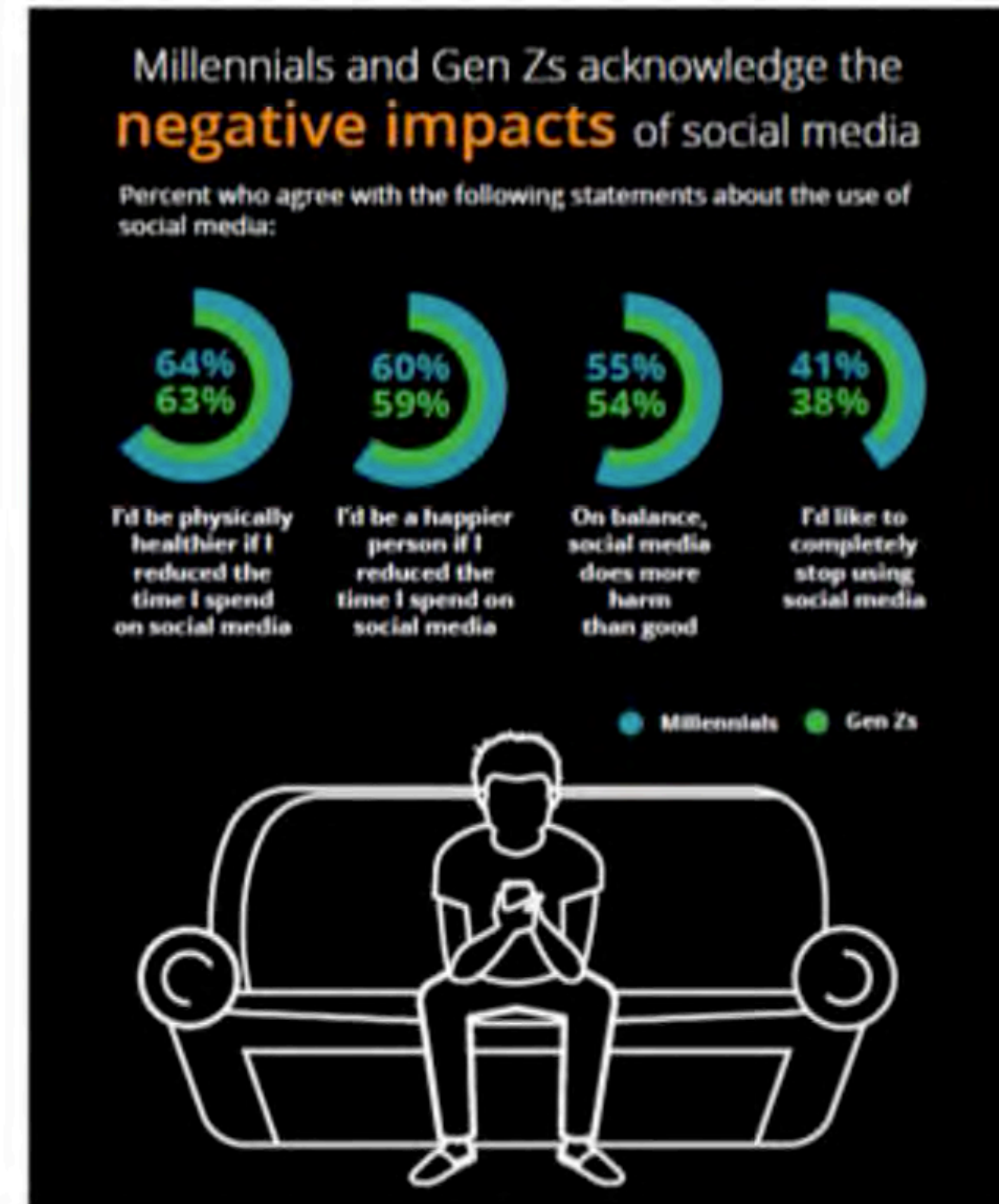
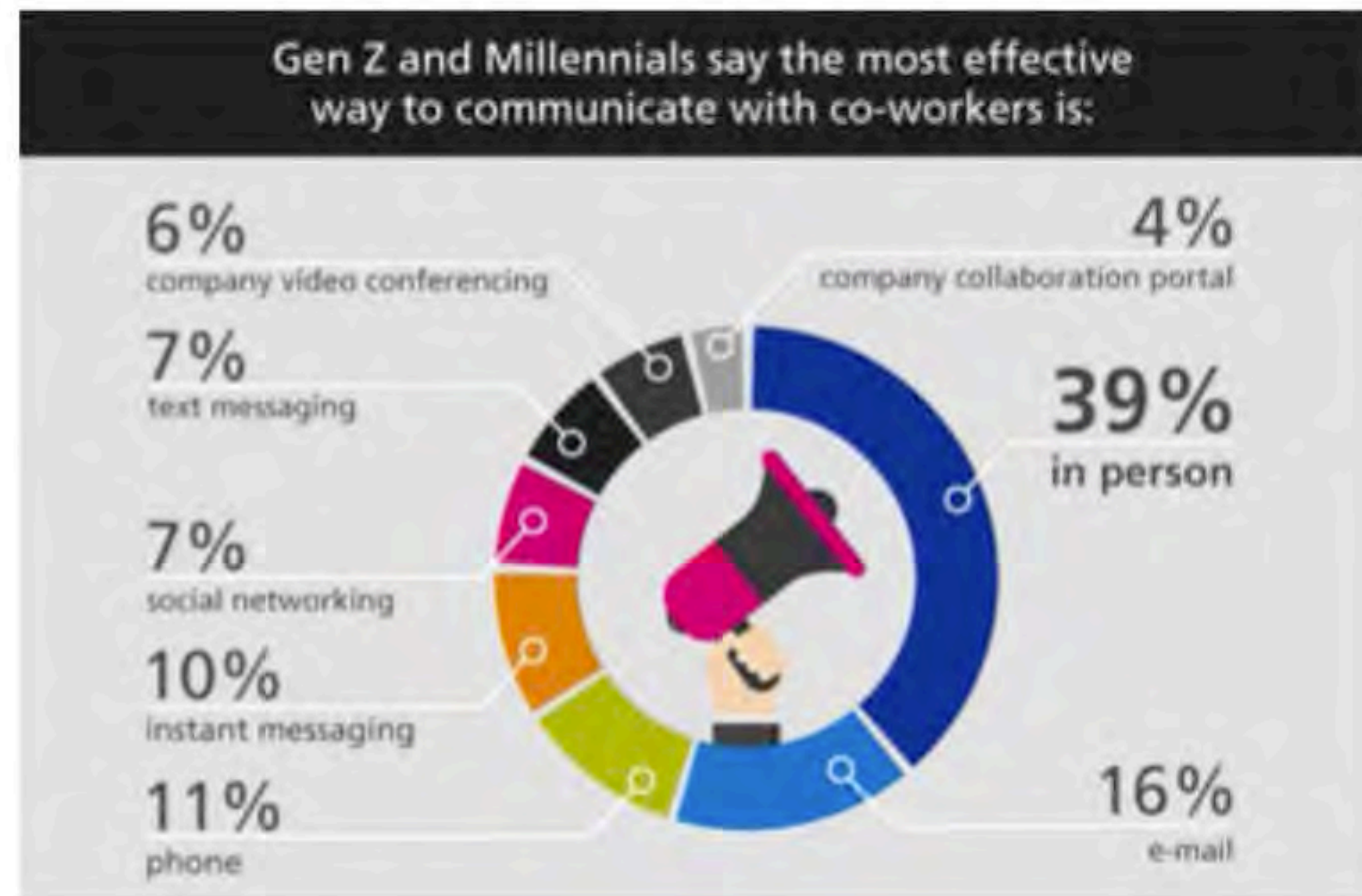


# They are adept at but not addicted to Tech

A survey of over 4,000 GenZ and Millennials in 10 countries (Randstad and Future Workplace 2016) found that 39% said they prefer face-to-face communication with co-workers:





# What are Gen Zs like? (cont.)

- **Online and personalized:** used to personalized micro-experiences and think “anything is possible”. Online experiences need to be intuitive, seamless and error-free.
- **Value trust and fairness:** treat people with respect, ethical behaviour, fair compensation, open and transparent communication.
- **DIY generation:** entrepreneurial and self-sufficient, they rely more on themselves to research things or set up own businesses.
- **Connected:** most willing group to provide personal data, provided they receive something of value in return (i.e. personalized experience).

Studies by Ernst and Young, Casandra Report, and Adobe Education cited in Schwieger, 2018

# What are Gen Zs like? (cont.)

- **Tenacious:** Gen Zs are pragmatic. They realise that life will not always be easy, and that they are very likely to experience significant failure (71%) before achieving success; 40% viewed failure as an opportunity to try again.
- **Skill Focused:** Gen Zs realise the importance of building skills at a young age. Part of their free time activities were devoted to productive and creative endeavours, rather than just “hanging out.”
- **Self-Starters:** Gen Zs are early starters and more likely to go straight into the workforce rather than taking the traditional path of finishing high school and moving on to a college degree, more likely to attend school online and, due to their independence, lean toward learning what they want to know on their own.

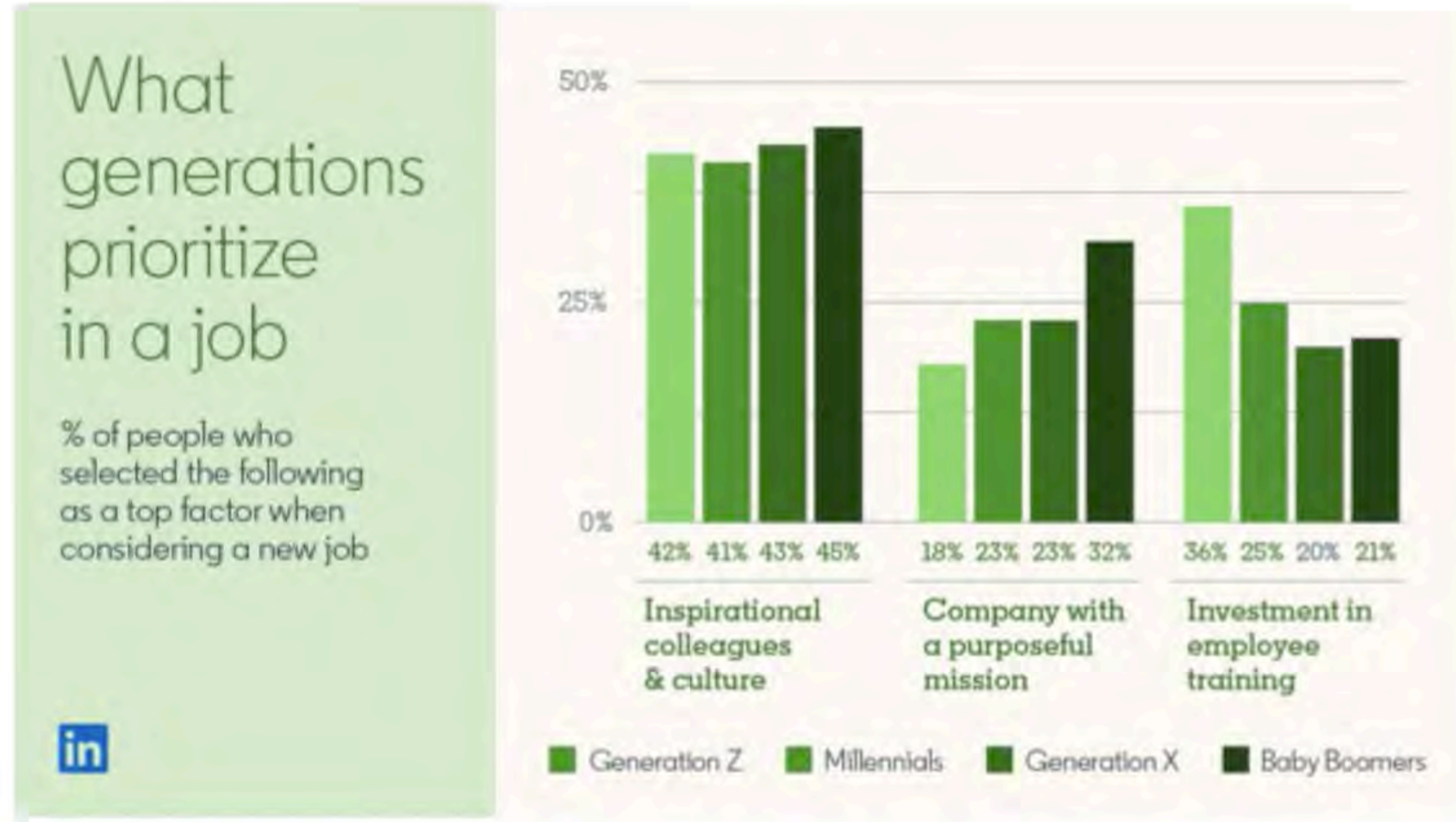
Studies by Ernst and Young, Casandra Report, and Adobe Education cited in Schwieger, 2018



# The 'purpose' myth about Gen Z

It's often said that Gen Z are more driven by values than earlier generations and want to work for organisations whose purpose they share.

But look at this:



# What are Gen Z students like?

## Gen Z students

- see tech and creativity as important and intersecting aspects of their identities
- learn best by doing and creating and want more focus on creativity
- value hard work that is duly rewarded

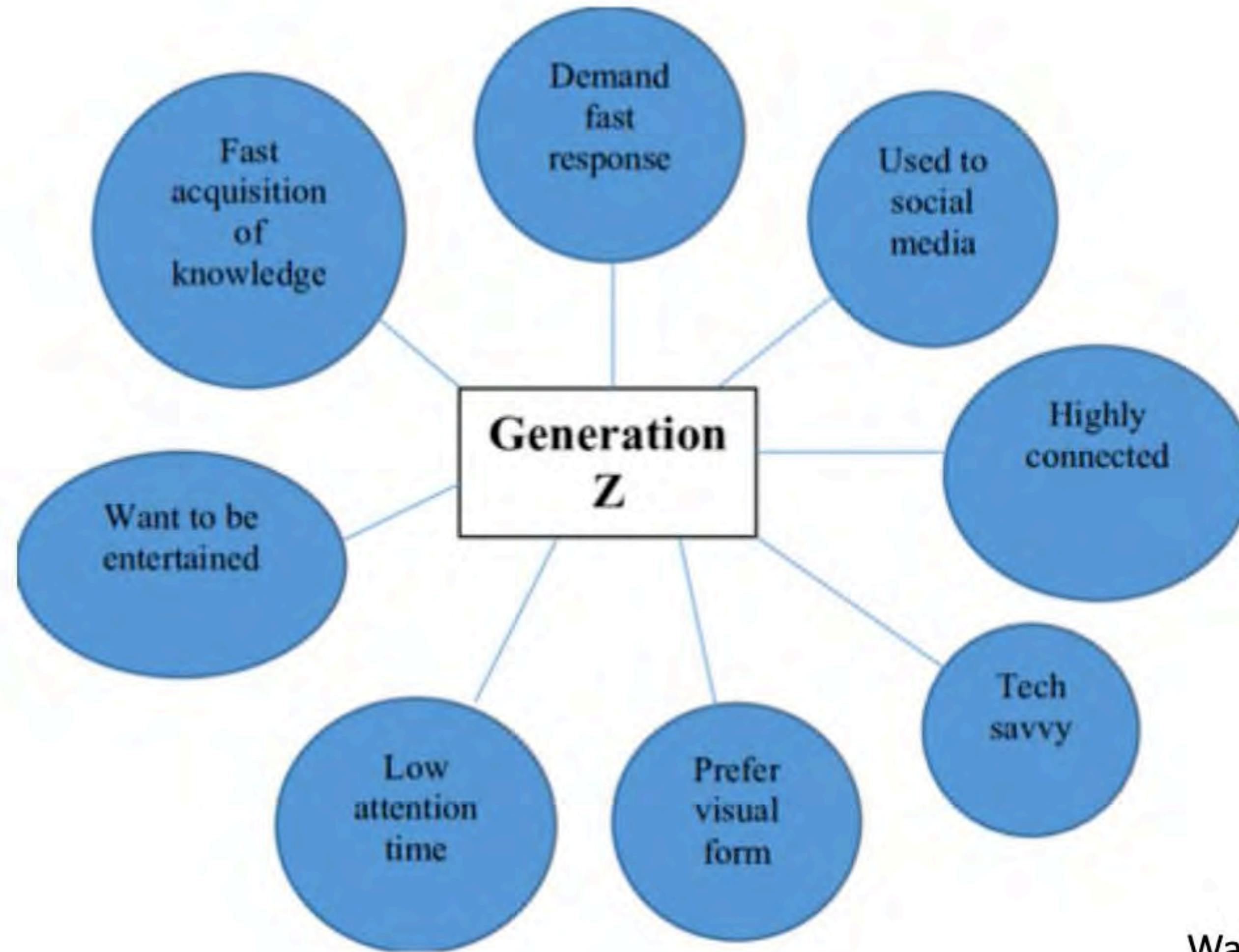
Studies by Ernst and Young, Casandra Report, and Adobe Education cited in Schwieger, 2018



# How do Gen Zs learn?

- While Millennials used three screens on average, Gen Z students frequently use up to five. Most use a smartphone, TV, laptop, desktop, and a tablet. On screens = 10 hours a day
- Constant stimulation and access to all the world's information at their fingertips has given them an eight-second attention span and has trained their brains to expect instant gratification
- Sitting in a hall or classroom listening to a lecture is not for Gen Z
- Gen Z students want a chance to be part of the learning process, not a passive bystander

# How do Gen Zs learn? (cont.)





# So what can coaches do? (1)

- Allow Gen Zs to show their individuality – remember they are used to ‘hyper-customisation’
- Communicate with them face to face – they prefer this
- Give them feedback individually and in person
- Allow them to be independent and competitive
- Show them how to collaborate when it’s needed (they are less collaborative than Millennials and need to be taught how)



## So what can coaches do? (2)

- Experiential learning: Gen Zs learn by doing
- Blended learning: personalised learning which is individually driven
- Assessing and modifying: involve them in the planning and iteration stages
- Storytelling: they are interested in the individual stories of their peers
- Focus on the future: give them interactions with those in years ahead, clear goals, and focus on career development strategies
- Rewards: they are serious and respond to 'work hard and see the rewards'