



Early Careers Learning in the Age of TikTok

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WorkJuggle – The Company



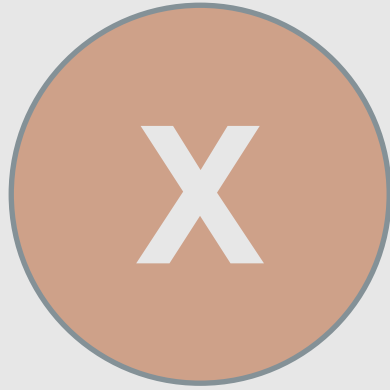
WorkJuggle – The Challenge



The Generation Game – Who's Playing?



Baby Boomers
1940-1959



Gen X
1960-1979



Gen Y
(Millennials)
1980-1994



Gen Z
1994-2010



Gen Z – Do We Know What We're Talking About?



**2 Billion
People**



**27% of the
Workforce (2025)**

Gen Z – The Problem Generation?



Home → Science → News

Eight Seconds Is All You Get. Why Attention Spans Are Shrinking and What To Do About It

If the content is interesting, motivation can improve sustained attention.

Gen Z – The Research



1. Literature Review

- Reports: Deloitte, McKinsey & LinkedIn
- Polls: Harris
- Research Papers
- News articles and blogposts



2. Employee Survey

- A survey of Early Career Starters in Ireland and the UK
- Motivations and attitudes to work and professional development
- Experiences with Learning Programmes
- What 'better' might look like



3. Employer Interviews

- Four L&D professionals with experience with Early Career Starters
- Discuss themes surfaced in the research
- What they've learned 'at the coal-face'
- What they thought 'best practice' should look like

Gen Z in the Workplace – What Did We Learn?



Deloitte.

2025 Gen Z and Millennial Survey

- Seven in ten are devoting time to skills development once a week or more
- Meaning and well-being are as important as money
- They want purpose-driven work

LinkedIn

2025 : Gen Z Workplace Insights

- 69% want feedback that focuses on strengths rather than weaknesses
- 84% prefer coaching style approach

The Harris Poll

2024 : 1 000 18-27 year olds in the US

- Nearly half report that they wish that each of TikTok (47%), Snapchat (43%), and X (formerly Twitter, 50%) were never invented

Gen Z in the Workplace – What Did We Learn?

What the Gen Z Employees told us:

- 74% spend at least 1-3 hours a week on learning and professional development
- Time taken and content being too long were the top barriers to learning
- Work-life balance was the most important priority in the workplace

Selected Quotes:

‘More hands-on practice and working alongside more experienced colleagues.’

‘Team activities, or activities in general. Learning by completing tasks or activities, instead of reading/listening. Building connections’



Gen Z in the Workplace – What Did We Learn?

What the Employers told us:

- Gen Zs place high value on a healthy work-life balance
- Align the organisations values to those of Gen Z
- The need for frequent, targeted feedback

Selected Quotes:

[Gen Zs ask:] ‘Does this job fit my lifestyle and who I am?’

‘Gen Z actively seek out regular feedback’

‘Never be preachy with Gen Z’



The Primacy of Purpose



Findings

- Aligning work to their purpose and values is key to engagement
- Without a clear 'why', Gen Zs will not be sufficiently motivated
- Learning programmes are more effective when the purpose is clearly laid out

Steps To Take

- Incorporate a 'purpose statement' into your learning programme
- Frame learning outcomes not merely as knowledge acquisition, but as impact statements
- Where possible, connect the learning to your organisations wider goals

Adaptive, Multi-Modal Content Delivery



Findings

- Keep the learning as short as possible
- 'Monolithic', one-size fits all learning programmes no longer work
- Gen Zs want 'control' over their own learning

Steps To Take

- Offer multiple formats:
 - **Core:** Essential, foundational knowledge. Long-form such as a textbook or video recording
 - **Alternative:** Long-form, but in a different medium such as an audiobook or a transcript
 - **Complimentary:** Short-form such as 60-second video, a short quiz, or an infographic.

Feedback – But Not As We Know It!



Findings

- In the age of Social Media, Gen Zs crave regular feedback
- Key tool to support learning
- Traditional techniques are less effective

Steps To Take

- Deliver feedback in frequent, short 'touchpoints' ('Fast Feedback')
- Repurpose feedback as a coaching tool to drive skills improvement
- Ensure it's a conversation and gather regular feedback on the learner's experience

The Power of Mentoring



Findings

- Gen Zs have a desire for ‘relational’ learning
- The importance of mentoring is supported across the research
- Mentors must understand the Gen Z ‘mindset’ and how to communicate with them

Steps To Take

- Build (or re-build) a formalised but flexible mentoring program
- Consider (re-consider) more than one mentor (e.g. tech & communication)
- Train (or re-train) your mentors in the art of ‘Fast Feedback’

Your Four Point Action Plan

1

Explain the 'Why'

Gen Zs place a high importance on values and purpose and need to understand not just **what** they need to learn but **why**

2

Deliver in Multiple Formats

Learning content should be presented in a variety of formats, in short 'bite-size' pieces and in a way that allows the learner to choose their own pathway and pace

3

Regular, Coaching-style Feedback

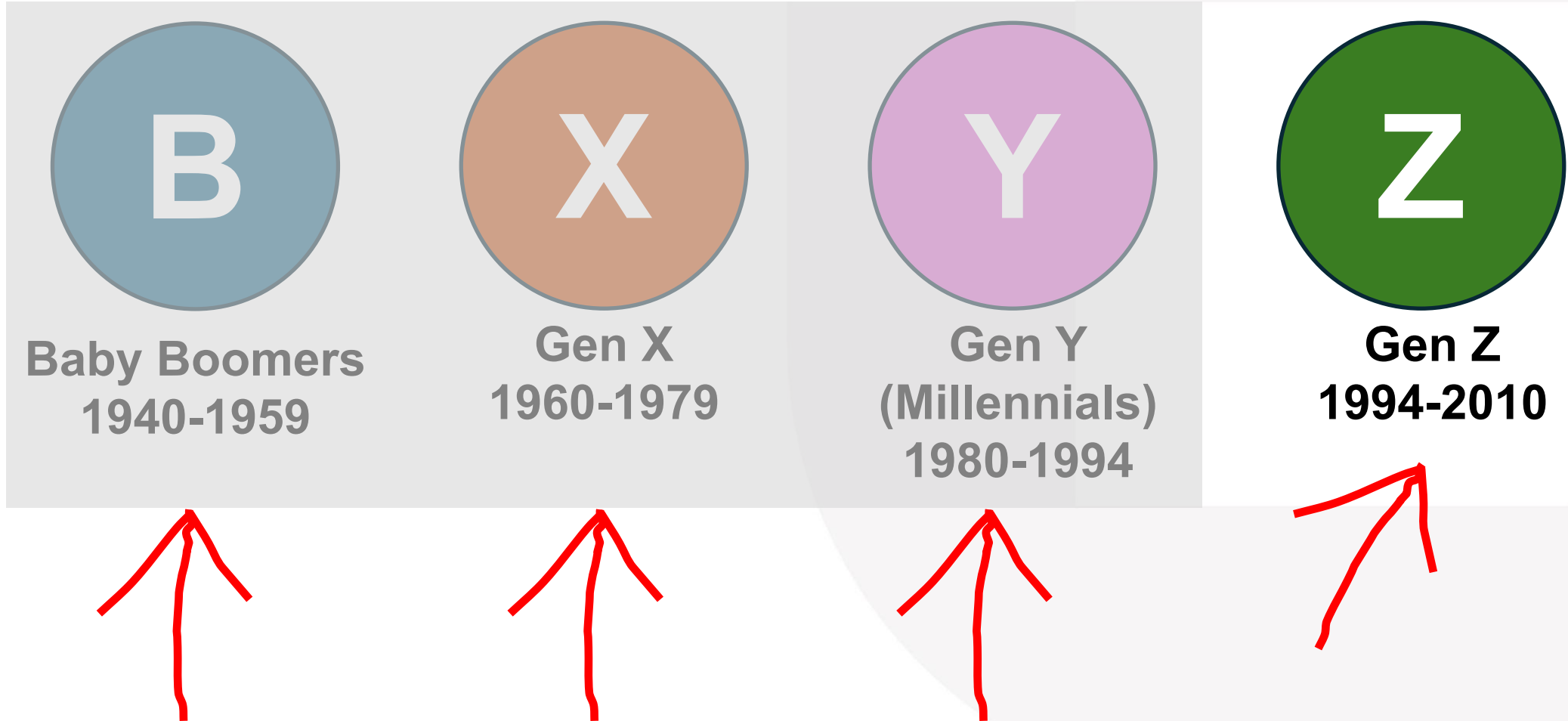
Provide regular, personalised feedback delivered in a coaching style

4

Consolidate with Mentoring

Mentor Gen Zs to consolidate their learning and build their expertise and career development

The Generation Game - Everyone's a Winner





**Want to hear
more about what
WorkJuggle are
building?**

Register to learn more!





Thank you!



'Learning in the Age of TikTok' Webinar

**Thursday Oct 16, 2025
11:00 AM Dublin**

Register to learn more!

