



THE BURNOUT GENERATION

Why are Gen Z already so burned out?

WHO IS GEN Z?



1996-2010

Aspiration: Security & Stability

Communication: Social Media & SMS

Career: Multitask Jobs

Signature Product: Driverless Cars, Nano-computing

REASONS WHY THEY ARE GETTING BURNED OUT

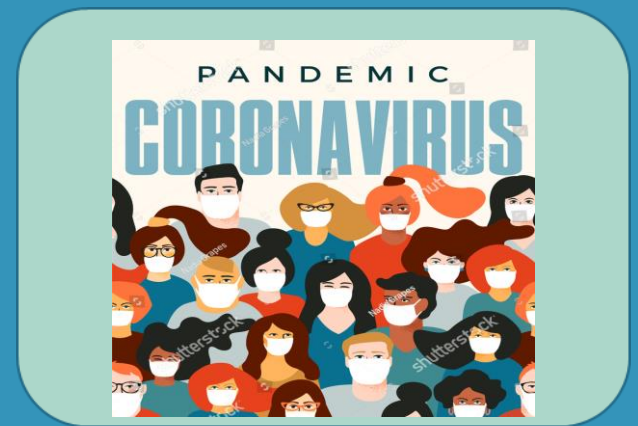
1 They are workaholics.

2 They have no time or lack the motivation to do other things.

3 They are suffering from poor mental health.

4 They are stressed out with the demands of their job.

5 Their work lacks purpose.



How feelings of a burnout have changed during Covid-19

Pre-COVID

47%



Post-COVID

58%

How to avoid burnout for Gen Z?

Have them slow down and take periodic breaks between tasks.



Prioritize work-life balance and avoid assigning additional tasks outside office hours.



Encourage them to disconnect from social media once in a while.



Manage their expectations and offer feedback.

