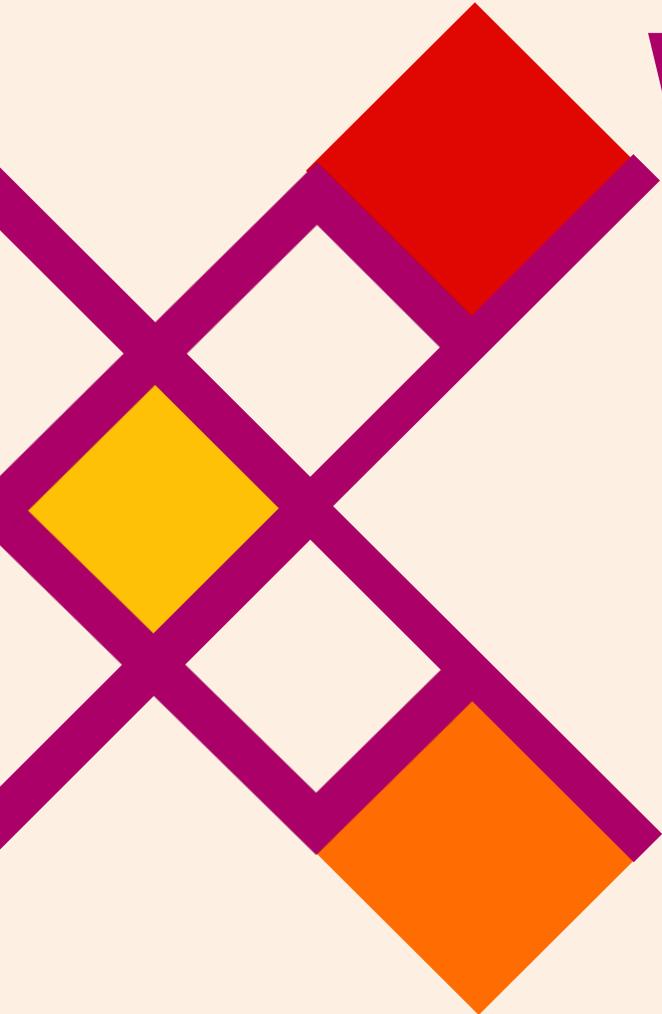


Coaching Gen Z
to Boost Career
Preparedness
for Supervisors



Overview

- **Gen Z characteristics & career prep**
- **Gen Z \neq Millennial**
- **The specifics:**
 - How they communicate
 - Their tech
 - How they view the world
 - Their leadership preferences
- **What can we do?**



What kind of leader are
you?



<https://bit.ly/2HTOof9>



What kind of leader are you?

- Servant
- Front-Line
- Transformational
- Metamodern
- Postmodern
- Contrarian

How can we learn about others when we've yet to learn about ourselves?



Gen Z & Communication

Characteristics

- Connected and Concise
 - “5 words and a picture”
- “Can I text you?”
- Input, ideas, and influence

Put it into practice

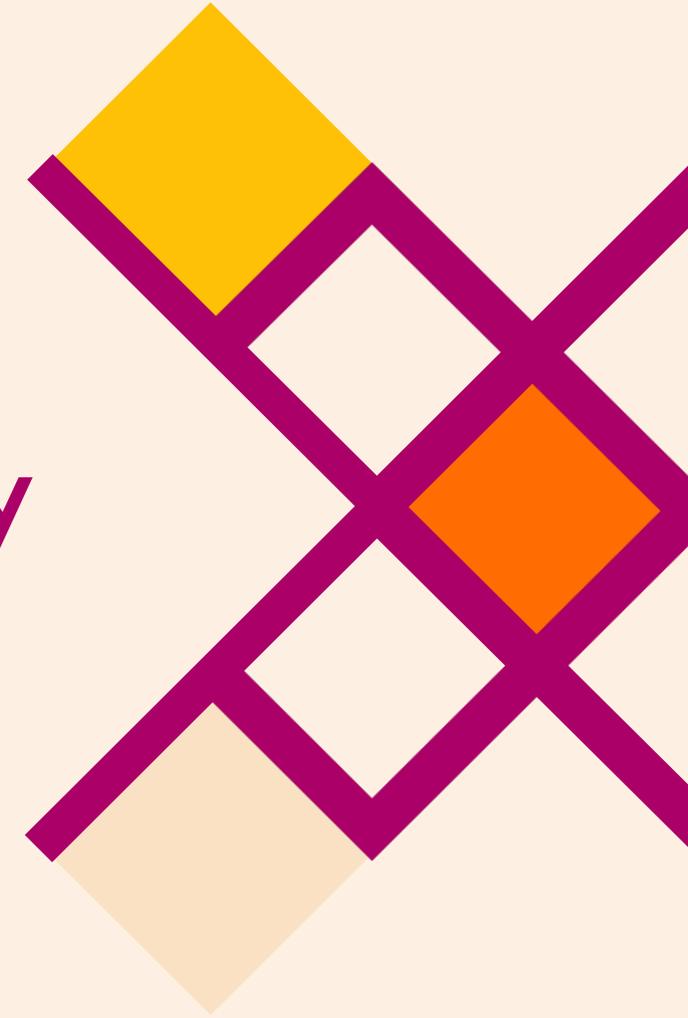
- Connected and Concise
 - Use software platforms to your advantage:
 - Mobile
 - Collaboration
- “Can I text you?”
 - Cross/Up Train
 - Define your communication
- Input, ideas, and influence
 - Formal and Informal Development
 - Formal: classroom, video training
 - Informal: extension of the formal



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Gen Z & Technology

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Gen Z and Technology

The Facts:

- First truly digital generation
- Social media: personal profiles vs. professional profiles
 - “Finstas”
 - Employers less likely to invite someone to interview if they can’t find them
- Won’t Google, but will YouTube anything

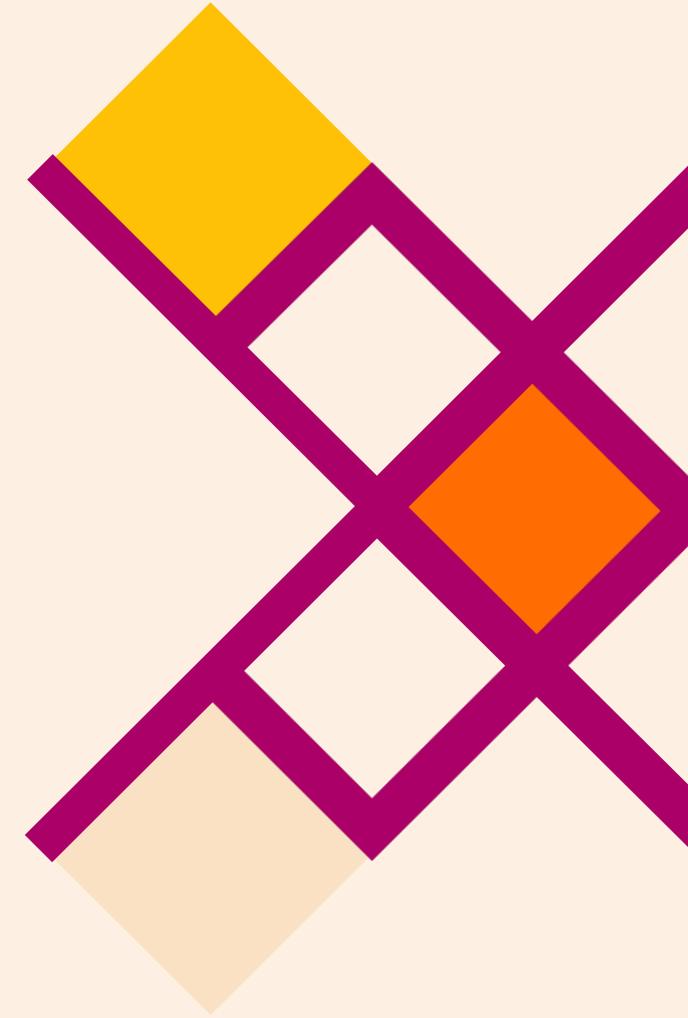
Gen Z and Technology

Actionable Insights for Supervisors:

- Coach students on the line between no online presence and appropriate online presence
- Digital badging, e-portfolios great ways to help students showcase achievements
- **SHOW** them what you want them to do; don't **TELL** them
- Discuss self-awareness
 - Future bosses may or may not be technologically savvy
 - Learn first, then jump in and provide input



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Gen Z &
Social Considerations
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Gen Z | Social Considerations

Gen Z doesn't just accept differences in others- it celebrates them.

- Open-minded
- Global perspective
- Blended
- Inclusive

**On-demand access to information + a greater diversity all around
= an expanded Gen Z worldview.**

The Data

Total Population:

- 2014 | 319 M
- 2051 | 400 M
- 2060 | 417 M

Majority/Minority Projections:

- 2020 | 50.2% of children are minorities*
- 2044 | 50.3% of all Americans are minorities*

*any group other than non-Hispanic white

Poised to Accelerate Significant Social Change

Key Concerns

- Education – 32%
- Global Financial Crisis – 28%
- Terrorism – 27%
- Prejudice and Racism – 25%
- Jobs and Unemployment – 23%

“Take a stand on everything, but be sure to know why you stand where you do.”
Gen Z is activist-oriented and socially engaged!

Support Equal Rights for All | Multicultural Perspective

- Believe marriage equality is a fundamental right
 - 73% believe everyone should have the right to marry, regardless of sexual orientation
- Support relaxed immigrations laws
 - 55% believe everyone should have the right to become a U.S. citizen, regardless of where they were born or how they came to the country
- Grew up watching international news
 - 64% believe healthcare should be free for everyone
- Care deeply about the world around them
 - 77% believe that businesses should do social good as a central part of their mission

Gen Z Takes Action

- Visibility like we've never known
 - Gen Zers can easily reach out to and connect with others digitally- social media, blogs, podcasts, and more

The Search for Truth = The Root of all Behaviors

- **'Undefined ID'** | Don't define yourself in only one way
- **'Communaholic'** | Be radically inclusive
- **'Dialoguer'** | Have fewer confrontations + more dialogue
- **'Realistic'** | Live life pragmatically

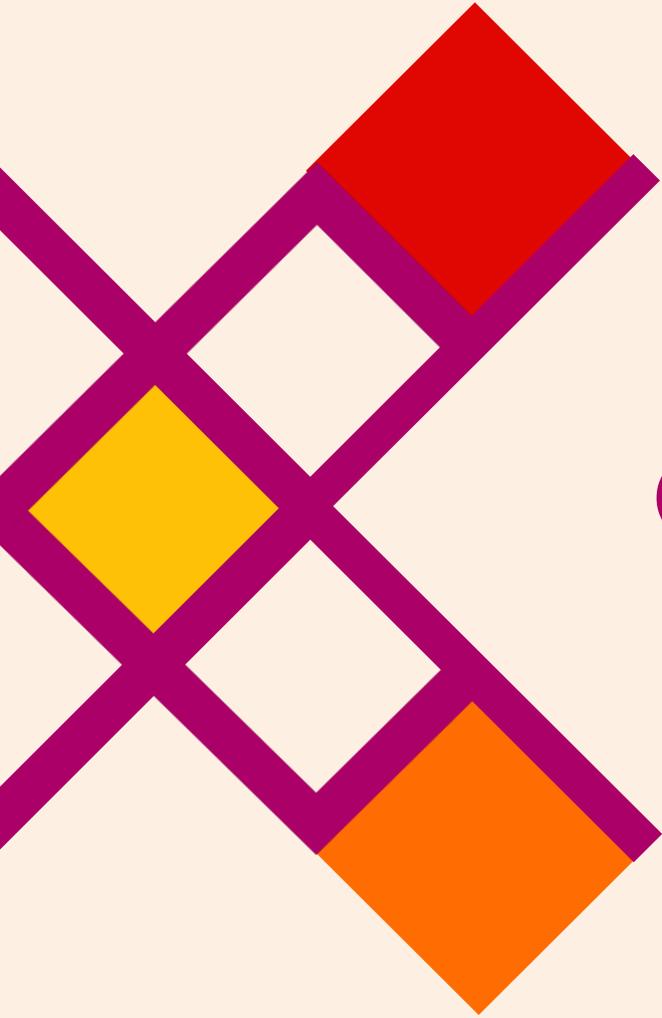
Building Trust

Gen Z | Relevancy Matters

- **57%** of GenZ say it's more important they care about the cause a company is tied to rather than a company embracing corporate responsibility
 - 25% of Millennials agree
- **85%** of GenZers will choose a brand that supports a social cause over another brand that does not
 - 70% of Millennials agree
- **85%** of GenZ believes companies have an obligation to help solve social problems
 - 57% believe companies today are doing enough to support social causes
 - 37% have either donated to or volunteered their time to a cause
 - 36% have educated family and/or friends about a cause
 - 23% have boycotted an activity or company

Actionable Insights for Supervisors

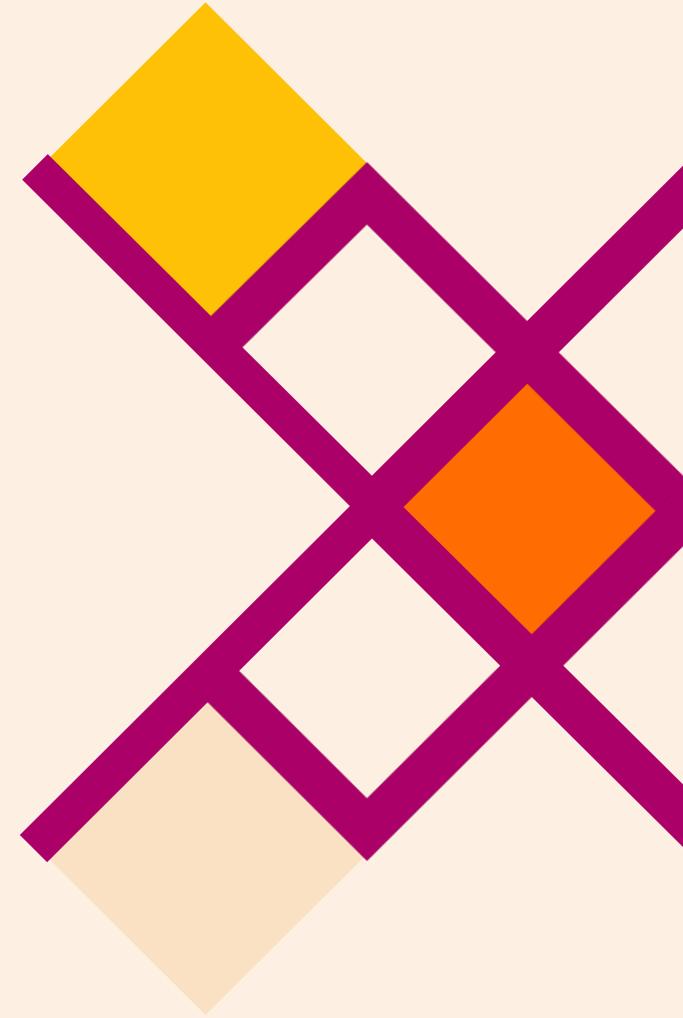
- First, seek out:
 - University-published data/nuances
 - Familiarity with admissions data
 - Trends from Pew, Gallup, CIRP, NSSE
- Provide the right incentives
- Talk to them in person
- Get input from your employees!
- Listen to their feedback
- Be clear about benefits (8 second attention span)
- Treat them with respect



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Gen Z & Leadership

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The ideal Gen Z leader is...

1. Inclusive

- Collaborative instead of competitive
- Makes even the smallest tasks mean something
- Actionable example:
 - Don't always keep them at the kids table.

The ideal Gen Z leader is...

2. Encouraging of Curiosity

- Understands their hunger for constant education and development
- Can answer the question: “How does this role contribute to my future?”
- Actionable example:
 - Teach the teacher activities (technology skills and/or programs)
 - Charge them with solving an office pain point, and let them solve it creatively

The ideal Gen Z leader is...

3. Flexible

- Recognizes their self-motivation and entrepreneurial spirit
- Responsive to diverse methods of communication
- Provides alternative working options where possible
- Actionable examples:
 - Dialogue about their role and flexibility options that exist (or don't) within the office restraints.
 - Be flexible with small things like attire, music at their desk, headphones while working, etc.
 - An expectations checklist

The ideal Gen Z leader is...

4. Generous

- Knows that to Gen Z, money isn't everything, and making a difference is just as important
- Gen Z respects selfless employers, and will tell their friends about those that aren't.
- Actionable examples:
 - Develop opportunities for departmental philanthropy, and let the students lead!
 - Empower charitable causes that may already have momentum on campus.

The ideal Gen Z leader is...

5. A mentor

- Gen Z responds to leadership, not power
- Attracted to those that challenge them and force them to grow
- Actionable example:
 - Determine what kind of leader you are, and be genuinely that.

Let's discuss.

1. What are you already doing with your Gen Z student workers that is helping to prepare them for the world of work?
2. What is something that you could be doing better?
3. What are some programs, partnerships, collaborations, or activities that you could implement to increase career readiness?
 - Are these opportunities to further connect students to campus initiatives?

In closing...

“It is tempting for each generation to evaluate the ones that follow in light of what’s been lost, not what’s being added. As university educators, we owe our students the opposite – to see what they bring to us that we haven’t had before.” – Penny Rue

Thanks for coming!

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