What's on the Horizon;

Everything from Y to Z

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So What's the Difference?

1977 – 1985

1980 - 1996

1997…

Xennial

Millennial
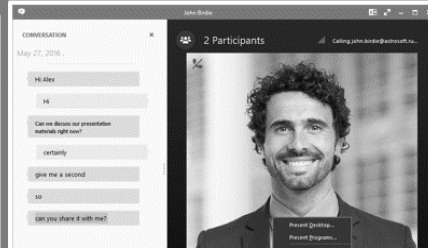
Gen Z

|		
A micro generation born between Gen X and Millennials. Remember AOL and dial-up internet. Did not grow up with cell phones. Represent both the Gen X skepticism and the Millennial optimism.	**Echo Generation – they reflect more traits from other generations.** Desire constant feedback. Want to provide input. Prefer a collaborative work environment that is positive and diverse. Relationships with their immediate supervisors are important.	**True Digital Natives using an average of 5 screens daily.** Desire entrepreneurial and tech-savvy work environments. Generation Z see technology as a way to engage with others. However, in-person communication is Gen Z's preferred way to touch base with their managers.

Workplace Similarities:

- Technology
- Globalization and Diversity
- A Desire for Mentor Relationships
- Multi-tasking
- Entrepreneurial
- Well Educated
- Need for _____
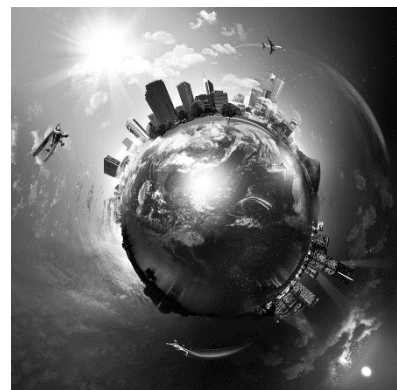
Globalization is the free movement of goods, services and people across the world in a seamless and integrated manner. (Management Study Guide)

Those who oppose globalization are especially sensitive about loss of culture. (Yale Global Online)

Feedback:

Fairness – No judgement; "here's what I'm seeing" versus "this is what you're doing"

_____ – Don't overwhelm; Identify one thing
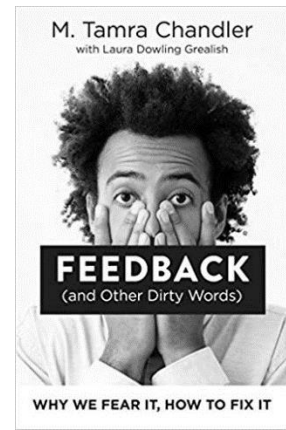
Frequency – Feedback in the moment

Fine art of noticing; learn what kind of feedback works best for people.

_____

_____

_____

_____

Other Similarities:

- _____ Challenges
- SEL
- Fear of Failure

Technology VS Communication and SEL; Technology has impacted the development of cognitive skills.

Problem solving _____

Critical Thinking _____

Communication _____

Need for emotional and social skills _____

Gen Z and Communication

• Move over IM or email. Gen Z'ers prefer in-person communication. • Admit to having poor or weak writing skills. • Less adept at conveying tone in their own written communication as well as interpreting others. • Subsequently, face to face chats are a better way to prove themselves professionally	• Gen Z's insist that honesty and integrity are the most important attributes a boss can have. • A large percentage state that in-person communication helps them get a more accurate read on managers • Expect the same kind of forthrightness from this generation

_____

_____

_____

personal BRANDING

What is it? How does it impact employers, employees and consumers?

_____
_____
_____

Employer Branding:

https://www.in-recruiting.com/en/5-employer-branding-examples-to-attract-performing-employees/

Compensation	Benefits	Career	Work Environment	Culture
Salary	Time-off	Stability	Recognition	Colleagues
Payroll System	Holidays	Staff Development	Autonomy	Leaders and Managers
Raises and Promotions	Insurance	Training	Personal Achievement	Support
Timeliness	Education	College Education	Work/life Balance	Collaboration
Fairness	Flexibility	Evaluation and Feedback	Understanding of role and responsibility	Social Responsibility
Evaluations	Family			Trust

> 54 % of Gen Z workers expect to stay in their first job for less than two years.
> Silver Swan Recruiting

70% of Millennial and Gen Z candidates look at company reviews from both the customer and employees before deciding to apply.

Leadership:

One 2017 leadership trend for preventing the millennial job-hop will be increased
_____ opportunities Forbes 12-20-2016

- Gen Z place high value on mentorship
- 33% say it's one of the most important _____ an employer can offer

_____
_____
_____

Consumers:

Millennials	Gen Z
Prefer a cool experience over a cool product 77% versus 23%	They prefer cool products over cool experiences. 60% versus 40%

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