### Understanding Gen Z

#### What it does

This presentation highlights some of the key characteristics of Gen Z and discusses how those characteristics have been shaped.

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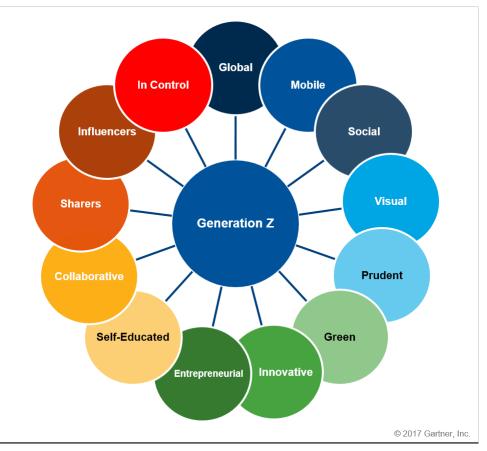


# **Understanding Generation Z**

### Who are Generation Z?

- Generation Z is the demographic cohort after millennials (Generation Y).
- Demographers and researchers typically define the group as those born since 1996.
- According to U.S. Census Bureau, Generation Z makes up to 25% of the population.
- Generation Z has been shaped by major world events such as the 9/11 terror attacks, Great Recession and phenomena such as global climate crisis and rapid technology innovation.
- With most of them either entering college or graduating, Generation Z is the new target population for graduate hiring.

#### **Generation Z Characteristics**



Source: Gartner Research



# **Major Events That Have Shaped Generation Z**

Instructions: Refer to the below table to understand events that have influenced and shaped Generation Z's behaviors and characteristics.

Event/ Phenomenon	Resulting Attributes
9/11 terror attacks and post-war world: Raised in the aftermath of the 9/11 terror attacks, Generation Z has been hugely affected by the global war on terrorism and have grown up with a constant sense of uncertainty and insecurity.	<ul><li>Prudent</li><li>Skeptical</li></ul>
Economic slowdown of 2008: The recession greatly impacted most of the generation by exposing their families to sudden financial instability.	<ul> <li>Realistic</li> <li>Risk-Averse</li> <li>Self-Starter</li> <li>Independent</li> <li>Entrepreneurial</li> </ul>
Global climate crisis: News of depleting resources and climate shift has informed their upbringing. They are the generation facing the most imminent threat of the climate crisis .	<ul><li>Conscientious</li><li>Green</li></ul>
Technology and innovation: Born as digital-natives, this generation has not experienced a world without the internet and social media.	<ul> <li>Mobile</li> <li>Social</li> <li>Innovative</li> <li>Global</li> <li>Collaborative</li> <li>Influencers</li> </ul>

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### **Build Gen Z Graduates' Persona**

Instructions: Using the characteristics on the prior page and information on current and incoming graduates, build one or several personas for your target graduates. Apply the key learnings from these personas to build your branding and attraction strategies.

### Technology Graduate (Illustrative)

#### **Key attributes**

Digital-Native Competitive Realistic



"I need a opportunities more than I need stability in my career"

Goals	Worries	Expectations
<ul> <li>Rapid career growth</li> <li>Job stability</li> <li>Job fluidity with rotational opportunities</li> <li>Association with strong mentors</li> </ul>	<ul> <li>Career mismatch with personality</li> <li>Student loan</li> <li>Security</li> </ul>	<ul> <li>Work-life balance</li> <li>On-demand and immediate service</li> <li>Flexibility</li> </ul>
Motivation	Communication	Influence
<ul> <li>Autonomy</li> <li>Working for a social cause</li> <li>Associating with the mission of the organization</li> <li>Getting valuable life experiences (e.g. travelling)</li> </ul>	<ul> <li>Expect digitally ubiquitous communication</li> <li>Crave face-to-face interaction</li> <li>Moved to Snapchat, Instagram from Facebook, Twitter</li> <li>Respond well to video communication</li> </ul>	<ul><li>Parents</li><li>Global media</li></ul>

