

FROM MILLENNIALS TO GENERATION Z : MEET THE FUTURE HIRES AND LEADERS

WELCOMING THE DIGITAL INTEGRATORS

The aged 18 and under cohort, Generation Z born between 1995 and 2012, has gained business insight from their Gen Y and Gen X predecessors. They are eager to enter the workforce, learn through experience and change the status quo. Gen Z are driven to feed their curiosity and are already exploring the world and gaining relevant professional experience before college. They are also equipped to become global professionals with technology proficiency that has coached them in emotional intelligence, shaped them into analytical thinkers and acclimated them to global networking. As such, companies that hope to attract them as customers must genuinely understand their characteristics, as future global business leaders whose influence will drive innovation, and whose shopping habits will transform the traditional brick-and-mortar experience.

SELF-STARTERS

Influenced by their Gen X parents who encourage them to job hunt at an early age, Gen Z is naturally independent and motivated to succeed. They have a strong desire to be their own boss, learn more about entrepreneurship and shape their own education. In many ways, they take control of their future, early.

55%

of Gen Z high school students feel pressured by their parents to gain professional experience early on

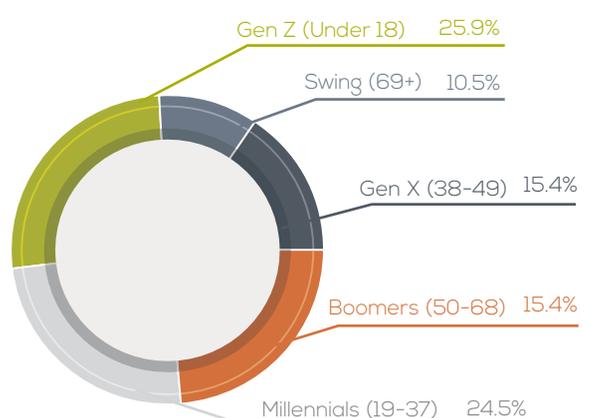
Source: Sparks & Honey, Northeastern University

63%

of Gen Z believe courses in entrepreneurship and business are essential to their college programs

A GROWING SEGMENT

It is critical to understand the mind-set of tomorrow's consumers, given that they makeup over a quarter of the population. Studies further predict that Gen Z will make up 40 percent of all shoppers by 2020. Although Gen Z does not possess the decision-power of Gen Y - yet - this young generation has motivation to succeed professionally, as well as to inspire and improve the world around them as a result of their strong influence disproportionate to their cohort size.



Source: U. S. Census Bureau, 2012

INHERENTLY RISK-AVERSE



73% of Americans were personally affected by the great recession.

Source: Rutgers

Gen Z has seen first-hand that traditional choices do not assure success. In return, Gen Z is realistic, resilient, and pragmatic, compared to their optimistic Millennial counterparts.

GENERATION CHANGE

When it comes to social policy, Gen Z is highly progressive with strong support for universal healthcare, relaxed immigration laws and equal rights for all, regardless of sexual orientation. They not only want to start businesses and be economically independent, but also want to create change. They are not afraid to navigate away from the traditional corporate ladder.

72% of current high school students want to start a business someday, compared to 64% of Millennials.



6% of Gen Zs are apprehensive about the future, a small percentage despite growing up amid times of financial distress and social change.



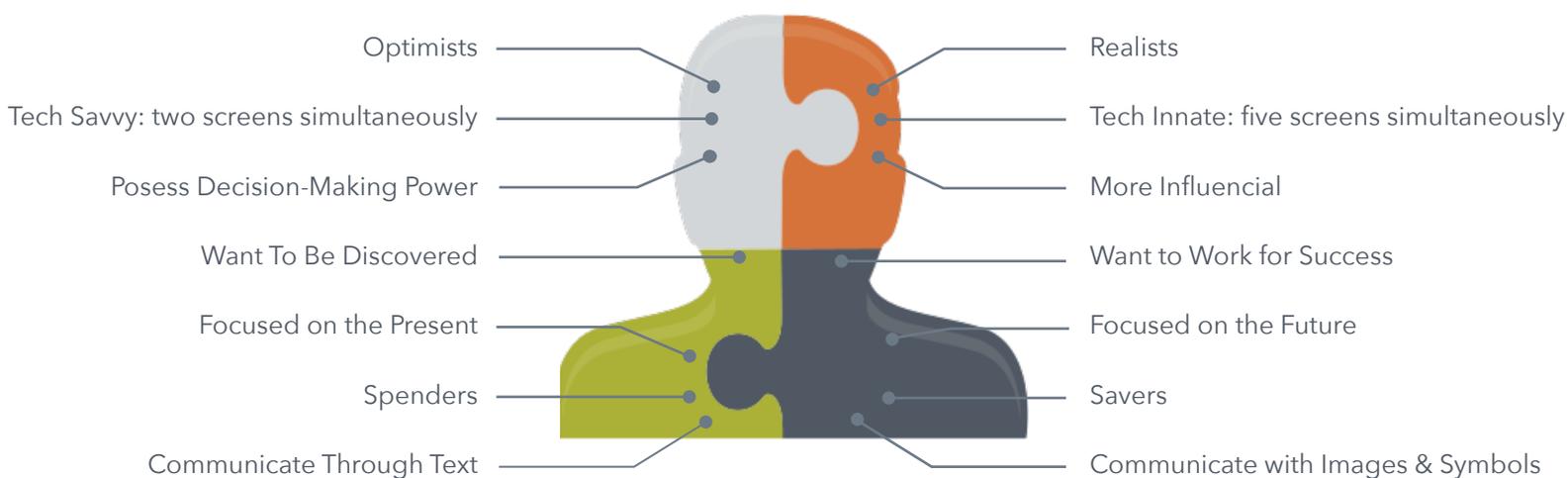
Source: Sparks & Honey

ANALYTICAL THINKERS

The online and mobile world has shaped Gen Z into quick and adaptable managers of multiple projects and priorities, sorting and assessing enormous amounts of data and recognizing the most prevalent and up-to-date content. Despite their short attention span, once focused, they will dive deeply into their work - making them highly innovative analytical thinkers.

Gen Z has, on average, an **8-second** attention span
 ↓
 Down from Gen Y's **12-seconds** since 2000

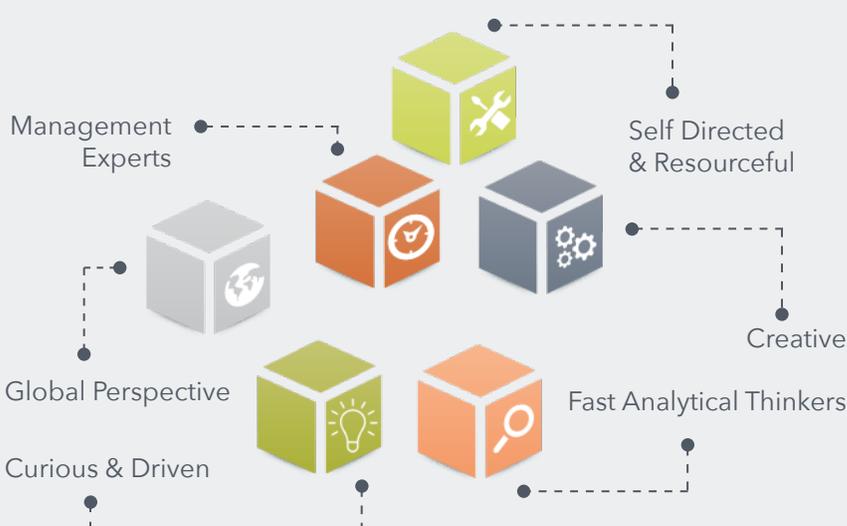
GENERATION Y | GENERATION Z



Source: Sparks & Honey

AN ORGANIZATIONAL ASSET

The majority of Gen Z are risk-averse and sensible, looking for careers with forecasted growth in an ultra-connected, fast-moving technological age of change.



They leverage resources available at the touch of an app, and see through inauthentic brands, while looking for quality at the best price.

Gen Z are resourceful and cautious consumers. Having grown up in a time of global downturn, they are careful not to waste their limited financial means.



Gen Z spend the highest share of their income online, 9 percent, driving e-commerce growth. They are early adopters to technology and have learned to use multiple platforms as a bargaining tool.

The rapid growth of digital and web technologies - like Youtube, Twitter, Facebook and Instagram - have allowed Gen Z to stay current on fashion trends and express their identities.