



# Culture Design for Gen Z

## CONTEXT

The client is one of the largest multinational consulting and advisory firm.

## THE ASK

Create a better culture to attract and retain the future workforce.

## THE ACTIVITY

Culture design workshop with the HR team (2 days).

## THE INNOVATION

Gen Z is an inspired workforce. Design rituals and policies to make them feel wanted, build aspiration and empower them.

- + Segmentation and persona creation for better understanding with the user.
- + Mapping future trends across the employee journey and understanding the shift in the behaviour and its impact on the business.
- + Ideation of solutions using the Hofstede model.
- + Creation of the culture design blueprint.

## THE IMPACT

- + 30% reduction in attrition of new employees.
- + Rise in the ranking of preferred work places to work.