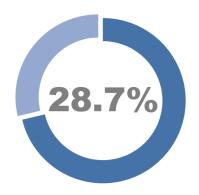
A GLOBAL SNAPSHOT OF GEN Z

AT A GLANCE: SIX CHARACTERISTICS OF GEN Z





28.7% of global population (2.1 billion)

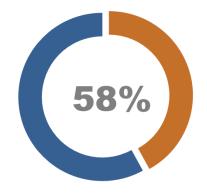
Less motivated by money, less competitive, more entrepreneurial and more interested in volunteering. They also are more likely to seek continuous praise.

Hyper-Texting **3,400 texts per month**

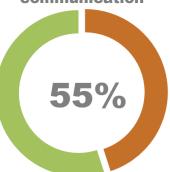
10%
of teenagers have
"Text Neck"
termed by the
medical profession
(North America Statistic)

"Kids today have more in common with their global peers than they do with adults in their own country"

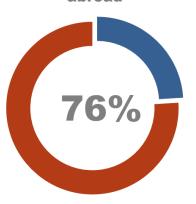
(Ford Motor Company-2015)



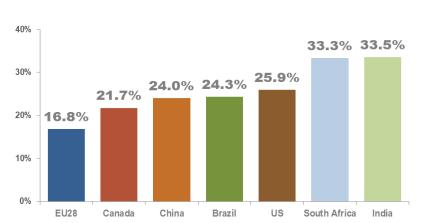
Despite technology, still prefer face-to-face communication



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



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



Percentage of Gen Z by country/region



8 second attention span: "I don't have ADHD: your message is boring"

(12 seconds 5 years ago)



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

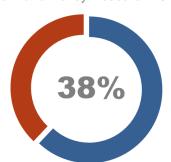


Believe their future employer will cater to their needs (Global Study) (Ricoh, 2015)



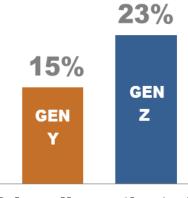
66% of Gen Z aged 6-11 say that online gaming is their only entertainment

(Spark and Honey Research 2014)



Only 38% want a structured, stable work conditions, eg. work location, and fixed time to work

(Robert Half 2015)



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

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

Looking for Trends and Patterns?

7 trends from high schools, colleges and universities

- 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
- 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
- Educating students on how to do one task at a time and stay focused
- 6. Learning skills of problem solving and critical thinking
- Students are seeking knowledge in entrepreneurship and business skills

A GLOBAL SNAPSHOT OF GEN Z

GEN Y

	GLITT		GLIV Z	
■ Prefers free	dom and flexibility	 Prefers security ar 	nd stability	
Use of text r	messaging	Use of Emojis		
Play video g	games but has not made connection to the workpl	ace • See use of gamific	cation for scenario building as part of their routine	
Visibility on their stories	YouTube and Facebook as a way to communicat	·	or Whisper and don't want to be tracked (24% have dropper study by Facebook)	ped
Enjoy a life t	that is entertaining and revolves around their need	ds • Growing up with n	nultigenerational family members where family is importa	ant
 Helicopter p 	arents check in to see how they help their child	■ "Apache" parents	will strike out at human resources for not hiring their child	d
■ 38% of mille	ennials attend college (US statistic)	50% attend or plan	n on attending college	
 Outdoor spo 	orts and adventures are the choice of Gen Y	 Prefer indoor activ 	vities - (1/3 overweight- obesity increased 3 fold since 19	3 70)
 Are optimists 	s, and looking forward to the next big thing to con	e along • Are realists, and u	understand how scary the world is and worry about the fur	iture
	ey had to attend the best schools to get a great ed ed with massive debt		olings and are satisfied to attend a less prestigious but (53% belief loan debt is #1 consideration) (US Statistic)	

COMPARISON

IMPACT TO THE WORKPLACE

With their lives over

structured, constant contact

with friends and connections for

gaming, they are bombarded by vast

amounts of stimulation, leaving very

Critical thinking skills will be one of the most needed skill sets in the

may not be prepared.

workplace, yet this generation

little time left for thinking.

ONBOARDING AND MENTORING

- Mentoring and reinforcing the importance of connecting with others will be critical and requires engagement of seasoned employees along with fellow Gen Z employees acting as mentors to new hires
- Growing up in a world of rewards, employers must find ways to say thank you, great job, etc. for even small tasks
- Constant engagement to reinforce the importance of connecting with others
- WORKPLACE IMPACT: Develop quiet spaces to support one on one meetings, and where ideas can be displayed for others to see

LEARNING

- Gen Z's are experiential learners: try it, break it, start over, just like gaming, with 3 lives to work with
- Personalized just-in-time learning will create an environment of continuous life-long learning for employees
- Reverse mentoring in the workplace: Gen Z will be able to share technologies and communication skills unlike other generations
- WORKPLACE IMPACT: Environments will require highly flexible spaces, state of the art technologies and the need to rapidly change to support small to large group learning sessions

COMMUNICATION

 Clear communication of organizational goals will be essential for this generation to stay focused and on task

GEN Z

- Reinforce Interpersonal communication and listening skills. These skills may be lacking due to texting, chat, etc.
 - Reinforce the need to utilize traditional face to face communication skills
 - WORKPLACE IMPACT: Spaces must create a purpose to gather, provide visual sharing of information and a place to be seen.

TECHNOLOGY

- Organizations that have not kept pace with technologies will find employing Gen Z difficult to attract and retain
- Gamification will become prevalent as a means to motivate, connect and engage employees
- Organizations must also recognize that the technology is "merely the where and how interactions" take place
- WORKPLACE IMPACT: State of the art technology is an assumption: the latest and greatest in technology and the work environment that surrounds it is fully expected