



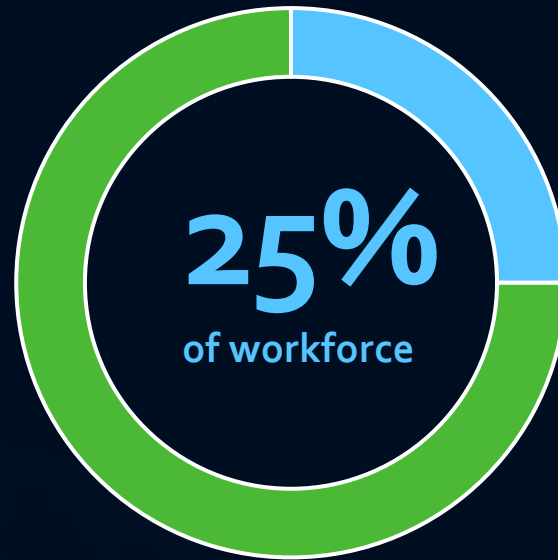
Embracing the Future of Commercial Aviation – Understanding Gen Z in Aviation

CAPTAIN ANDY O'SHEA, CEO, THE AIRLINE PILOT CLUB

Agenda

- Generation Z in Aviation
- Gen Z's Workplace Priorities
- Opportunities in the Aviation Industry
- Impact on Mental Health
- Social Media Influence
- Concrete Examples
- Conclusion

Importance of understanding **Generation Z**



2025

Importance of understanding **Generation Z**

Characteristics

Digital Natives

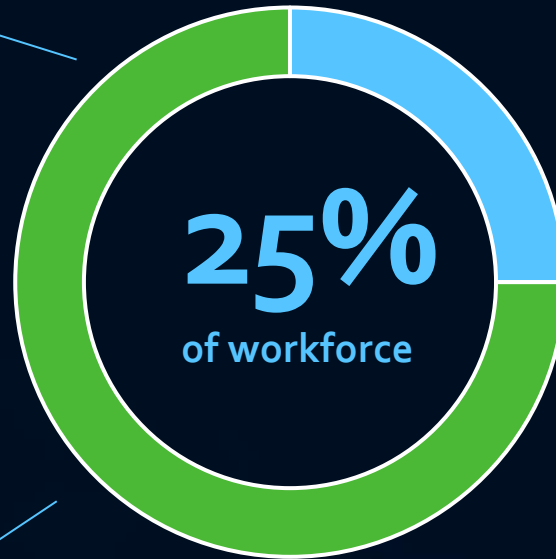
52% believe they have the technology skills employers want
77% are willing to be technology mentors to others

Gen Z & Technology

80% aspire to work with cutting-edge technology
91% say technology would influence job choice

Value Human Connection

82% say social media can be a valuable tool
43% prefer communication with co-workers
75% expect to learn from peers on the job



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Values

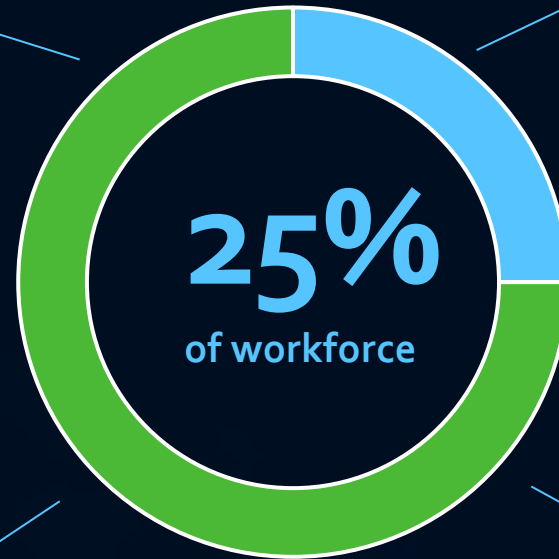
Competitive **compensation**

Workplace **flexibility**

Career development **opportunities**

Sense of **purpose** in their chosen professions

Environmental concerns



2025

Generation Z in Aviation

95%

of cadet pilots are high school graduates = Generation Z

Serious problem: the sharp decline in interest and passion to become pilots.

Generation Z in Aviation

Millennial (27–41-year-old)

1. Business Owner/Entrepreneur
2. Artist/Singer/Musician
3. Nurse/Caretaker
4. Teacher/Professor/Educator
5. Doctor/Specialist/Surgeon
6. My dream job is not to work
7. Professional Sport Player
8. Chef/Baker
9. Veterinarian
10. Psychologist/Therapist
11. Author
12. Lawyer
13. Influencer/Content Creator
14. Engineer

15. Pilot

Gen Z (12–16-year-old)

1. Doctor/Specialist/Surgeon
2. Psychologist/Therapist
3. Artist/Singer/Musician
4. Influencer/Content creator
5. Professional Sport Player
6. Engineer
7. Nurse/Caretaker
8. Teacher/Professor/Educator
9. Business Owner/Entrepreneur
10. Veterinarian
11. Actor/Actress
12. Computer Scientist
13. Lawyer
14. Police Officer
15. Video Game Designer/Developer

Aviation needs to engage and retain Gen Z talent

Because Gen Z has unique sets of qualities & characteristics

Digital/Technical Proficiency = Innovation & Efficiency

Sustainability Focus = Accelerate Industry Effort

Diversity & Inclusion Focus = Enable Equal Opportunity

Meaningful Career = Positive Change to Career Pathways

Defining Gen Z's workplace priorities

Competitive Compensation

Gen Z values fair and competitive compensation.

They want to be rewarded fairly for their work. This isn't just about salary; it includes benefits and bonuses too.

Defining Gen Z's workplace priorities and what it means

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Workplace Flexibility

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They appreciate the freedom to balance work and personal life.

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Career Development

Gen Z is driven by a desire for continuous growth and development.

They seek employers who provide opportunities for skill-building and career advancement.

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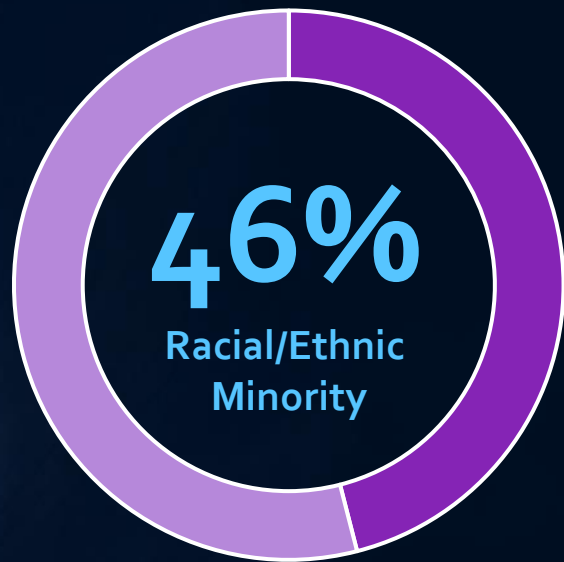
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Sense of Purpose

Gen Z wants their work to have a purpose.

They're motivated by more than just a pay check; they want to make a meaningful impact.

Consequence Example: Increase diversity



Gen Z



Flexible Career Paths

Mentorship & Support

Gender Diversity

= Gen Z's Value

Seeking Gen Z : Fantasy Wing's Annual Conference

BRITISH AIRWAYS



Thinking Differently

We met individuals who chose aviation not just because they loved flying, but because aviation offered them the chance to think differently.

They found opportunities to solve new problems and witness their innovative ideas put into practice.

Problem Solvers

Aviation attracts those who have a passion for problem-solving.

We heard stories of professionals who joined the industry because they saw aviation as a field where challenges are met head-on, and solutions are born.

Impactful Work

The aviation industry doesn't just transport people and goods; it transforms lives. We were inspired by stories of professionals who joined to make a meaningful impact through their work.

Attracting and Retaining Gen Z- The importance of mental health and well-being



The importance of mental health and well-being

**GenZ Pilot
Community =
Mental Health
& Wellbeing
Focus**



Benefits for Everybody

1. Personal
2. Flight Training Schools
3. Airlines

Welliba

A Confidential SaaS platform
dedicated to the well-being and
professional development of
individuals in the aviation
industry

Imagine the Impact (Backed by Science and Maths)

Top Quartile vs. Bottom Quartile

10x

LESS QUIT

Flight Risk

14x

MORE have a HIGH eNPS score

eNPS

7x

MORE feel GROWTH & SELF-IMPROVE

Growth

5x

LESS take SICK LEAVE

Absenteeism

11x

MORE feel TRUST their Employer

Trust

8x

MORE feel they show PROGRESS in their career

Career

7x

MORE share IDEAS & CONCERNS

Psychological Safety

6x

LESS feel work has a NEGATIVE IMPACT on health

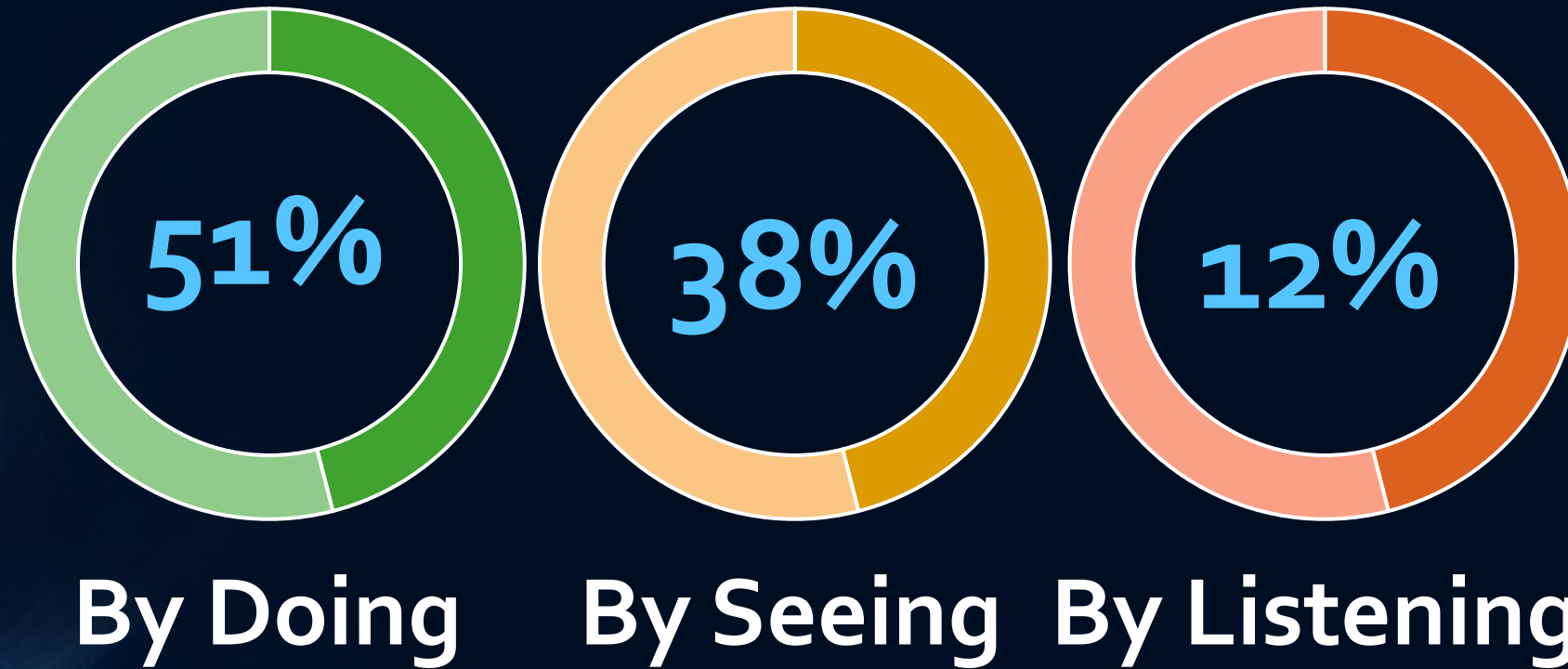
Physical Wellbeing

International sample n=531, October 2022. People with the top 25% self-scores are compared with bottom 25% self-scores

Social Media & Community Building



Training Gen-Z: How do they learn?



Training Gen-Z: Recommendations

Engage Through
Cross-Training

Allow for self-
paced learning

Personalize
learning

Use Videos for
Storytelling

Take it mobile

Add a human
touch to your
training

Leverage bite-
sized learning

Create immersive
learning
experience

What strategies should organizations adopt to attract Gen Z: Recommendations

Strategy 1

Invest in career advancement learning

Strategy 2

Support a diverse and inclusive workplace

Strategy 3

Provide distinct career paths and multiple work formats

Strategy 4

Clear support plan for Well-Being

Conclusion

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Engaging Gen Z is not optional—it's vital.

Our strategy is clear: foster community, harness social media, and prioritize collective progress and be prepared to **SELL it!**

Thank you