

# \* Generation Z - What does it mean?

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Generation	When were they born (generally speaking)
Veterans / Traditionalists	Up to 1945
Baby Boomers	1946 - 1964
Gen X	1965 - 1979
Gen Y / Millennials	1980 - 1995
Gen Z / I-Gen / Gen-Connect / Generation Alpha	1996 - 2009

Precise time periods may vary according to which article or book is referred to

## The Australian Human Resources Institute's (AHRI) Pulse Survey (2015)

- HR professionals believe older workers are more loyal, reliable, aware, committed and have better levels of attendance than younger workers
- Respondents in the survey believed that younger workers had more energy, career ambition, technology skills, creativity and were more physically capable than older workers.

- Is it too soon to be defining characteristics of this generation - characters are still forming?
- Can a whole generation be grouped to defining characteristics anyway?

#### Generational awareness:

- help alleviate tension with Gen Xs, Gen Ys, Baby Boomers and Veterans
- may otherwise experience older or younger generations as disrespectful or arrogant.

# Generation Z has been called Generation Y on Steroids:

- involvement and feedback
- generally outspoken
- more inclusive workplace
- Teamwork
- strong communication skills
- self-awareness (not to be confused with self-belief)
- desire for connectedness and relationships
- desire for learning

- 4.6 million Gen Zs in Australia
  - Children of Gen X - 21<sup>st</sup> century generation
  - By 2020 will comprise 12% of the workforce
  - More than 2.5 billion people globally
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- Born into the crisis period of terrorism, the global recession and climate change
  - Predicted to spend their young adult years in a time of economic and social renewal

# Five Key Characteristics of Gen Zs:

- Global
- Digital
- Social
- Mobile
- Visual

Working Motto:

*"We are the 'always on' generation"*



GENERATION

**Z**



2.52 billion\*

## DON'T MISTAKE THEM FOR MILLENNIALS

### GENERATION Z

5 SCREENS  
COMMUNICATE WITH IMAGES  
CREATE THINGS  
FUTURE-FOCUSED  
REALISTS  
WANT TO WORK FOR SUCCESS

VS

### MILLENNIAL

2 SCREENS  
COMMUNICATE WITH TEXT  
SHARE THINGS  
FOCUSED ON THE PRESENT  
OPTIMISTS  
WANT TO BE DISCOVERED

- Gen Z are said to be:
  - realistic
  - cause and value driven
  - Entrepreneurial and innovative
  - financially prudent
  - possess boundless curiosity
  - politically aware generation
  - have been taught to question everything, but to do so respectfully
  - *“the toddler stage of asking ‘why?’ may never end!”*
- This is the first generation born into a fully technological environment:
  - being connected, being digital, technological savants
  - having mobile phones or tablets as a matter of course
  - more advanced in searching for information, online research
  - figuring things out on their own

# \* In the Workplace and in Business:

- challenging, meaningful work
- opportunities for learning, development and advancement
- successfully integrate work and personal life
- fair treatment and competitive compensation
  
- each generational shift evolves organically - so, too, will the workplace

## Gen Z: The next generation of clients and competitors:



# Top 10 Tips for Marketing to Generation Z:

1. Don't Create Ads -- Create Value
2. You Can't Just Talk About Being An Industry Leader, You Have To Actually Look The Part
3. They Don't Care About What You Are Selling Them -- They Care About What You Can Do To Help Them
4. You Have To Be In More Places Than Just One
5. Give Them The Full Story In Eight Seconds Or Less
6. Gen Z Doesn't Want To Talk About Changing The World, They Want To Actually Do It
7. Gen Z Buys Online, So Goodbye Brick-And-Mortar (Cloud technology)
8. Conversations And Community Are What Ring True
9. Celebrity Marketing Doesn't Work Like It Used To (They prefer real people and stories)
10. Gen Z Is Extremely Open Minded -- They Want Everyone To Get Along

*“ Those born after 1995—Gen Zs—are very different from their older brothers and sisters—their millennial role models. While millennials have sparked controversy over their “I’m going to quit my job and pursue my dreams” mentality, Generation Z has quietly learned from afar. Metaphorically speaking, they are the youngest sibling at the dinner table, wise just from watching.*

*And what are they watching? How about their mobile devices, for a start.*

*By 2020, Generation Z will account for an astounding 40% of all consumers. However, few brands, businesses influencers and industry thought leaders have considered how to go about appropriately communicating to that demographic.”*

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