

VIA University College



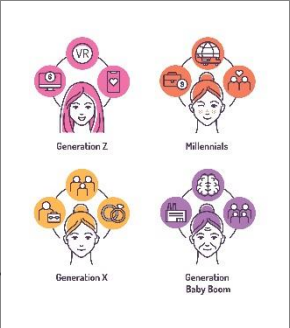
Recognizing the trailblazers of tomorrow

Characteristics of Gen Z

Line Thune-Stephensen

Intro Generation characteristics

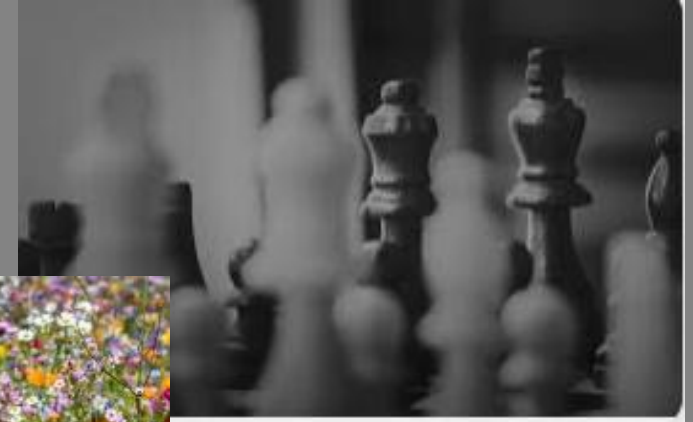
Who's who



	Baby Boomers 1945-1960	23% Gen. X 1960-1980	32% Gen. Y 1980-1995	34% Gen. Z 1995-2010	11% Alpha 2010-2025
Nicknames	<i>The post-war generation</i> <i>68'erne</i>	<i>So-generation</i> <i>Screw-lit-generationen</i>	<i>The Institution generation</i> <i>Perfectionists</i> <i>Millennials</i>	<i>The tribalists</i> <i>The zappers</i> <i>The curling generation</i> <i>The digital savvy</i>	<i>De digital natives</i> <i>The touch generation</i>
Lifecycle status	Retirement phase	Experienced and stable	Ambitious and independent	Young and challenging	...we'll know soon enough
Characteristics	Focus on prof. feedback. Criticism is most developmental. Have modest expectations and demands. Influenced by "the poor 80s". The annual IDP is sufficient. Collectivism.	Identity through lifestyle products. Saw the world through reality TV. Personal feedback is important. Individualism.	Raised in institutions during economic recovery. Individual achievements. Craving for perfection (body, family, job, life...)	Boundless FreedomCommunities. Self-realization. Development. Trust, security. Purpose seeking	
Shaped by	Post-war, shortcomings, discipline and regained freedom	Modest conditions and hard work. Capitalism.	Working parents. Education. Internet and globalization.	The school system and digitalisation. SoMe and FOMO. Stereotypes, roles and patterns are erased.	
Known for	Youth rebellion. The Red Stocking Movement	Entrepreneurship. Independence	Streamlining. The relational and creative.	Vulnerability. Co-creation.	

Enablers

- Technological fluency
- Embracing diversity
- Entrepreneurial spirit
- Desire for work-life balance
- Desire for purposeful work
- Embracing change and innovation



how can we turn differences into advantages and commonality into community

How to engage and motivate Gen Z



Gen Z expectations

Freedom:
to decide, act and be.

Community:
Seeks community for
professional identity

Trust:
security rests in trust,
which must be the
foundation.

Self-realization:
will run with larger and
more complex tasks

Development:
looking for rapid,
professional development
in the community.

Participation:
wants to contribute to
solutions and challenges
the status quo.

Dialogue:
need close dialogue to
remove insecurity and
uncertainty

Purpose:
assignments must be
meaningful and have
purpose

Acknowledgement:
frequent, responsive,
informal and immediate
feedback.

Involvement:
in decisions regardless of
level and experience.

Engagement

- ❖ Provide meaningful assignments
 - communicate purpose and impact
- ❖ Cultivate a supportive and inclusive environment
 - feel valued and respected
- ❖ Promote learning and development
 - training for professional growth
- ❖ Embrace technology and innovation
 - encourage use of digital tools
- ❖ Offer flexibility in schedules
 - promote wellbeing initiatives
- ❖ Recognize and acknowledge contributions
 - verbal praise and feedback
- ❖ Encourage empowerment
 - provide sense of ownership and responsibility
- ❖ Foster open communication
 - encourage voicing opinions, concerns and suggestions



Motivation

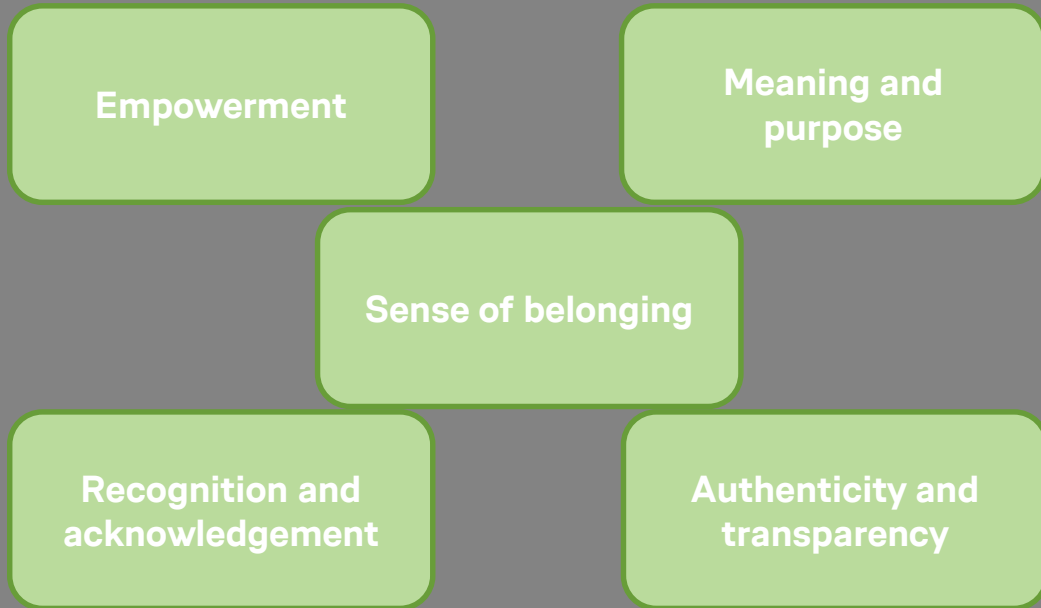
- ❖ Digital and interactive learning experiences
 - online learning platforms, mobile apps, gamification, videos, quizzes and simulations
- ❖ Microlearning opportunities
 - bite-sized content accommodating short attention span
- ❖ Self-paced learning
 - offer resources and tools for exploring topics of interest at own convenience
- ❖ Experimental learning
 - real-world applications and project-based learning
- ❖ Training programs and workshops developing essential skills
 - critical thinking, problem solving, communication, collaboration
- ❖ Personal development
 - mentorship, coaching, peer review, knowledge sharing, feedback
- ❖ Celebrate achievements
 - any form of acknowledgement of individual or group achievements



Outro

Summmarizing

Practice the heliotropic principle



Result: Gen Z will become the trailblazers of tomorrow



Thank you



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