

Workshop -- Professional Day Conference -- Fall 2018

*Embracing Cross-Generational Perspectives,
Including Emerging Gen Z Information*



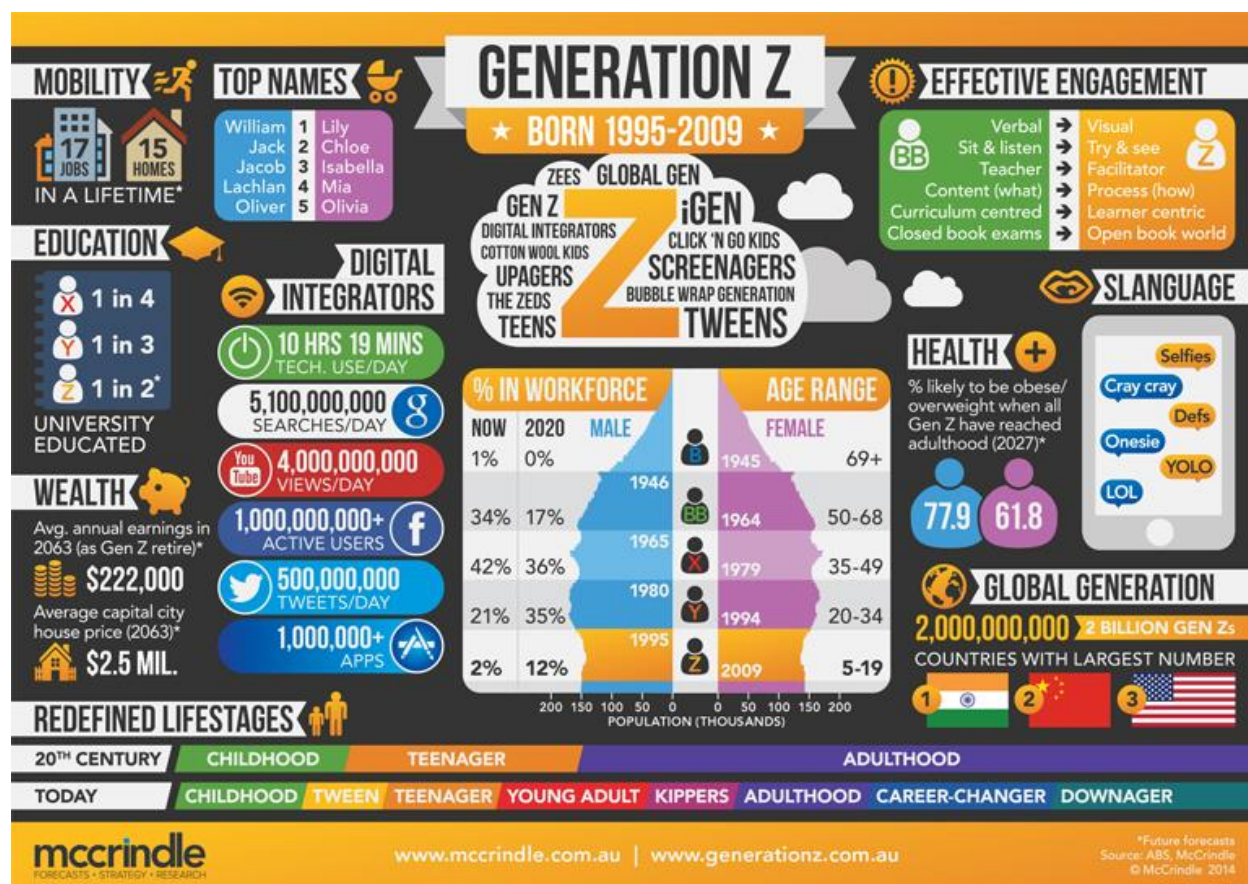
Description: Reflect on intergenerational dynamics, including the emerging Gen Z, that impact classroom and workplace, while practicing dialogue in various formats. Skills are transferable to classroom, customer service and work team conversations. Develop an action plan for further learning.

By the end of this session, participants will be able to:

- List several characteristics of different generations
- Practice listening, reflecting, respectful inquiry
- Describe a next-step for further learning

Facilitators: Laura White, ELITE, and Patricia Polimadei, Community Engagement

They are already a HUGE target market. Example:



“FOMO is a potentially powerful marketing tool for those interested in reaching members of Generation Z. To harness it, marketers will need to master Snapchat, Instagram and live video. Live events provide another good way to create FOMO and expand reach...Bringing all of these elements together is probably the best way to create a meaningful marketing campaign that appeals to Gen Zers.”

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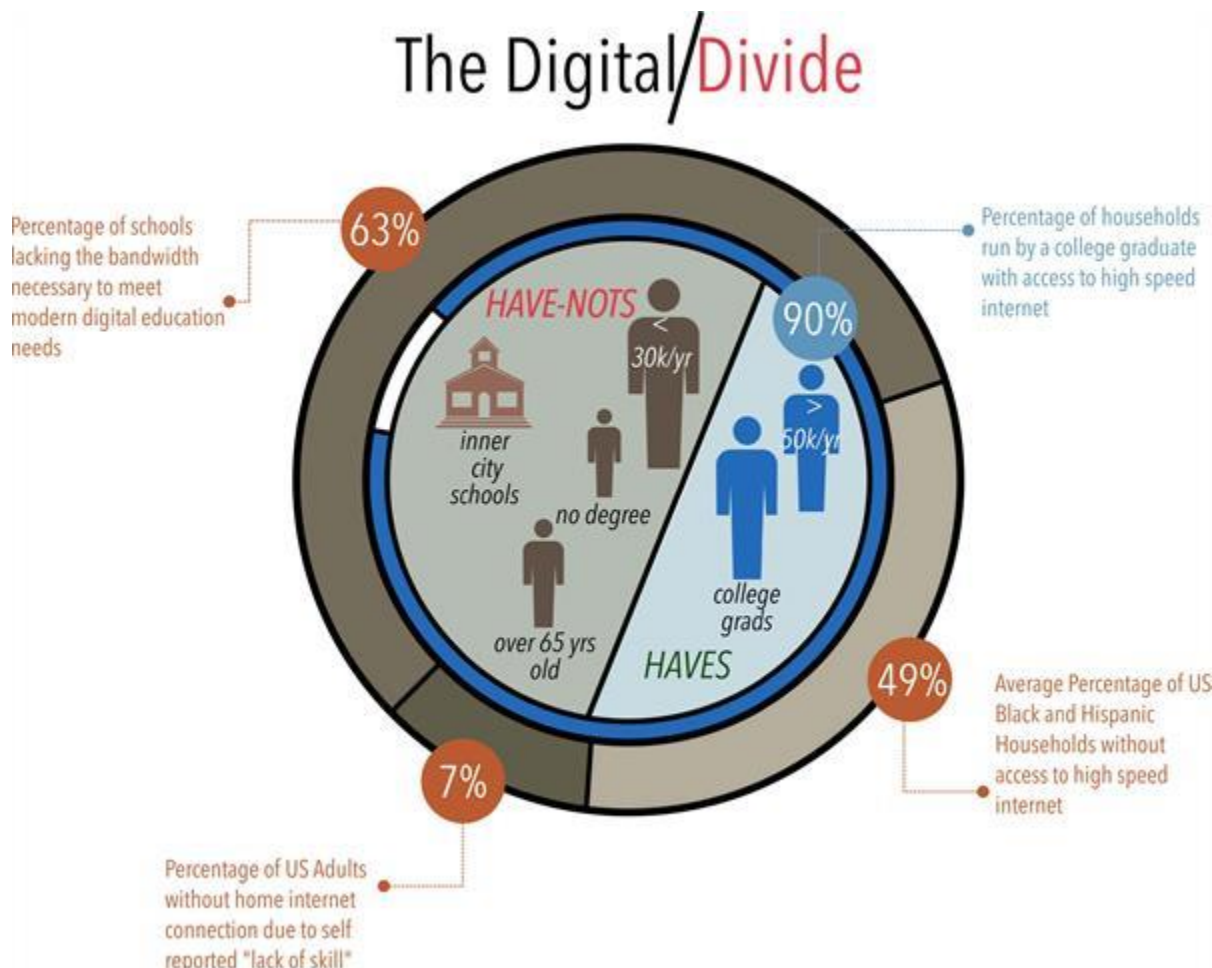
By: Deep Patel on: 08/13/2017

*Definition: fomo/
noun*

informal: FEAR OF MISSING OUT

1. anxiety that an exciting or interesting event may currently be happening elsewhere, often aroused by posts seen on a social media website.
2. "I realized I was a lifelong sufferer of FOMO"

Families and schools are impacted by the “digital divide.” Graphic from Dense Networks, the Social Think Tank.



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Gen Z is already identified as an “audience” -- with “ghost stories.”



About MTM team

The MTM business was founded in 2006 and our market research offer was launched in late 2010. We are a research and strategy consultancy, helping our clients succeed in fast-moving digitally-driven markets.

Below are the **four key contextual factors**, identified through our research, which have shaped this audience:



3 Institutional fallibility



Gen Z have witnessed **systemic institutional failures**, from the banking crisis to the MPs' expenses scandal. They are deeply mistrustful of corporations, craving instead the **authenticity of 'real people'**, which explains the **runaway success of YouTube and Instagram micro-influencers**



- **Be authentic:** convey what you truly stand for in your marketing
- **Look to micro-influencers:** aligning yourself with a social media influencer is a good way to drive brand appeal. Micro-influencers often generate better engagement than high profile celebrity vloggers

4 Diversity



For Gen Z, **diversity is the norm**; so much so they do not see it unless it's absent. Sustained immigration, gender equality and gay marriage have forged a generation more open to **embracing difference** and unwilling to stereotype.



- **Make your CSR who you are:** don't jump on the bandwagon
- **Take a stand:** Gen Z want brands to take a stand but it has to be sincere, not tokenistic
- **Avoid labels:** Advertising has to be inclusive and non-stereotypical. The old marketing handbook which was so wedded to gender-specific marketing needs to be ripped up

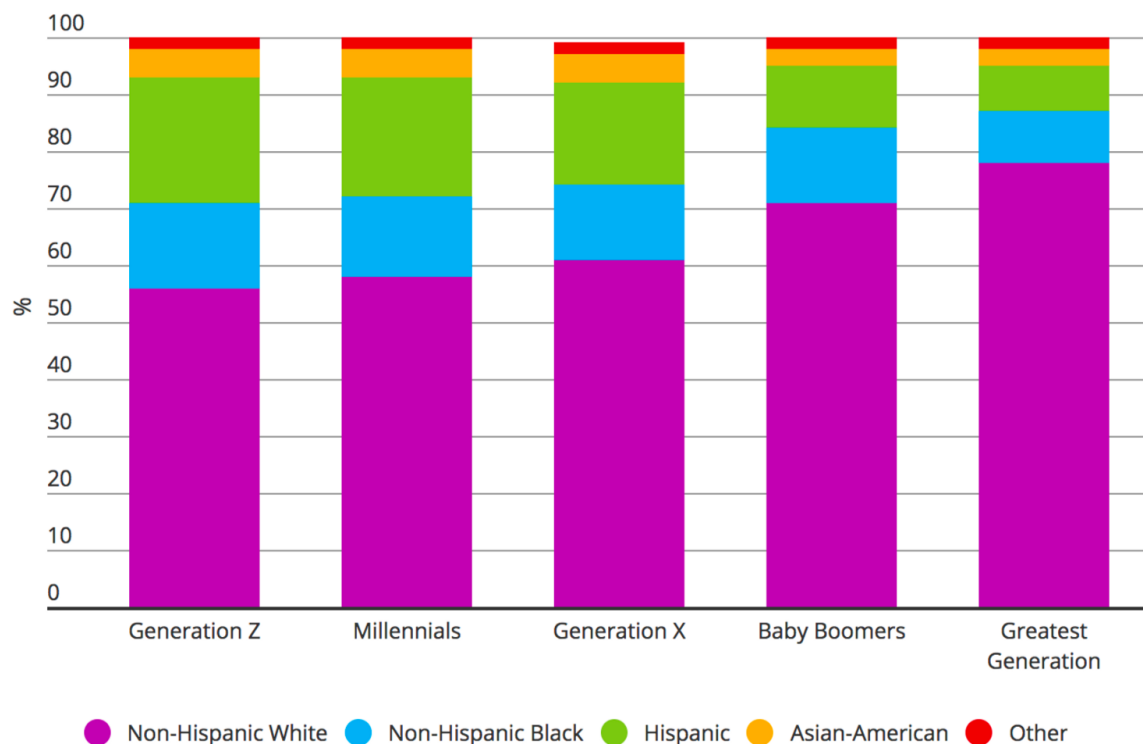


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Gen Z in the U.S. is highly diverse--and inclusive. Comparison by Nielsen:

General composition by race and ethnicity as of Q1 2017



Read as: Generation Z is 22% Hispanic.

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Driven By a Different Set of Values

“While millennials were painted as a generation driven by me-centric values, Generation Z is quite the opposite. 72% of Gen Z believes racial equality to be the [most important issue](#) today. From a consumer standpoint, [60%](#) of Gen Z will support a brand if they stand for equal rights, sexual orientation, and race.

While some employers might think that a quick Facebook post condemning white supremacists will persuade Gen Z of their inclusive values, only 22% of Gen Z [reported](#) trusting what employers share online. When it comes to the internet, Gen Z reports trusting online communities more than any other avenue on the internet, including social media. As true digital natives who spend a great deal of time on social media, this rising workforce can spot insincerity from a mile away.”

Employers and organizations need to prepare for this large generational cohort.

From itagroup.com: “Three Things to Know About Generation Z” *How will your company adapt? Here are the three things every company needs to know about Generation Z:*

1. They’re Pragmatic Entrepreneurs

Being raised in the shadow of the largest economic downturn since the Great Depression, and by Generation X parents who passed along their street-smart sense of self-reliance, Generation Z has become a very pragmatic, entrepreneurial generation. They’ve seen challenging financial issues first-hand from at a young age: the loss of a parent’s job, a foreclosure or the inability for a sibling to find work after college graduation, for instance.

They don’t want to take chances on a self-fulfilling career path that could lead them into debt. More than that, they’d like to be in charge of their own career—and the statistics reflect that:

- A recent study found that 61% of high school students would like to be an entrepreneur, compared to 43% of college students.
- The same study found that 72% would like to start a business someday, compared to 64% of college students.
- 46.9% say their school offers classes in how to start and run a business, according to a Gallup report.

For employers looking to utilize this pragmatic entrepreneurial spirit within the corporate walls, it’s a great idea to motivate Generation Z team members to reward them in a meaningful way and care for their work-life balance. It’s important for employers to actively involve and engage them through intrinsic motivation.

2. There Are a Lot of Them

Just this past year, millennials outpaced baby boomers as the largest generation. But that won’t last long. Gen Z is a very large group and will surpass their boomer and millennial counterparts in numbers very quickly.

According to the U.S. Census Bureau, more than a quarter of America's population belongs to Generation Z. And, with each birth—approximately 360,000 global births per day—they're getting bigger.

3. They're Interested in Meaningful Social Change

Perhaps more than others before them, Generation Z has a chance to change the world for the better—and they're taking it.

77% of high school students are either extremely or very interested in volunteering to gain work experience compared to 63% of college students.

On top of that, more than a quarter of 16-to-19-year-olds are currently volunteering, according to a Bureau of Labor Statistics report, and 60% of Generation Z want jobs that have a social impact, compared with 31% of millennials.

In general, Generation Z wants to be part of designing solutions to the problems they face, whether that means volunteering for the cause or something greater. So, what does all this mean for employers?

The importance of community, both inside and outside your corporate walls, will grow along with Generation Z. In turn, the case for holistic employee wellbeing and corporate sustainability will become more compelling. In the very near future, it will be very important as employer and employee work together to build whole and sustainable companies.

WORKSHEET – Five-step Process for Intergenerational “Sticking Points”

Situation: _____ Date: _____

Stakeholders:

- (a) Traditionals
- (b) Boomers
- (c) Gen X
- (d) Millenials
- (e) Gen Z

1. **Acknowledge:** Agree to talk about the impact of generational differences, including frustrations or assumptions. Resist the tendency to ignore the dilemma or mandate a solution. Bring together a generationally diverse group to explore the situation.

2. **Appreciate:** Focus on the “why” or rationale for differences in approaches, rather than the “what” of proposed solutions. EMPHASIZE common needs.

3. **Flex:** Agree on how to accommodate different approaches. Explore whether a proposal is driven by business necessity or generational preference. Find ways to address each preference, so long as it doesn't collide with a business necessity.

Business necessity: anything that will make you lose your **foot** (safety), **customer** (sales and marketing), **money** (revenue), or **funding** (resources and supporters).

4. **Leverage:** Maximize the strengths of each generation. Go beyond compromise or a diluted solution that makes no one happy. Try to cooperate to address all needs and preferences.

5. **Resolve:** When flexing isn't enough, continue collaborating to determine which option will yield the best results.



The Everything Guide to Generation Z

They're starting to enter the workforce,
shape tastes and disrupt whole industries.
An exclusive study of a cohort on the
verge of greatness

By Vision Critical
With research by Maru/VCR&C



Innovation Imperative: Portrait of Generation Z.
Northeastern University 4th Annual Innovation Poll



CRITICAL THINKING AT THE CRITICAL TIME™



Northeastern University



The Beloit College Mindset List for the Class of 2021

Students heading into their first year of college this year are mostly 18 and were born in 1999. Among the iconic figures who have never been alive in their lifetimes are John F. Kennedy Jr., Walter Payton, and Dusty Springfield.

1. Their classmates, singing down the hall, could include Eddie Murphy's daughter, Zola, and Mel Gibson's Tommy, or Jackie Evancho.
2. They are the last class to be born in the 1990s, the last of the Millennials — enter next year, on cue, Generation Z!
3. They are the first generation for whom a "phone" has been primarily a video game, direction finder, electronic telegraph, and research library.
4. Electronic signatures have always been as legally binding as the pen-on-paper kind.
5. In college, they will often think of themselves as consumers-- who've borrowed a lot of money to be there.
6. eHarmony has always offered an algorithm for happiness.
7. "Peanuts" comic strips have always been repeats.
8. They have largely grown up in a floppy-less world.
9. They have never found Mutual Broadcasting or Westinghouse Group W on the radio dial, but XM has always offered radio programming for a fee.
10. There have always been emojis to cheer us up.
11. The Panama Canal has always belonged to Panama and Macau has been part of China.
12. It is doubtful that they have ever used or heard the high-pitched whine of a dial-up modem.
13. They were never able to use a Montgomery Ward catalogue as a booster seat.
14. Donald Trump has always been a political figure--as a Democrat, an Independent, and a Republican.
15. Zappos has always meant shoes on the Internet.
16. They are the first generation to grow up with "Watson" outperforming Sherlock.
17. Amazon has always invited consumers to follow the arrow from A to Z.
18. The folks have always been able to get reward points by paying their taxes to the IRS on plastic.
19. In their lifetimes, *Blackberry* has gone from being a wild fruit to being a communications device to becoming a wild fruit again.
20. They have always been searching for Pokemon.
21. They may choose to submit a *listicle* in lieu of an admissions essay.
22. Dora the Explorer and her pet monkey Boots helped to set them on the course of discovery.
23. The seat of Germany's government has always been back in Berlin.
24. Jet Blue has always been a favorite travel option but the Concorde has been permanently grounded.
25. By the time they entered school, laptops were outselling desktops.

26. There has never been a Coliseum in New York, but there has always been a London Eye on the Thames.
27. [Once on campus, they will find that college syllabi, replete with policies about disability, non-discrimination, and learning goals, might be longer than some of their reading assignments.](#)
28. As toddlers they may have dined on some of that canned food hoarded in case of Y2K.
29. An ophthalmologist named Bashar al-Assad has always provided vision for the Syrian military.
30. [Whatever the subject, there's always been a blog for it.](#)
31. U.S. Supreme Court decisions have always been available at its website.
32. [Globalization has always been both a powerful fact-of-life and a source of incessant protest.](#)
33. One out of four major league baseball players has always been born outside the United States.
34. Carl Sagan has always had his own crater on Mars.
35. A movie scene longer than two minutes has always seemed like an eternity.
36. The Latin music industry has always had its own Grammy Awards.
37. Ketchup has always come in green.
38. They have only seen a Checker Cab in a museum.
39. [Men have always shared a romantic smooch on television.](#)
40. They never got to see Jimmy Kimmel and Ben Stein co-host a quiz show or Dennis Miller provide commentary for the NFL.
41. [As toddlers, they may have taught their grandparents how to Skype.](#)
42. The image of Sacagawea has always adorned the dollar coin, if you can find one.
43. [Having another child has always been a way to secure matching tissue to heal an older sibling.](#)
44. There have always been Latino players on the ice in the NHL.
45. Napster has always been evolving.
46. Nolan Ryan has always worn his Texas Rangers cap in Cooperstown, while Steve Young and Dan Marino have always been watching football from the sidelines.
47. The BBC has always had a network in the U.S. where they speak American.
48. There has never been a sanctioned Texas A&M bonfire.
49. [There has always been a Monster in their corner when looking for a job.](#)
50. [Wikipedia has steadily gained acceptance by their teachers.](#)
51. Justin Timberlake has always been a solo act.
52. U.S. professional baseball teams have always played in Cuba.
53. Barbie and American Girl have always been sisters at Mattel.
54. *Family Guy* is the successor to the *Father Knows Best* they never knew.
55. Motorola and Nokia have always been incredibly shrinking giants.
56. Melissa has always been too nice a name to attach to a computer macro virus.
57. The Mars Polar Lander has always been lost.
58. [Women have always scaled both sides of Everest and rowed across the Atlantic.](#)

59. Bill Clinton has always been Hillary Clinton's aging husband.

60. Paleontologists have always imagined dinosaurs with colorful plumage.

You may find information about our much-praised guide to Millennial education [here](#). Also check out our [Speakers' Program](#)--we offer custom-made public addresses from coast to coast at a reasonable cost.

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85% of teachers
report IT advances
are changing the
way they teach

The Economist Group

Here's to successful intergenerational work and play – and life-long learning.

