NEXT GENERATION ENGAGEMENT
UNDERSTANDING AND CONNECTING WITH GENERATION Z

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AGENDA

so what? & what now?

- GENERATION Z: who are they
- 3 STRATEGIES to engage Generation Z
- Q&A AND recap

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<table>
<thead>
<tr>
<th>THE GENERATIONS</th>
<th>AGE</th>
<th>NUMBERS</th>
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<tbody>
<tr>
<td>GENERATION Z</td>
<td>&lt; 20</td>
<td>50+ million</td>
</tr>
<tr>
<td>MILLENNIALS</td>
<td>21-37</td>
<td>76 million</td>
</tr>
<tr>
<td>GENERATION X</td>
<td>38-53</td>
<td>51 million</td>
</tr>
<tr>
<td>BABY BOOMERS</td>
<td>54-72</td>
<td>75 million</td>
</tr>
<tr>
<td>BUILDERS</td>
<td>73-90</td>
<td>56 million*</td>
</tr>
<tr>
<td>G.I. GENERATION</td>
<td>91+</td>
<td>60 million*</td>
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</tbody>
</table>
Generation Z

Who & Why

63% Think entrepreneurship should be taught in college.

<20 years old

1st global generation

72% Want the right to design their own majors.

Digitally dependent

70% Worry about getting a job, debt, terrorism, and inequality.

Continuous learners

43% Prefer a digital approach to learning and find it easiest to learn from the Internet.
SHAPING GENERATION Z

the 4 factors

DRONE PARENTS
Gen Z is being taught to take their career in their own hands, not everyone gets a trophy, and expect to work harder.

RECEDING ECONOMY
62% of Gen Z doesn’t remember a time before the Great Recession & Gen Z’s parents median net worth fell 45%.

CONNECTED WORLD
Gen Z grew up during the most accelerated & game-changing periods of technological advancements in history.

MILLENIALS EXAMPLE
Gen Z is hyper-aware of the Millennial strengths they should emulate & the pitfalls they should avoid.
A FIRST IN HISTORY

a primary cause of friction across generations
1ST GLOBAL GENERATION

Generation Z

58% of adults worldwide ages 35+ agree that “kids today have more in common with their global peers than they do with adults in their own country.”
WHY IS TODAY SO DIFFERENT?

The emerging generations are a critical mass of change agents.

EXERCISE:
Name an invention of the past. Can go back as far as fire.
EXAMPLES

- 8/24/15 = 1 Billion Users in 1 Day
- 1st Month = 130 million downloads
- 1st 90 Days = $600 Million in Revenue

- Airbnb = 2 Million Rooms Since 2008
- Marriott = 1 Million Rooms Since 1927

- Netflix
  - Only 8% of U.S. College Students Don’t Have Access to Netflix [Started Streaming in 2007]
  - 100,000x smaller & 7,000,000,000x more powerful than a computer in the early 1970s

*Not anomalies...but the preview.*
ELEVATED EXPECTATIONS
effortless & seamless

TECHNOLOGY
INTERNET
EXponential
TIMES
GENERATION Z

MISSION U
How do I stay relevant?
in a new world prone to disruption

Right now, someone, somewhere... is messing with the prevailing model of your industry.

Listen to outsiders outside your... organization, industry, generation

Seek uniquely better
AGENDA

so what? & what now?

GENERATION Z
who are they

3 STRATEGIES
to engage Generation Z

Q&A AND
recap
Of youth entering school today will work in jobs that do not currently exist.

Of Generation Z indicate their top concern is being able to afford college.

Of Generation Z say there are other ways of getting a good education than going to college.

Longer life = longer career

What value does a college degree have in today’s high-flux times?

Avoid debt at all costs

How do I afford education? Are there education alternatives I should consider in order to avoid debt?

Learn to work vs work to learn

Why can’t I forgo higher ed and work for a company that offers university-like learning & development?
<table>
<thead>
<tr>
<th>SUMMARY</th>
<th>BOOMERS</th>
<th>GENERATION X</th>
<th>MILLENNIALS</th>
<th>GENERATION Z</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ONE-TO-ONE</td>
<td>ONE-TO-MANY</td>
<td>MANY-TO-ONE</td>
<td>INDIVIDUALIZED AND COMMUNAL</td>
</tr>
<tr>
<td>VIEW</td>
<td>ON-THE-JOB AND CLASSROOM</td>
<td>E-LEARNING</td>
<td>MICRO AND ON-DEMAND</td>
<td>MOBILE, V.R. AND A.R.</td>
</tr>
<tr>
<td>ATTITUDE</td>
<td>REFINE NICHE EXPERTISE</td>
<td>FORMAL AND TOP-DOWN APPROACH</td>
<td>WAY TO GET AHEAD</td>
<td>CONSTANT AND CONTINUOUS</td>
</tr>
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</table>
75% would be interested in a situation in which they could have multiple roles within one place of employment.

1 in 10 claim they would rather read the full iTunes terms and conditions than attend formal workplace training.

73% would like to be taught one-on-one.
The Information Age has individualized the classroom. Achieve agility in order to respond to the individual learner.
strategy #1: teach adaptively examples

SAP makes training fluid with rotational programs where employees can change roles every 3 months & by shadowing someone in a different role for 2 weeks.

Power Design’s training is less lecture and more gamified—highly interactive, virtual simulations & leaderboards.

LinkedIn gives employees a monthly “InDay” which they can put toward community service or an in-house class (like coding, graphic design, or marketing).
# Communication: Different Preferences

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<thead>
<tr>
<th>Summary</th>
<th>Boomers</th>
<th>Generation X</th>
<th>Millennials</th>
<th>Generation Z</th>
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<tbody>
<tr>
<td><strong>Formal &amp; Direct</strong></td>
<td><strong>Informal &amp; Flexible</strong></td>
<td><strong>Authentic &amp; Fast</strong></td>
<td><strong>Transparent &amp; Highly Visual</strong></td>
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<tr>
<td><strong>Face-to-face, Phone &amp; Email</strong></td>
<td><strong>Email, Text &amp; Facebook</strong></td>
<td><strong>Text, Instagram, Skype &amp; Slack</strong></td>
<td><strong>Snapchat, Bitmoji, Facetime, Group Me &amp; YouTube</strong></td>
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<tr>
<td><strong>Need Background Info &amp; Details</strong></td>
<td><strong>Keep Professional</strong></td>
<td><strong>Efficient &amp; Mobile Friendly</strong></td>
<td><strong>Mobile First &amp; Options (Voice)</strong></td>
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COMMUNICATION for the first time ever


COMMUNICATION
COMMUNICATION
strategy #2

Use VISUALS & VIDEO
Help Generation Z visualize themselves taking the action you want.
Top 3 things the next generation want to know about an organization:

#1 - culture and values
#2 - perks and benefits
#3 - employee perspectives

Top obstacle the next generation has for accepting a job:

“Not knowing what the company is like.”
## TECHNOLOGY

#### different preferences

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<td>HIGH TECH</td>
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<td>WHAT TECH?</td>
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<th>EXTENSION OF ONESELF</th>
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<tr>
<th>ATTITUDE</th>
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<th>WANT TO ENJOY IT</th>
<th>NEED TO EMPLOY IT</th>
<th>HAVE TO MANAGE IT</th>
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EMPOWERED GENERATION

differs in the next generation

WHY WAIT UNTIL LUNCH!?

...BECAUSE IF NOT, YOUR GENERATION Z INTERN WILL USE LINKEDIN TO FIND A NEW JOB BY LUNCH.

MOBILE TECHNOLOGY AND UBIQUITOUS CONNECTIVITY HAVE EMPOWERED THE NEXT GENERATION.
enhance the student experience

The impact your processes, procedures, and policies have on students.
Shift Generation Z’s relationship with school from feeling like a material purchase to an experiential purchase.
TECHNOLOGY
action item

IDENTIFY ANY FRICTION POINTS THROUGHOUT THE ENTIRE STUDENT LIFECYCLE.
How can you create a more effortless and seamless experience?
AGENDA
so what? & what now?

1. GENERATION Z
   who are they

2. 3 STRATEGIES
   to engage Generation Z

3. Q&A AND
   recap
ADDITIONAL RESOURCES

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TAKE A PICTURE OF THIS SLIDE
WIN A SIGNED COPY OF THE BOOK

THE MILLENNIAL MANUAL
THE COMPLETE HOW-TO GUIDE TO MANAGE, DEVELOP, AND ENGAGE MILLENNIALS AT WORK
RYAN JENKINS
CLOSING THOUGHT

A “THIS IS ALWAYS HOW WE’VE DONE IT” MINDSET IS... A SLIPPERY SLOPE TO IRRELEVANCE.

prioritize why
OVER THE WAY
THANK YOU

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REFERENCES

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