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## The End of Predictable Progress: How Gen Z Is Redefining Work, Identity, and Opportunity

Gen Z is entering the workforce at a moment when traditional pathways to security—predictable career progression, stable institutions, and reliable returns on education—are breaking down. Shaped by rapid technological acceleration, economic polarization, and weakened trust in institutions, Gen Z's relationship with work is fundamentally different from prior generations. Rather than viewing work solely as a source of income, Gen Z increasingly ties employment to identity, meaning, and optionality. Distinct cohorts within Gen Z—ranging from those bridging analog and digital systems to fully digital natives—reflect varied experiences with technology, Covid-era workforce entry, and emerging economic models.

This talk examines how the rise of the attention economy, AI-driven growth, and asymmetric opportunity is reshaping how Gen Z evaluates risk, stability, and fulfillment at work. As economic outcomes become more extreme, organizations can no longer compete on compensation or hierarchy alone. The future of work demands leadership models that prioritize authenticity, flexibility, and purpose—creating environments that are not only high-performing, but also aligned with values and long-term societal impact.

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Josh Dias has over 18 years of experience in environmental sciences, leading teams to growth and working with customers across the globe. A National Director for Business Development Strategy for Bureau Veritas in Canada/US, Josh aims to always bring innovative, practical and tangible solutions to customers' problems. An innovator at heart, he leads the company efforts with digital to simplify working to impact customer and employee experience. With Basecamp in Calgary, he can often be spotted on a mountain: biking, hiking, camping, snowboarding with friends and a smile. Also, the greatest Indian born ice hockey player (ask him about this).