



Generation Z recruitment of young officers

Intro

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Root cause

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Brainstorm question

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Outcome brainstorm

■ Root cause

- Clear deal employer & employee
- Job security VS effort
- Job security lost value within Gen Z
- Shortage, mobility, Covid, dopamine dependency

■ Brainstorm question

How can the military organization align their goals with the individual goals of their employees and recruits?

■ Outcome brainstorm

- Take the snipers' approach
 - Find out specific goals and needs for Gen Z individuals
 - Find out which goals align with the organization's goals
 - Use targeted marketing and communication

Outcome brainstorm

- Dopamine dependency
 - Take serious consideration of the dopamine dependency and its biological effects
 - Let young people know that your programs learn them how to be resilient, problem solving and goal oriented



DEFENCE

RMA
Silhouette of a soldier in a military uniform, holding a rifle, positioned behind the letter 'M'.
.be
Brussels

Royal Military Academy