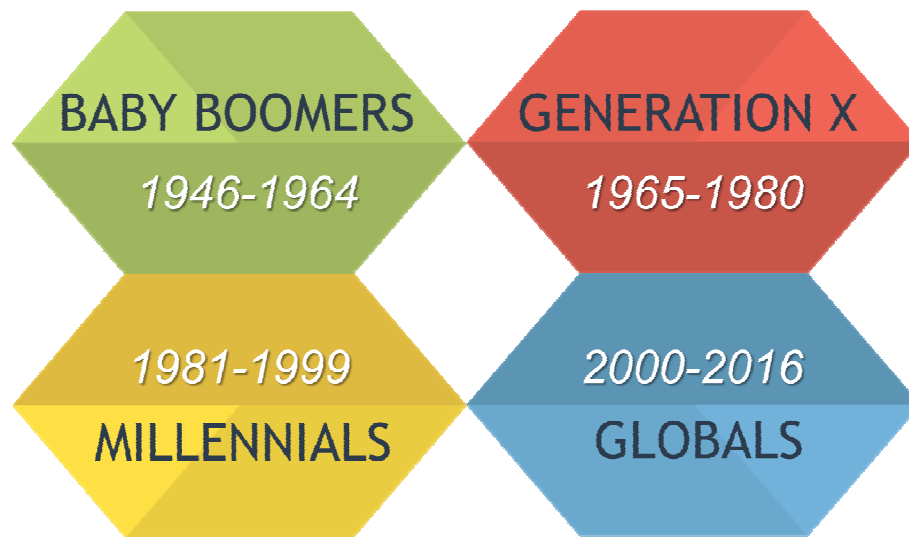


# GENERATION Z

**WHAT YOU NEED TO KNOW NOW  
ABOUT THE NEXT GLOBAL GENERATION**

## GENERATION MAP



## GENERATION Z

### ★ GLOBAL THEORY

- Born 2000-2016
- Life cohorts not birth cohorts
- I, not we
- Wean off of structure

# WHY GLOBALS?

## 1 STUDYING ABROAD

- Tripled in past 2 decades
- 800,000 international students
- 85% students at Kalamazoo College
  - Source: IIE: Inside Higher Ed: US News

## 2 ONE WORLD

### MULTICULTURAL ACCEPTANCE VS. AWARENESS

## 3 ACROSS GENERATIONS

### SIMILARITIES AND DIFFERENCES

	BABY BOOMERS	GEN X	MILLENNIALS	GLOBALS
BEHAVIOR	Challenge the rules	Change the rules	Create the rules	Customize the rules
TRAINING	Preferred in moderation	Required to keep me	Continuous and expected	Ongoing and essential
PROBLEM-SOLVING	Horizontal	Independent	Collaborative	Entrepreneurial
LEADERSHIP STYLE	Unilateral	Coach	Partner	Teaching
CHANGE MANAGEMENT	Change = Caution	Change = Opportunity	Change = Improvement	Change = Expected

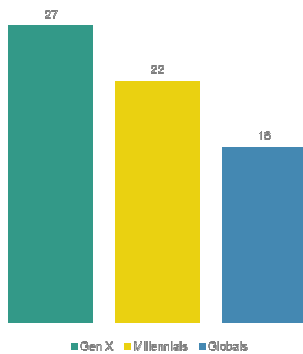
Source: Robert Half International

# DEFINING CHARACTERISTICS

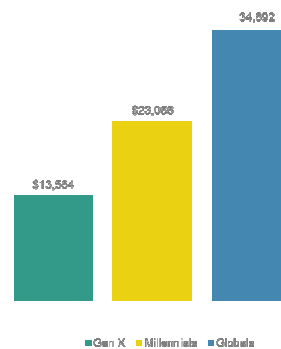
## 1 REALISTIC

- Grit
  - Persistence
  - Commitment
  - Devotion
- Smaller is smarter
  - Recession
    - 73% affected
    - Job is most important
    - 56% save

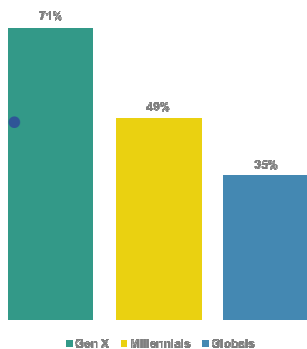
### AGE STARTED SAVING



### TUITION



### BELIEVE SOCIAL SECURITY WILL PROVIDE FOR RETIREMENT NEEDS



## DEFINING CHARACTERISTICS

### 2 PROACTIVE

- High Schoolers
  - 77%(G)/63%(M) volunteer interest
  - 55% parents pressure experience
  - 76% wish hobby as job

### 3 CONNECTED

- Millennials on steroids
  - 43% more comfortable talking online
    - Snapchat
    - Avatars
      - Prefer anonymity

*“I know people who have made their closest relationships from Tumblr, Instagram and Facebook.”*

## IN THE WORKFORCE

### 1 SEEK FROM INTERNSHIPS

- 89% value work experience
- 85% value new skills
- 72% want job offers

<u>Globals</u>	<u>Millennials</u>
New Skills - 92%	Work Experience - 81%
Work Experience - 81%	New Skills - 85%
Mentorship/Networking - 72%	Job Offers - 72%

### 2 REWARDS

- Practical items
  - Gas cards
  - Student loan reimbursements
  - Extra time off (smaller is smarter)
- 85% value new skills

*“65% of kindergarteners will grow up to have jobs that currently do not exist.”*

WAGEPOINT

## IN THE WORKFORCE

### 3 CAREER SPECIALIZATION

### 4 INFORMATION IS KEY

- Transparency
- Inclusivity
- 60% change the world / 39% Millennial

### 5 CAREER MAPS

- Onboarding & Stay Aboard
- Group Work & Showcases
- Experiences & Exposure
- Emerging Leaders

## ACTION PLAN

Three things I took away today that I'm going to implement tomorrow:

<b>SOMETHING FOR YOU</b>	
<b>SOMETHING FOR YOUR TEAM</b>	
<b>SOMETHING FOR YOUR MANAGER</b>	