.

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Lacking the skills and experience employers seek, many Gen Z applicants are inflating their CVs.
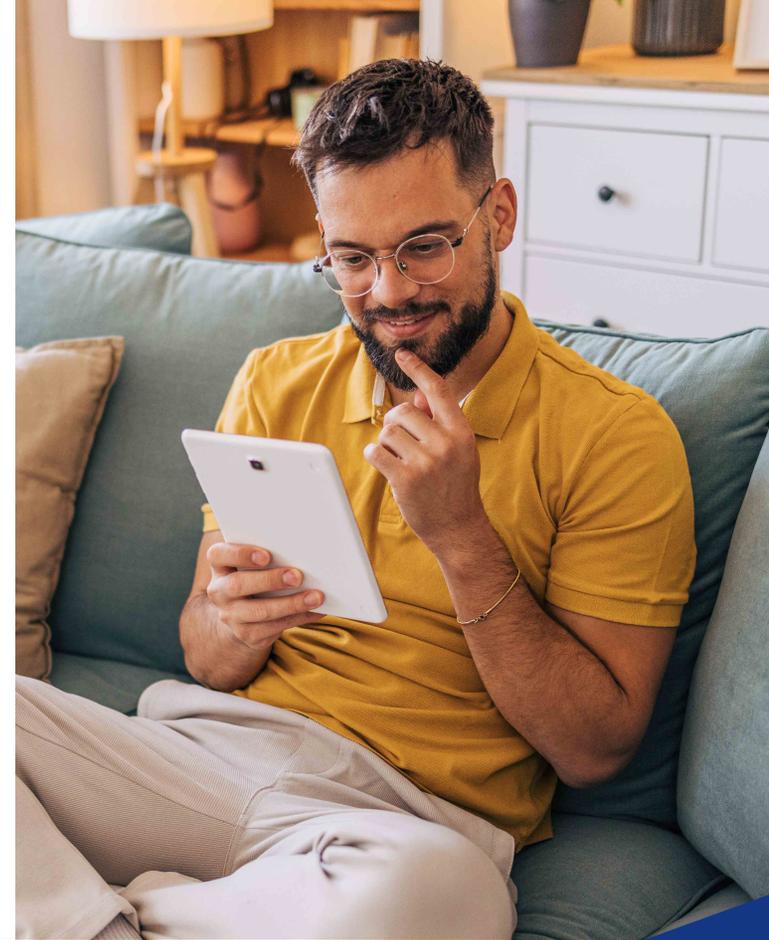
In today's rapidly evolving and increasingly AI-enabled workplaces, in demand skills are changing fast. At the same time, many universities are struggling to keep pace and practically prepare students for their chosen career paths. It's no surprise then that some recent entrants to the workforce would embellish their CVs.

However, the survey's findings show that in fact, the majority (51%) of Gen Z workers say they have purposefully included a skill, hobby, or experience on their CV or LinkedIn that wasn't accurate, while 49% say they have not. Interestingly, men were more likely than women to exaggerate their CV or LinkedIn, with 56% of men admitting to it compared to 46% of women. This widespread practice is a warning sign that many in Gen Z are entering the workforce without the skill training and practical experience they need skills.

Which, if any, of the following skills have you embellished or overstated on your CV or LinkedIn? [Select all that apply]

WORK EXPERIENCE	**53%**
TECHNICAL SKILLS	**46%**
HOBBIES/SIDE PROJECTS	**43%**
LANGUAGE SKILLS	**39%**

EDUCATION/ QUALIFICATIONS	**37%**
JOB TITLES/ ROLES	**36%**
AWARDS AND RECOGNITIONS	**26%**
VOLUNTEERING	**26%**

1% EACH OPTED FOR "OTHER" OR "PREFER NOT TO SAY."

[Percentages do not total 100% as respondents could select more than one answer]

Key Takeaway: To discourage exaggeration on CVs, companies can emphasize their professional development opportunities in their job listings. This can help reassure applicants that certain skills can be learned at the organisation, while also setting expectations for a company culture of learning and continuous improvement.

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Despite concerns about workforce disruptions, Gen Z workers are using AI to their advantage.

The impact of AI continues to grow across the corporate world, and while many are focused on the exciting possibilities, others are concerned about its potential to impact job security. For Gen Z, 54% (NET) worry about their job security due to AI. Of those respondents, 18% worry that their job role may become obsolete, while 35% feel threatened but don't think their job will be made obsolete by AI.

Despite these concerns, Gen Z has also been at the forefront of early adoption. When asked if they have ever used AI (e.g., ChatGPT) to help write job application materials (such as a cover letter or personal statement), 65% of Gen Z respondents say yes. Additionally, 82% believe that access to AI tools gives them an overall advantage over their older colleagues. One of the key ways that Gen Z is using AI at work is to fill skill or knowledge gaps due to lack of training. More than half (59%) say they have used AI to complete tasks at work because they felt undertrained.

Have you ever used AI tools (e.g., ChatGPT) to help you complete tasks at work because you felt undertrained in your role or previous roles?

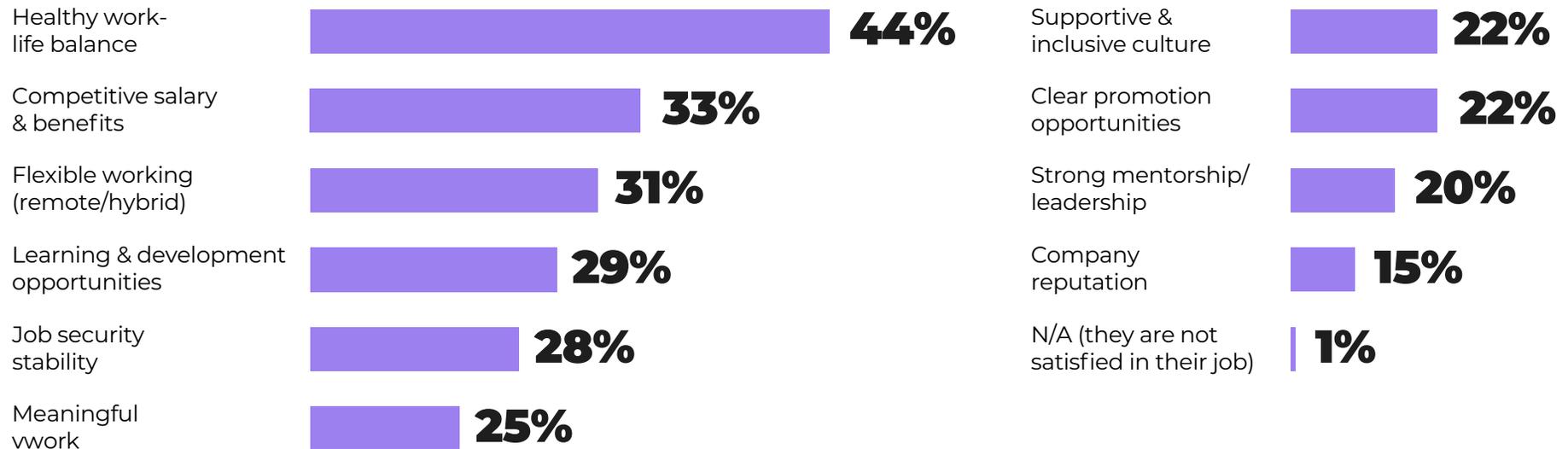|	
YES	59%
NO	33%
UNSURE	4%
N/A (DO NOT / DID NOT FEEL UNDERTRAINED)	5%
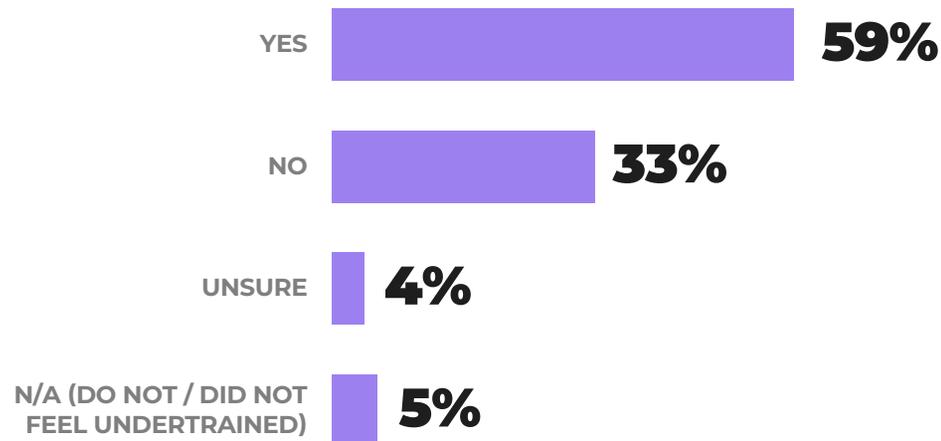
Key Takeaway: AI can be a valuable tool to enhance productivity and fill skill gaps, but it is not a substitute for high-quality, engaging training experiences. Companies can utilize AI to more efficiently create training content that is tailored to Gen Z.

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Gen Z workers feel most content at work when wellbeing is a priority.

Understanding what helps keep Gen Z employees happy, motivated, and engaged at work is critical for boosting productivity, increasing talent retention and development, and more. When Gen Z workers were asked about the most important factors in their job satisfaction, work-life balance came out on top (44%), followed by salary and benefits (33%) and flexible setup that allows for remote or hybrid working (31%).

What factor, if any, contributes most to your job satisfaction? [Select up to three]

Healthy work-life balance	**44%**
Competitive salary & benefits	**33%**
Flexible working (remote/hybrid)	**31%**
Learning & development opportunities	**29%**
Job security stability	**28%**
Meaningful vwork	**25%**
Supportive & inclusive culture	**22%**
Clear promotion opportunities	**22%**
Strong mentorship/ leadership	**20%**
Company reputation	**15%**
N/A (they are not satisfied in their job)	**1%**

*[Percentages do not total 100% as respondents could select more than one answer]*

Key Takeaway: Gen Z professionals aren't solely driven by professional advancement. They want to succeed but with a work routine that is both flexible and balanced with their personal life.

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Nearly 9 in 10 Gen Z employees report working overtime, with many also working through sickness or their holidays

As with any new entrants to the corporate world, Gen Z professionals feel challenged to prove their capabilities and value at work. While this may drive Gen Z employees, motivating them to do their best work, it may also encourage them to stretch themselves too thin and take on more responsibilities than they can handle. Poor performance and even burnout are obvious potential consequences.

Nearly 9 in 10 (89%) of Gen Z workers report putting in hours beyond their contract without pay, showing that Gen Z employees are willing to work hard to meet expectations. But their workloads may be beyond their capacity. In addition, two in five (40%) say they have felt pressure to work while on sick leave or during holidays, indicating a concerning trend when it comes to unrealistic time pressures for Gen Z workers in some organizations.

How often do you work unpaid outside your contracted hours (e.g., beyond the usual 9-5)?

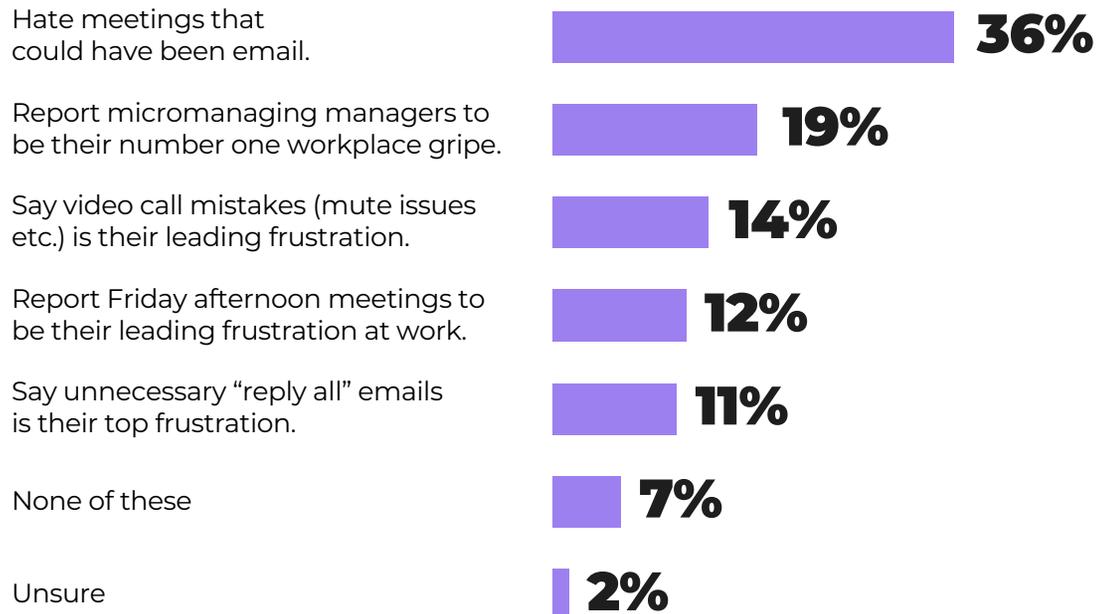|	
ALL THE TIME	**8%**
OFTEN	**16%**
SOMETIMES	**36%**
RARELY	**28%**
NEVER	**11%**
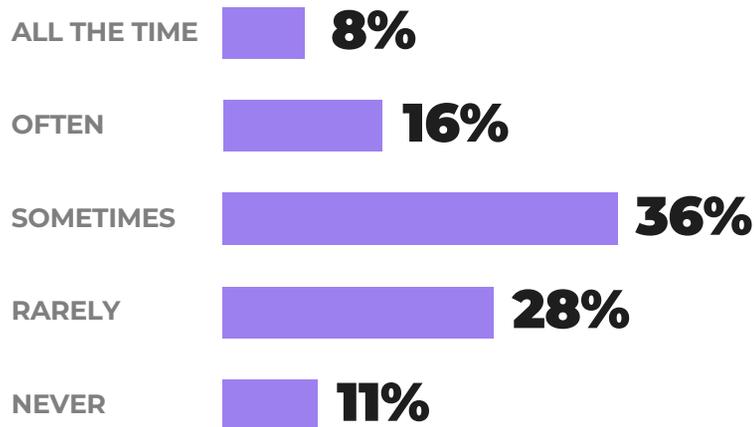
Key Takeaway: Organizations should prioritize scheduling regular check-ins to help ensure employees' workloads are sustainable and consistently remain within their contracted hours. In addition, as many young professionals struggle with how to best make use of their time (and energy), general workplace training in the early formative workplace years should include clear focus on soft practical skills.

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Wasting time tops the list of Gen Z employees' workplace annoyances.

All of us at some point will likely find ourselves irritated by certain aspects of work life, but being able to pinpoint and address what causes most frustration can both boost morale and in turn help improve performance. For Gen Z employees, meetings that could have been an email are shown to be the most frustrating, with 36% of respondents choosing this option, speaking to their valuing of efficiency and wise time management. This is followed by micromanaging managers at 19%, underlining the importance of autonomy for Gen Z, and video call issues (such as muting) at 14%, highlighting the ongoing need for improving tech skills across teams.

Which, if any, of the following workplace processes/behaviours do you find most frustrating? [Select one]

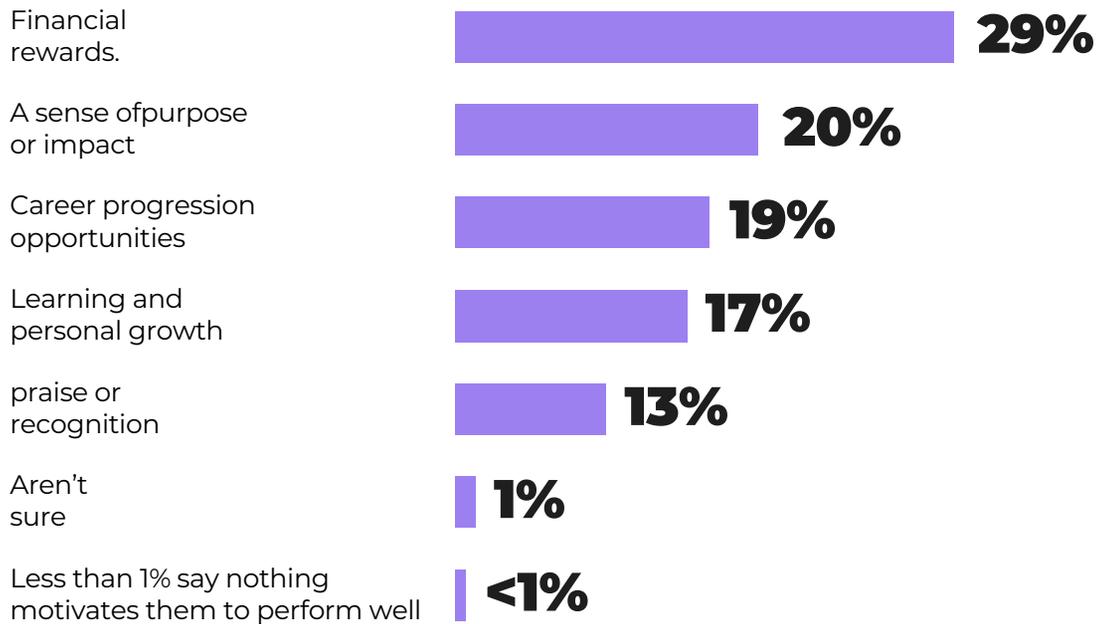|	
Hate meetings that could have been email.	**36%**
Report micromanaging managers to be their number one workplace gripe.	**19%**
Say video call mistakes (mute issues etc.) is their leading frustration.	**14%**
Report Friday afternoon meetings to be their leading frustration at work.	**12%**
Say unnecessary "reply all" emails is their top frustration.	**11%**
None of these	**7%**
Unsure	**2%**

Key Takeaway: Gen Z employees seek to use time at work efficiently and productively, without wasting time in activities such as meetings they feel are unnecessary. To avoid this frustration, companies can implement a process to determine if a meeting is necessary and keep meetings on-task toward a defined goal.

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Pay, purpose, and career advancement opportunities help keep Gen Z employees motivated at work.

For Gen Z employees, salary is the top motivator to perform well at work, at 29%. This is followed by a sense of purpose or impact at 20%, showing the high importance Gen Z workers place on meaningful and fulfilling work. Gen Z are also driven by their desire to make progress in their careers (19%) as well as learning and personal growth (17%), underlining the impact of Learning & Development not only on employee performance but on motivation.

**What motivates you the most to perform well at work? [Select one]**

Motivator	Percentage
Financial rewards.	29%
A sense of purpose or impact	20%
Career progression opportunities	19%
Learning and personal growth	17%
praise or recognition	13%
Aren't sure	1%
Less than 1% say nothing motivates them to perform well	<1%

Key Takeaway: Organisations can keep Gen Z employees motivated to do their best work by showing clear expectations and pathways to success, including financial incentives and opportunities to advance. Recognizing Gen Z employees for the positive impact of their work can also foster a sense of purpose that is highly valued.

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Gen Z workers prioritize salary over job title and see hybrid working as the ideal setup.

When it comes to choosing between salary and job title, Gen Z is firmly focused on practical concerns over prestige, with 78% opting for a better salary over a fancier title. At the same time, a hybrid work week (part office, part remote) is their clear preference, with 45% choosing this option, compared to 20% preferring fully in-office, 17% a 4-day week, 10% fully remote, 7% asynchronous/choose-your-own hours, and 1% are unsure. These results are consistent with other survey findings showing how Gen Z is not simply striving for status or accolades, but better overall quality of life, both at work and beyond.

If you had to choose one, would you prefer to have a better job title or a better salary?

A HIGHER SALARY **78%**

A FANCIER TITLE **17%**
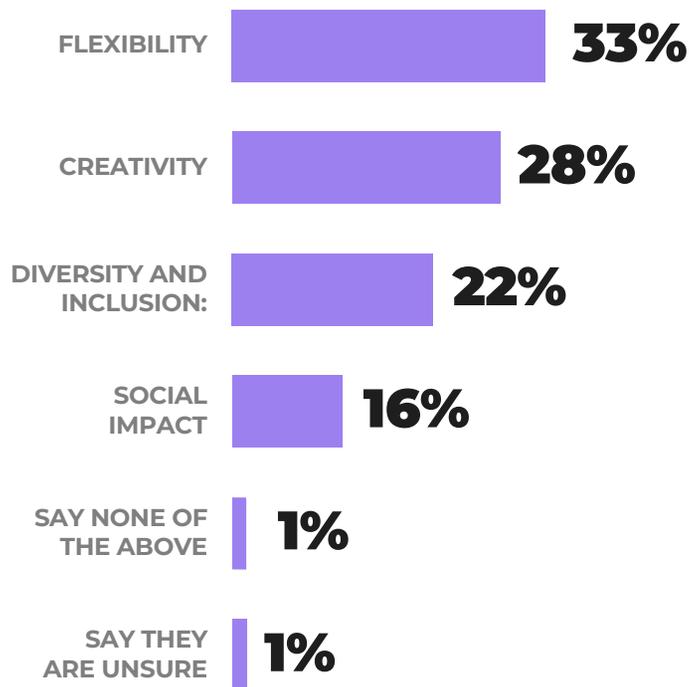
NO PREFERENCE **6%**
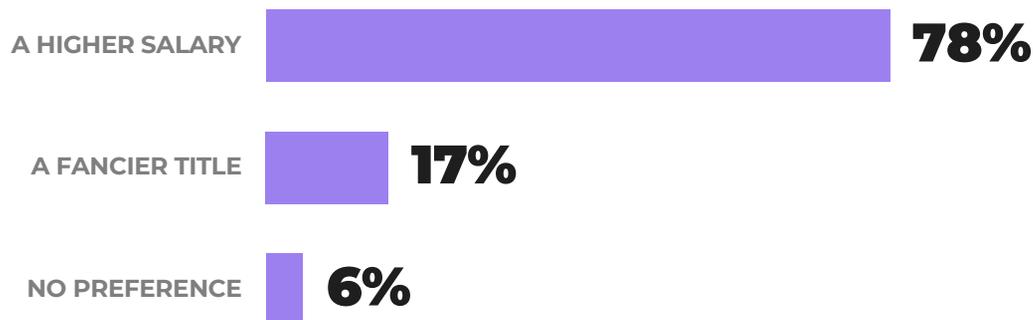
Key Takeaway: Gen Z professionals are practically-minded, valuing flexibility in work and a salary that supports their lifestyle. In addition to hybrid working options, organisations can also appeal to Gen Z by offering clear paths to advancement through training and development.

Kahoot!

Gen Z workers place the highest value on flexibility, creativity, and inclusivity in the workplace.

Understanding what employees value most in a workplace is critical to boosting employee satisfaction and wellbeing, engagement, performance, and even retention. When asked what value was most important to them at work, Gen Z respondents chose flexibility as their number 1 answer at 33%, whereas 28% said creativity, 22% said diversity and inclusion, and 16% said social impact.

Which, if any, of the following skills have you embellished or overstated on your CV or LinkedIn? [Select all that apply]

|	
FLEXIBILITY	**33%**
CREATIVITY	**28%**
DIVERSITY AND INCLUSION:	**22%**
SOCIAL IMPACT	**16%**
SAY NONE OF THE ABOVE	**1%**
SAY THEY ARE UNSURE	**1%**

Key Takeaway: Flexibility is Gen Z workers' top value in the workplace, in line with other survey findings where Gen Z shows their preference for hybrid working and prioritizing a healthy work-life balance. Tech tools for digital learning, communication, and collaboration can enable teams to perform while enjoying flexibility.

Kahoot!

Businesses are investing in Gen Z's development, and it's helping to build company loyalty.

As Gen Z professionals work to strengthen their skills and gain essential practical experience in their career field, many employers are also stepping up to support them. Nearly 3 in 4 (72%) of Gen Z respondents say their employer invests in their professional growth and development (such as funding training, mentorship, or certifications). Notably, men are more likely to report this, with 78% of men versus 68% of women stating their company makes this investment.

While there is certainly room for improvement, with 21% of respondents overall saying that their employer does not invest in training, and 7% unsure, this shows that the majority of employers do recognize the importance of nurturing younger employees' growth. This investment in talent development is paying dividends for employee retention, as 56% say the availability of professional development and/or training at work makes them feel more loyal to their employer.

Does the availability of professional development and/or training at work make you feel more, less or the same amount of loyalty at work?

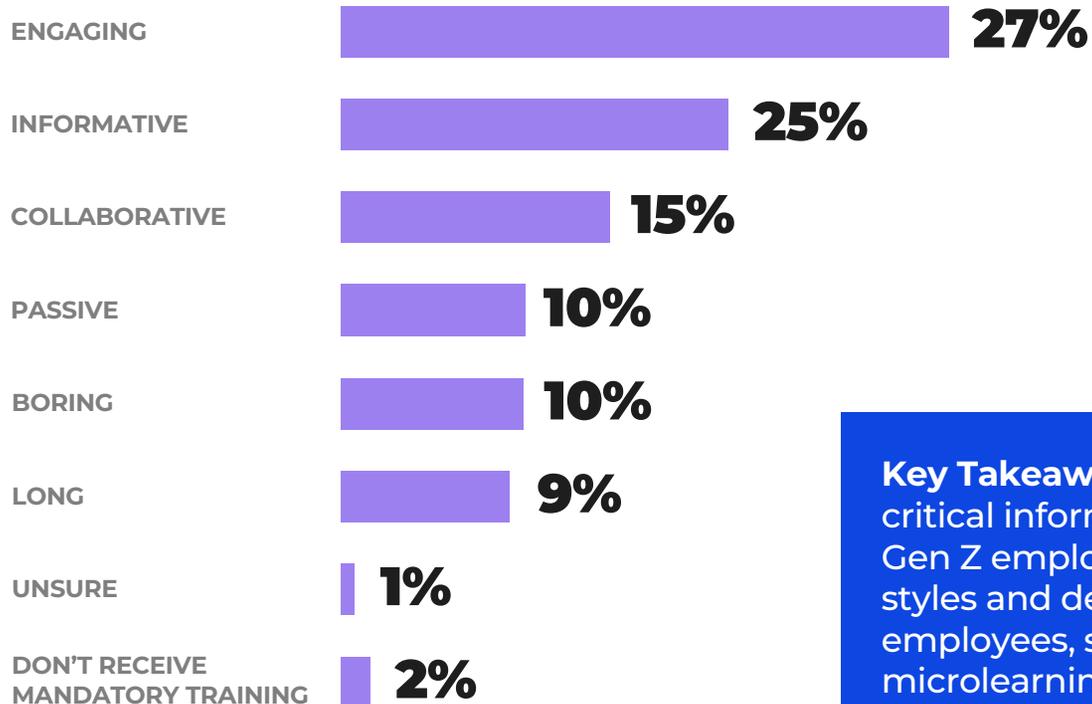|	
MORE LOYAL TO THEIR EMPLOYER	**56%**
THE SAME AMOUNT OF LOYALTY	**29%**
LESS LOYAL	**12%**
AREN'T SURE	**3%**
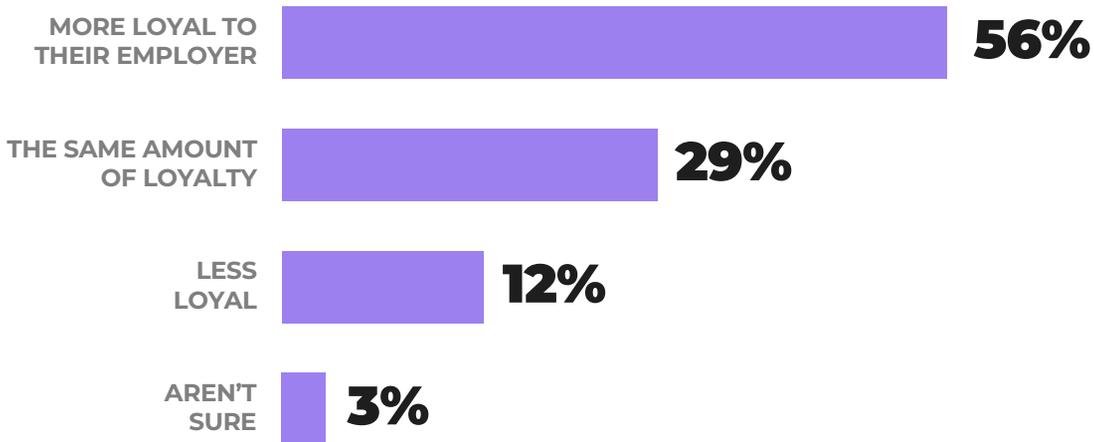
Key Takeaway: Investing in Gen Z employees' professional growth and development through training and other learning initiatives is key to retaining emerging talent.

Kahoot!

Just 1 in 4 Gen Z workers describe mandatory training as engaging.

The process of delivering mandatory training can be a chronic challenge for some organisations. With critical topics including health and safety and data protection, delivering this training successfully is essential. With 27% of respondents describing their company's mandatory training as engaging, some organisations are clearly achieving this goal. A further 25% describe their training as more informative, rather than engaging, and 15% highlight its collaborative nature. On the other hand, nearly 30% describe mandatory training as either passive, boring, or long, underscoring a need to rethink how training is being structured and delivered to fit Gen Z's learning preferences.

Which word best describes your experience with mandatory workplace training (e.g., health and safety, data protection)? [Select best match]

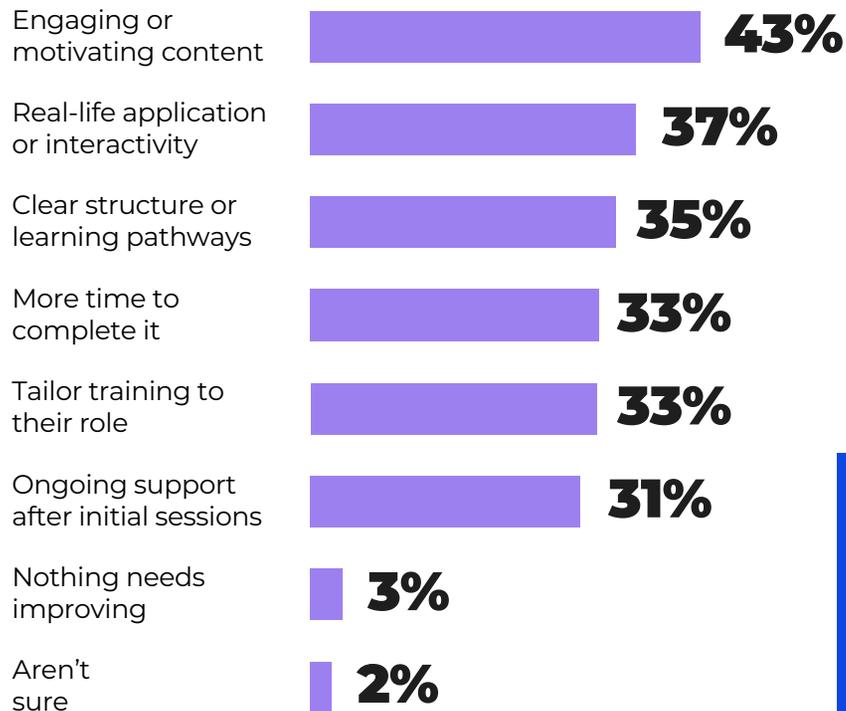| Category	Percentage
ENGAGING	27%
INFORMATIVE	25%
COLLABORATIVE	15%
PASSIVE	10%
BORING	10%
LONG	9%
UNSURE	1%
DON'T RECEIVE MANDATORY TRAINING	2%

Key Takeaway: Mandatory training covers business critical information and skills for employees. To ensure Gen Z employees aren't falling behind, tailor training styles and delivery to engage and resonate with younger employees, such as with interactivity and flexible microlearning.

Kahoot!

Gen Z employees call for more engaging, motivating, and interactive training.

Most Learning & Development professionals would likely agree that their company's training has room for improvement, but knowing what to focus on isn't always clear. However, in this survey, Gen Z respondents point to one specific area for improvement above all: engaging and motivating content. With 43% of Gen Z workers choosing this option, they are making a distinct call for learning experiences that are motivating by design, an understandable expectation from a digitally native generation who grew up learning with engaging EdTech tools in school.

What, if anything, could your company improve about the existing training process? [Select all that apply]

| Category	Percentage
Engaging or motivating content	43%
Real-life application or interactivity	37%
Clear structure or learning pathways	35%
More time to complete it	33%
Tailor training to their role	33%
Ongoing support after initial sessions	31%
Nothing needs improving	3%
Aren't sure	2%

Key Takeaway: Design training experiences for both efficiency and engagement to maximize results among Gen Z employees. Integrating interactive elements and relevant content that guides employees along a clear learning pathway is key.

[Percentages do not total 100% as respondents could select more than one answer]

Kahoot!

Blending group and solo learning ideal for Gen Z learning styles.

There are undoubtedly advantages to both independent training experiences and learning in a group. But understanding employee preferences, including those of Gen Z workerS, is important to tailor training strategy to an organisation's own workforce. In this survey, 35% of Gen Z prefer learning in a group compared to 21% who prefer learning alone, but the largest number (42%) say they prefer a mix of group and solo learning.

Do you prefer learning and undertaking training alone or as part of a group?

LEARNING IN A GROUP	**35%**
LEARNING ALONE	**21%**
A MIX OF GROUP AND SOLO LEARNING	**42%**
NO PREFERENCE	**2%**
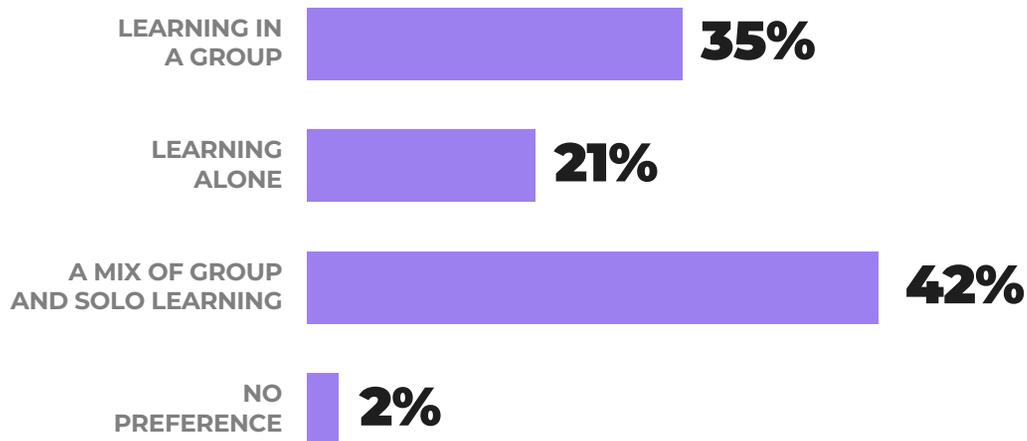
Key Takeaway: Take advantage of the benefits of both individual and group learning by creating a training strategy that uses both formats. In solo learning, employees can follow more personalized pathways, whereas in group training, employees can enjoy collaboration and even friendly competition.

Kahoot!

Most Gen Z workers approve of their company's tech tools, with some room for improvement.

For a generation of digital natives like Gen Z, up-to-date, quality workplace technology is a must. With high standards for tools' usability, function, and experience, they are often early adopters of emerging technology. According to 82% of Gen Z, their workplace's technology and software for training and internal communication does in fact feel modern and intuitive. However, among these respondents, 42% only somewhat agree with this statement, showing that many Gen Z workers believe their company's tech tools could still improve.

To what extent do you agree or disagree with the following statements:
" The technology and software used for internal communication and training at my workplace feels modern and intuitive."

(NET) AGREE **82%**

Of those who agree (NET), 40% strongly agree

Of those who agree (NET), 42% somewhat agree

(NET) DISAGREE **7%**

Of those who disagree (NET), 5% somewhat disagree

Of those who disagree (NET), 1% strongly disagree

NEUTRAL TO THE STATEMENT **11%**

Key Takeaway: Uncover areas for improvement in workplace technology for training and internal communication by prompting interactivity, which can gather valuable insights into Gen Z employees' user experience while also boosting engagement.

Kahoot!

Nearly three quarters of Gen Z workers say gamification would boost their engagement.

Many Gen Z professionals utilized gamified learning throughout their school years, and now continue to use gamified apps for personal learning goals, from language learning to fitness and beyond. As a result, 73% of employees (NET) agree that they would be more likely to engage with content at work that is designed as a game or challenge, incorporating friendly competition. Gamification is a new corporate learning strategy for many workplaces, but for Gen Z, it's already a tested and proven approach they are familiar with and gravitate to.

**To what extent do you agree or disagree with the following statements:
"I'm more likely to engage with content at work when it's presented as a game, challenge, or includes a bit of friendly competition."**

AGREE (NET)	**73%**
DISAGREE (NET)	**8%**
NEUTRAL	**19%**
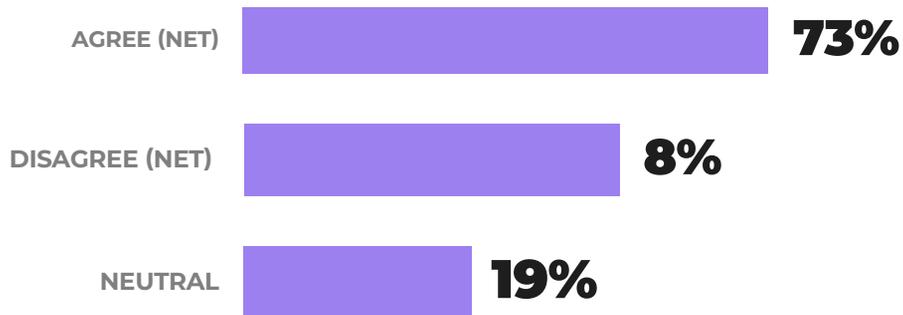
Key Takeaway: Experiment with gamification through flexible and user-friendly digital tools which can create content that is tailored to employees' interests, strengths, and needs.

Kahoot!
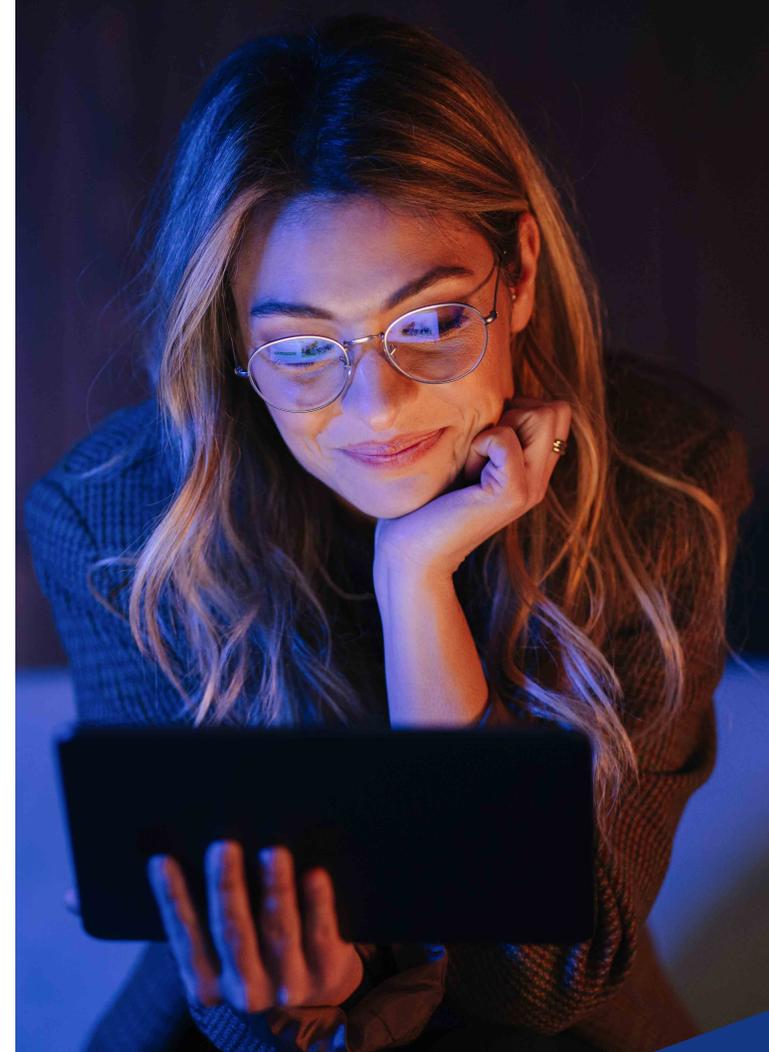
Providing an invaluable and in-depth insight into Gen Z's workplace reality, the report highlights a number of key areas employers can focus on to consistently engage, empower and retain this generation.

Summarizing the report's findings, Jon Neale, Growth Director, UK and Ireland at Kahoot! comments, "The research makes it clear that Gen Z's entry into the workplace is colliding with entrenched workplace cultures that often don't fit their expectations or strengths. They're eager to contribute yet can't seem to win. While older colleagues resist change, Gen Z willingly bridges generational gaps by teaching managers basic technology skills.

As the first truly digitally native generation, it is no surprise that when they enter workplaces without the structure, mentorship or direction they need to build confidence, AI becomes a practical shortcut to present themselves as sufficiently competent whilst they build confidence on the job. Employers who want to fulfil their potential need to provide clearer guidance, better training, and genuine support, rather than leaving AI to fill the gaps.

This research should be a wake-up call: if leaders want to unlock the potential of Gen Z, they must create a workplace where younger employees are supported, listened to, and allowed to thrive. The cost of doing nothing will be high - not just in retention, but in innovation, culture, and competitiveness."

Continuing the conversation, collaboration and knowledge sharing, join us at our next online Work Summit where we will discuss many of the themes highlighted by the report. Learn more at kahoot.com

Kahoot! 360

Methodology

The survey was conducted online via CAWI (Computer Assisted Web Interviewing) between 14th August to 8th September 2025. Research company OnePoll randomly selected respondents who match the required criteria and invited them to complete the survey. Respondents selected the industry or profession that best described their line of work from the following list:

Accountancy, banking and finance
Business, consulting and management
Charity and voluntary work
Creative arts and design
Energy and utilities
Engineering and manufacturing
Healthcare
Hospitality and events management
Information research and analysis
Information technology
Insurance and pensions
Law
Law enforcement and security
Leisure, sport and tourism
Marketing, advertising and PR
Media and internet
Other sector
Property and construction
Public services and administration
Publishing and journalism
Recruitment and HR
Retail
Sales
Science and pharmaceuticals
Social care
Teaching and education
Transport and logistics
Environment and agriculture

Data is representative of the whole of the UK. In addition to industry or profession respondents selected their nearest city from the following options:

Aberdeen
Belfast
Birmingham
Brighton and Hove
Bristol
Cambridge
Cardiff
Chelmsford
Coventry
Edinburgh
Glasgow
Gloucester
Leeds
Leicester
Liverpool
London
Manchester
Newcastle
Norwich
Oxford
Plymouth
Sheffield
Southampton
Swansea
Wolverhampton
Wrexham
York
Aberystwyth
Portsmouth
Worcester

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