


Working with Gen Z

What is Gen Z?

A photograph of three young women standing outdoors at what appears to be a school event. They are all smiling and giving a thumbs-up gesture. They are wearing lanyards with name tags. The woman in the middle has a name tag that says "Jamya".

Generation Z is the demographic cohort after Millennials, born between 1995-2010. Gen Z was raised on the internet and social media, with the youngest of the generation currently in high school.

Gen Z Students:

- Are digital natives
- Value individual expression
- Mobilize themselves for a variety of causes
- Make decisions and relate to institutions in a highly analytical way
- Typically communicate via images (photos, memes, gifs) versus text
- Prefer to communicate face-to-face in a work situation
- Multitask - part of being brought up as digital natives
- Learn by doing (51%); very few learn by listening (12%)
- Are more likely to use a phone to make a purchase than computer or buying in-store

