



A second significant communication preference to be aware of regarding Gen Z is that they want to be part of the conversation. They aren't content to simply accept an assignment from their leader. They will ask for the rationale behind the assignment. They will question if a different way of completing the assignment might be better. Older generation leaders in the field often find this to be frustrating because construction, in many ways, is a command-and-control structure.

Thirdly, this generation values feedback and believes it should be a two-way street, according to Alice Leung, a Gen Zer who worked in construction operations for over six years and is the author of "[Why I Left Construction](#)."

Not only are frequent (not annual) performance conversations with one's supervisor expected, but Gen Z wants to feel comfortable providing feedback to their superiors as well. One of the more significant findings in the [Construction Industry Talent Retention Survey](#), which Ms. Leung helped spearhead, is the need for psychological safety in the industry. The youngest generation in the workforce wants to question and learn from more experienced colleagues without feeling as though they aren't welcome to do so.

Link to leadership: Since Gen Z will make up 30% of the workforce come 2030, it's important to understand and embrace their communication preferences because truly, each of these preferences leads back to doing the job better and encouraging this generation to feel committed to your organization.

Professional Development

CONTINUAL LEARNING

Gen Z embraces learning and being the best version of themselves they can be. They don't stop learning when they have a degree or a new credential. They want to constantly be advancing their career and they don't limit themselves to the technical side of the business. This can be both a boon and a bane. It's a boon if your organization is willing to provide professional development because you'll have a highly skilled group of up-and-coming leaders, but a bane if you are not



About the Author

Dr. Nanette Miner is a leadership development and workplace-learning strategy consultant. Through her firm, [The Training Doctor](#), she has revolutionized the way that individuals are prepared for leadership roles in their organizations. Rather than a chosen few, her process is aimed at ensuring everyone in the company has the skills and business acumen of a leader. This approach ensures both immediate and long-term return-on-investment (ROI) for an organization.

She has written articles for *Chief Learning Office magazine*, [LinkedIn](#), and [Forbes](#) and is a frequent guest on workplace training and career podcasts and talk radio such as *Inc. Radio* and *America's Workforce Radio*.

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