

Poll Everywhere Prep!

We will use the Poll Everywhere technology which requires some prework...if you are willing...

- Text **COLOSTATE**
- To **37607**
- You will receive a message that you have “joined Therese Lask’s session...” which is the indicator that you are ready to go!



Understanding Generation Z

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With a partner discuss what was trending when you were in high school, e.g. styles, films, music, TV shows, brands, sports, technology, etc.

Icebreaker

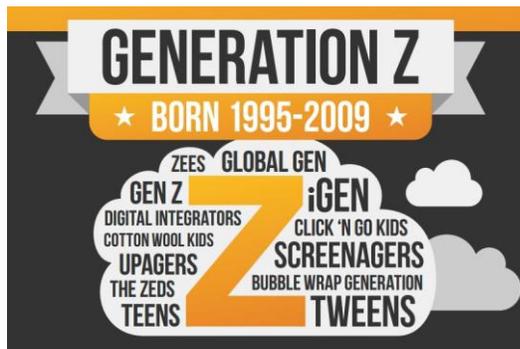
Every generation inherits a world it never made; and, as it does so, it automatically becomes the trustee of that world for those who come after. In due course, each generation makes its own accounting to its children.

Robert Kennedy



Agenda

- Intro & Goals
- Quick snapshot of generations
- Overview of Gen Z
- Making Connections
- Conclusion



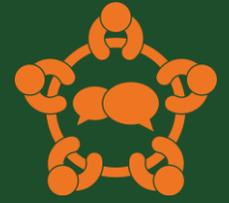
Learning Goals

- Gain a better understanding of the generations
- Introduce Gen Z
- Discuss your situation and how we can effectively interact

Name, Role & Locale, Why this Topic?

INTRODUCTIONS





Why is it important to explore Intergenerational Interaction at your workplace?

Table Discussion

Overview of Cohort Attributes



The Veterans, Silent Generation, GI Generation

Military-like
Strong Work Ethic

No News Is Good News Command And Control Aspired To Home Ownership
Prefers Formal Communication Like Letters Or Memos With Proper Grammar

Work Life Are Completely Separate Keep Your Head Down And Do Your Job
Expects Leader To Be Directive The Richest Generation In History Penny-Pinching
Find Satisfaction In A Job Well Done Jobs Are For Life Work Is Not Supposed To Be Fun
Marked By Sacrifice Stays To Him/Herself At Work GI Generation
The American Dream Respect For Authority Intense Loyalty To Employer
1920-1943/1945 Work Is An Obligation
Face-to-Face

Baby Boomers

Save-the-world

Helicopter Parents 1944/46-1960/64

Aspires To Job Security Wants To Feel Needed

The Most Iconoclastic Self-Absorbed Live-to-work/Work-is-life

Prefers Face-to-face Communication

Enjoys Meetings Preferred Rewards Are Money Title Promotion No Balance

Grandiose Generation In History Team-player Careers Are Decided By The Employee

Believes Their Contributions Should Be Recognized

Questions Authority But Respects Authority

Expects Leader To Be Consensual And Collegial Using The Phone Or Email

Does Not Appreciate Feedback

Work Efficiently

Works An Exciting Adventure

Workaholics

Performance Recognition

Generation X

Free-spending
Skeptical

Resentful Of Inhuman Expectations Of Schedule
Survivalist

Work-to-live

Sorry To Interrupt But How I'm Doing

Self-reliant
Asks Why
Jaded

Challenges Authority

Forces Feedback

1961/65-1980/2 Slacker Gen

Entrepreneurial Work-style

Appreciates Diversity

Do-it-your-way

Forget-the-rules

Wants To Provide The Safety For Their Children That They Never Had

Works Only A Contract Latchkey Kids

Products Of Hands-off Parents

As A Leader Wants Everyone To Be Treated The Same

Loyal To Profession Not The Company

Often Forgotten Or Overlooked Due To Sandwich Position

Here's-the-newest-technology

Balanced

Wants Personal Goals

Works A Difficult Challenge

Early Adopters Of Technology

Aspires To Work-life Balance

Not Everyone Gets A Trophy

Prefers Email Or Text For Communication

Needs To Be Recognized

Give Me The Objective

Preferred Rewards Freedom

Not Helicopter Parents

Get Out Of The Way Devil's Advocate

Crave Autonomy

Impactful Workplace Trends

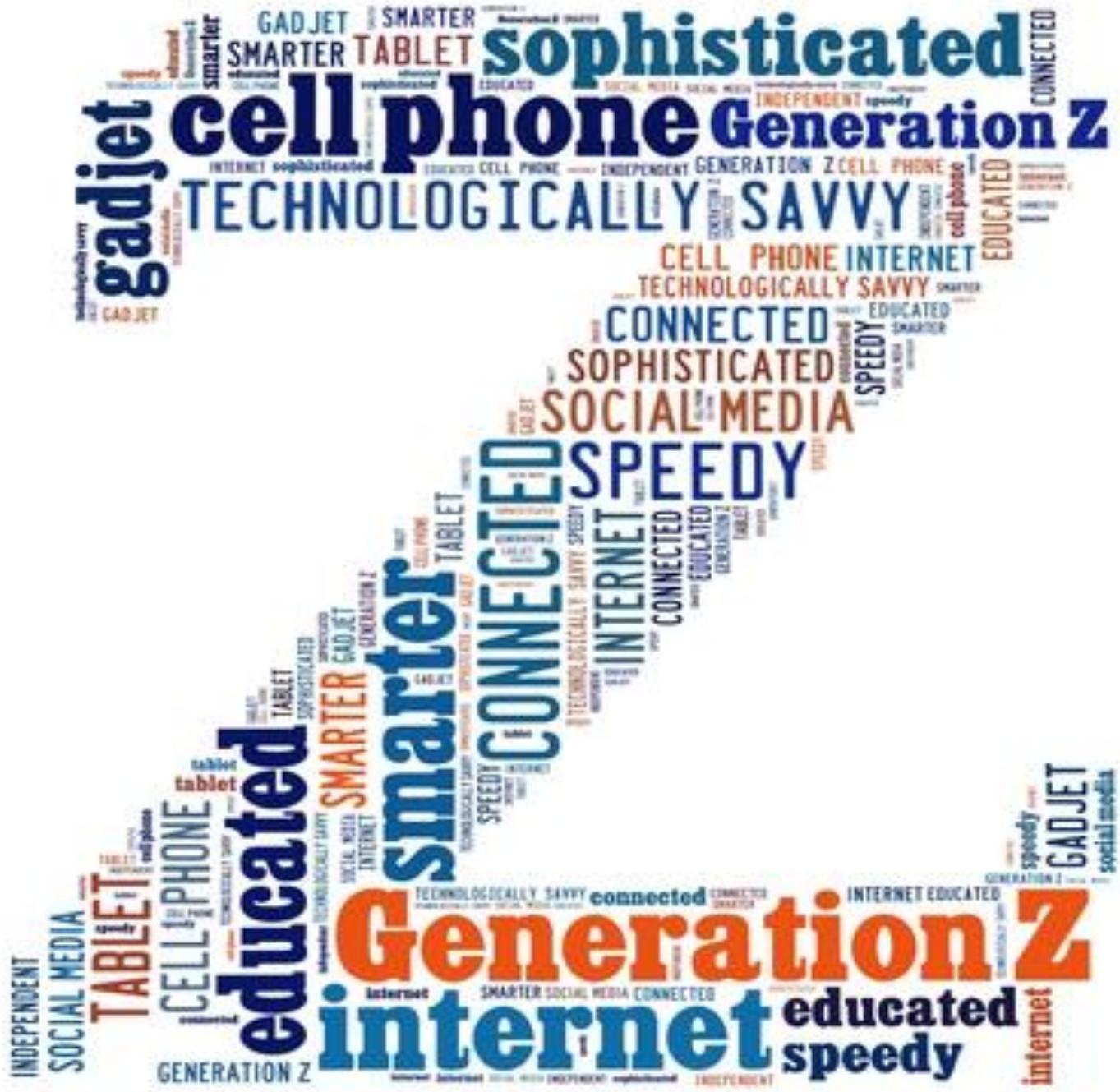
- Increase in hiring & wages and decrease in benefits package
- Increased options of remote work or flexible schedules
- Boomer exodus and rise of the Millennial manager
- Technology Effect: positive through productivity, negative through distraction or constant contact
- Science, technology, healthcare jobs increasing, while manual and unskilled labor jobs declining
- The “Gig Economy”
- Appearance of “Intrapreneurship”

(Pew Research Center, 2016, Oct 6)

And ... Gen Z...TaDa!

- 1996/2001-2010 (~60 million Americans; while *CLO* says 23 mill+)
- Neil Howe: 2004+ Homeland Gen
- Also Called—
 - The ReGen Generation, Post-Millennials, iGeneration, Generation Text, GenTech





Gen Z: Making a Difference Their Way



<https://www.youtube.com/watch?v=cN0hyudK7nE>

Gen Z Enters College...

- Technology & instantaneous access
- Fact & opinion confusion
- Internet up for grabs
- Attention span
- Construction over instruction
- Systems thinking
- Generalists
- System disruptors

(Seemiller & Grace, 2016)

Gen Z Personal Values Ranked By Importance

1. Happiness
2. Relationships
3. Health
4. Financial Security
5. Career
6. Faith

Gen Z Professional Values Ranked By Importance

1. Doing well in role
2. Making more money
3. Work-life balance
4. Promotion
5. Changing career
6. Retirement

Adapted from Flippin, 2017, pp. 12-14

Gen Z Expects...

- Honesty & Trustworthiness
- To be heard
- Audience with the top
- Constructive feedback, coaching & Upward movement
- Latitude to communicate their needs
- Success for everyone involved & diversity-friendly
- Optimism
- Supervisor's job passion & excitement
- Stories & anecdotes
- Newest technology
- A social outlet at work
- To be mobile & highly connected
- 24/7 Availability
- To be allowed to juggle multiple conversations on various platforms
- Face-to-face communication
- Written communication of work info
- Learning media, not face-to-face, drawn out lecture
- To get to the point, no tangents
- To use lingo, acronyms or abbreviations



Text a Gen Z attribute that you admire or value...

Survey Says...

Gen Z wants bosses to start/continue to:

- Provide opportunity, encouragement, freedom to take initiative & move ahead
- Give clear & detailed directions & expectations
- Offer more feedback on things well done
- Ensure better hours & resolve scheduling issues
- Provide better pay & benefits
- Offer appropriate & continuing learning, including cross-training with other departments
- Be kind, respectful, supportive, & understanding

(Flippin, 2017, p. 48)

Survey Says...

Gen Z wants bosses to stop:

- Nagging
- Complaining
- Yelling
- Being harsh or rude
- Micromanaging
- Being vague
- Playing favorites
- Being unavailable
- Showing a lack of trust
- Worrying about their youth
- Treating them like children

(Flippin, 2017, p. 49)

Interaction Tips



- Give reasons to be engaged
 - Make them curious, create thrill & excitement
- No sugar coating
 - They are very realistic & claim to want the cold hard truth; but bolster their self-esteem
- Add visuals to messages... 😊
 - Emojis make communicating quick for them!
- Incorporate the most important info **ONLY**
 - Use highlighting, bold, & bullets
- TELL them to read the **ENTIRE** message
 - Likely judgement based on subject line
- Add humor to your conversations
 - They do like fun; be sure though to act your age
- Make it about them
 - Honor & value bold ideas & new perspectives
- Use their peers to convince them
 - Target the herd & allow for collaboration
- Be upfront
 - Establish trust early

Table Discussion



- What factors should be remembered when communicating with Gen Z?
- What factors should be considered when training Gen Z to set them up for success?
- How can you help build confidence or offer stretch assignments for Gen Z in your situation?
- How can we better leverage social media to appeal to Gen Z?

Final Thoughts



Introducing Generation Z

<https://www.youtube.com/watch?v=K1HyDn7dZ1o>

Questions?

Thank you!

Survey Evaluation

A link to the survey has or will be emailed to you or you can use this QRC:



Once in Qualtrics, scroll to “Understanding generation Z” & select...

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