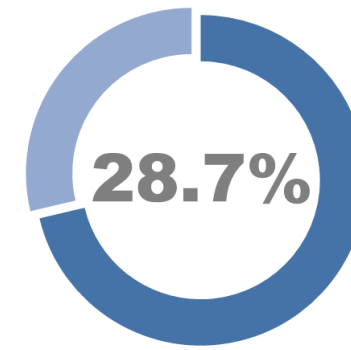
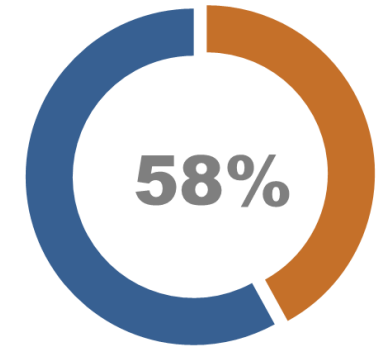


# A GLOBAL SNAPSHOT OF GEN Z

## AT A GLANCE: SIX CHARACTERISTICS OF GEN Z

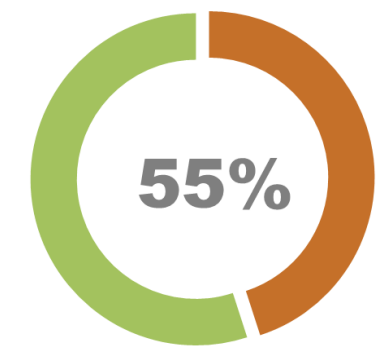


28.7% of global population  
(2.1 billion)



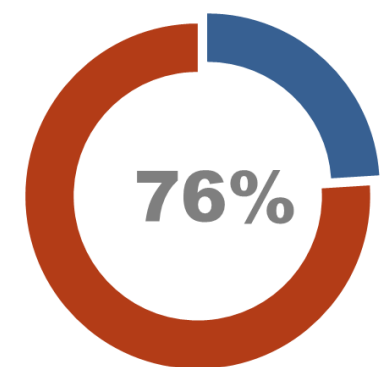
Despite technology, still prefer face-to-face communication

Less motivated by money, less competitive, more entrepreneurial and more interested in volunteering. They also are more likely to seek continuous praise.



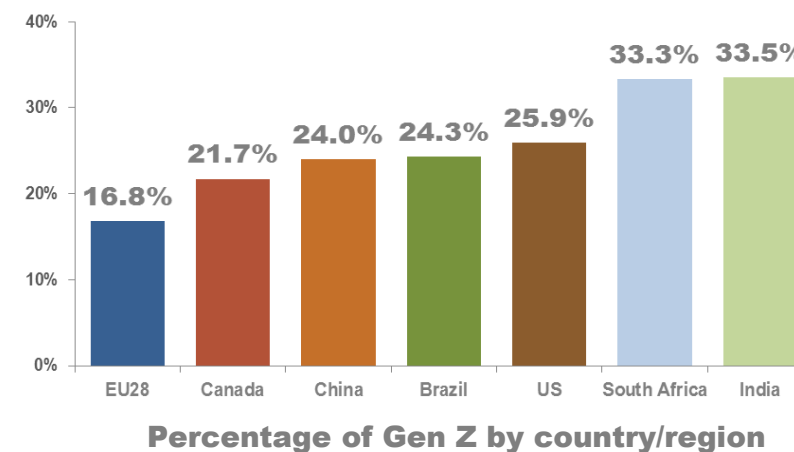
55% of global Gen Z plan on studying or living abroad

Hyper-Texting  
3,400 texts per month  
**10%** of teenagers have "Text Neck" termed by the medical profession (North America Statistic)



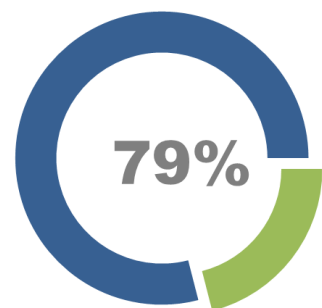
76% influence buying decisions (\$600B) in the US home

"Kids today have more in common with their global peers than they do with adults in their own country" (Ford Motor Company-2015)

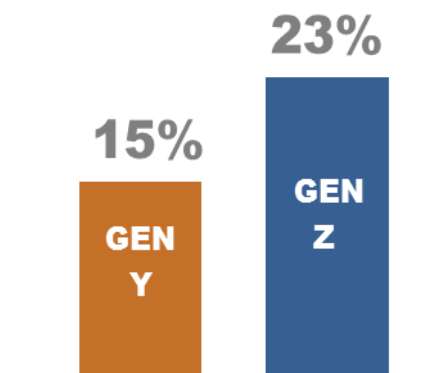


8 second attention span: "I don't have ADHD: your message is boring" (12 seconds 5 years ago)

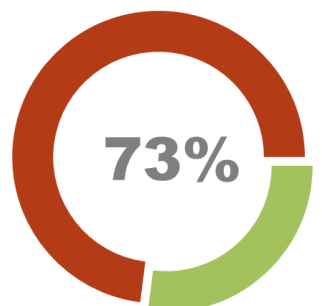
# A GLOBAL SNAPSHOT OF GEN Z



**Display symptoms of emotional distress when kept away from their personal electronic devices**  
(Ricoh, 2015)

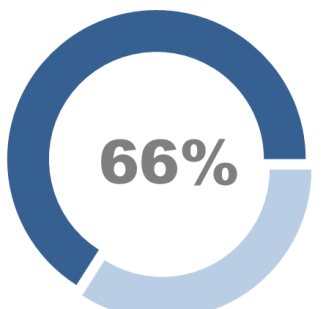


**Primarily motivated by meaningful work compared to money**  
(Robert Half 2015)

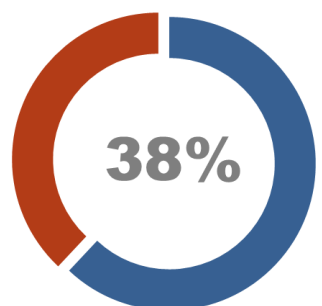


**Believe their future employer will cater to their needs (Global Study)**  
(Ricoh, 2015)

**1/3 of Gen Z are overweight as more time is spent on-line**



**66% of Gen Z aged 6-11 say that online gaming is their only entertainment**  
(Spark and Honey Research 2014)



**Only 38% want a structured, stable work conditions, eg. work location, and fixed time to work**  
(Robert Half 2015)

**Looking for Trends and Patterns?**

7 trends from high schools, colleges and universities

1. Offering students the basics of interpersonal skills as these are often missing
2. Collaborative on-line programs and projects that engage students across the world
3. Visual learning and lessons as Gen Z has grown up in a visual world
4. Gaming in the classroom as students have grown up with video games
5. Educating students on how to do one task at a time and stay focused
6. Learning skills of problem solving and critical thinking
7. Students are seeking knowledge in entrepreneurship and business skills

GEN Y	COMPARISON	GEN Z
<ul style="list-style-type: none"> <li>▪ Prefers freedom and flexibility</li> <li>▪ Use of text messaging</li> </ul>		<ul style="list-style-type: none"> <li>▪ Prefers security and stability</li> <li>▪ Use of Emojis 😊</li> </ul>
<ul style="list-style-type: none"> <li>▪ Play video games but has not made connection to the workplace</li> </ul>		<ul style="list-style-type: none"> <li>▪ See use of gamification for scenario building as part of their routine</li> </ul>
<ul style="list-style-type: none"> <li>▪ Visibility on YouTube and Facebook as a way to communicate and share their stories</li> </ul>		<ul style="list-style-type: none"> <li>▪ Prefer Snapchat or Whisper and don't want to be tracked (24% have dropped Facebook - 2014 study by Facebook)</li> </ul>
<ul style="list-style-type: none"> <li>▪ Enjoy a life that is entertaining and revolves around their needs</li> <li>▪ Helicopter parents check in to see how they help their child</li> </ul>		<ul style="list-style-type: none"> <li>▪ Growing up with multigenerational family members where family is important</li> <li>▪ "Apache" parents will strike out at human resources for not hiring their child</li> </ul>
<ul style="list-style-type: none"> <li>▪ 38% of millennials attend college (US statistic)</li> <li>▪ Outdoor sports and adventures are the choice of Gen Y</li> </ul>		<ul style="list-style-type: none"> <li>• 50% attend or plan on attending college</li> <li>• Prefer indoor activities – (1/3 overweight- obesity increased 3 fold since 1970)</li> </ul>
<ul style="list-style-type: none"> <li>▪ Are optimists, and looking forward to the next big thing to come along</li> </ul>		<ul style="list-style-type: none"> <li>• Are realists, and understand how scary the world is and worry about the future</li> </ul>
<ul style="list-style-type: none"> <li>▪ Believed they had to attend the best schools to get a great education, now burdened with massive debt</li> </ul>		<ul style="list-style-type: none"> <li>• Watched elder siblings and are satisfied to attend a less prestigious but reputable school (53% belief loan debt is #1 consideration) (US Statistic)</li> </ul>

## IMPACT TO THE WORKPLACE

