**GENERATION Z... cheat sheet**

- **Desire feedback, difference making & diverse teamwork**
  - **Example:** Applebee’s

- **A mobile, boundary-less & video-centric generation**
  - **Example:** SAP

- **Prefer real-time, transparent & collaborative communication**
  - **Example:** Charity Water

- **Consider the internet the authority & thus think & approach problems differently**
  - **Example:** Burberry

- **Expect & prefer to approach work differently thanks to technology**
  - **Example:** Airbnb

- **Are self-starters, self-learners & self-motivators that will forever change the world of work**
  - **Example:** Bacardi

- **Respond to honest, transparent & authentic messaging**
  - **Example:** Mastercard

- **Leverage the internet to contribute, be heard & hack work/life**
  - **Example:** Adobe

- **Expect a short work tenure & strive to gain transferable skills**
  - **Example:** Zappos

- **Place a premium on entrepreneurship, innovation & DIY**
  - **Example:** LinkedIn

- **Workplace & marketplace expectations continue to be shaped by technology**
  - **Example:** Taco Bell

- **Examples:**
  - Applebee’s
  - Taco Bell
  - Bacardi
  - LinkedIn
  - Zappos
  - Adobe
  - Charity Water