

GEN Z GURU

Make Way for Gen Z

The Generations in Numbers			
Traditionalists	Pre 1946	75 Million	Early 70's and Older
Baby Boomers	1946-1964	80 Million	Mid 50's to Early 70's
Generation X	1965-1979	60 Million	Late 30's to Mid 50's
Millennials	1980-1994	82 Million	Mid 20's to Late 30's
Generation Z	1996-2012	72 Million	Toddler to Mid 20's

Key Events and Conditions

Gen X Parents
 Most Racially & Ethnically Diverse Generation
 Great Recession
 War on Terrorism
 Environmental Threats
 Political Polarization
 Democratization of Media
 First African American President
 Legalization of Gay Marriage and Marijuana

NOTES

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Key Traits	
Name & Definition	Tips
<p>Phigital For Gen Z, the line between the physical & digital worlds have been eliminated.</p>	<ul style="list-style-type: none"> • Consider recruiting tools such as Skype, JobSnap, and more. • Define what the <i>actual</i> office is. • Be open to new additions to the lexicon: visual, video, or even symbolic. • 83.6% of Gen Z still prefer face-to-face communication with a boss.
<p>Hyper Custom Gen Z expects to be able to tailor all brands & experiences for the world they know.</p>	<ul style="list-style-type: none"> • Dig in and get to know Gen Zer's personal brand. • Personalize the recruiting experience. • 56% of Gen Zers want to write their own job description. • Personalize career paths to capitalize on employees' ambitions and strengths. • Incorporate new ways to track, post, monitor, measure and share performance data.
<p>Realistic Gen Z is pragmatic about everything as it relates to preparing for their future.</p>	<ul style="list-style-type: none"> • Explore public/private partnerships between educational institutions and employers. • Accept college isn't the answer for everyone. • Create career paths focused on skill building rather than just title or rank. • Reflect realistic messages in recruiting and be honest about work hours and rules.
<p>FOMO Gen Z suffers from an intense and constant FEAR OF MISSING OUT.</p>	<ul style="list-style-type: none"> • Be prepared that Gen Zers have an attention span of about 8 seconds. • Help employees break down big projects into manageable tasks. • Remind employees what they are learning and how they fit in to the larger picture. • Tap into Gen Z's risk-taking capabilities. • Help them define "good enough."
<p>Weconomists Gen Z has only known a world with a shared economy as well as coming together to fight the world's biggest causes.</p>	<ul style="list-style-type: none"> • Realize they focus on optimizing resources via the shared economy mentality. • Be prepared for them to adopt "skill sharing" in the workplace. • 93% of Gen Z said that a company's impact on society affects their decision to work there. • Help them focus on "real" results, not just "feel good" gestures.
<p>DIY Gen Z's fierce independent nature has them believing that if you want it done right, then you must do it yourself.</p>	<ul style="list-style-type: none"> • Define how hand-offs and check-ins will work with this independent generation. • Be open to new sources of information and expertise. • Even though Gen Z is independent, 94% trust their supervisor/s input more than the internet. • Expect them to be entrepreneurial and put that to work internally. • Be prepared to manage "side hustle" issues as they arise.
<p>Driven Gen Z has never believed in a participation award and is an extremely competitive generation.</p>	<ul style="list-style-type: none"> • 72% of Gen Zers say they are competitive with people doing the same job. • Help them balance their competitive drive with being team players. • Coach on when to take a step back and let ideas and information percolate. • Capitalize on Gen Z's willingness to move a product or idea forward quickly. • Make sure to offer enough private space as well as shared in the workplace