



mccrindle

Gen Z; Navigating the waters

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CaSPAQ Conference
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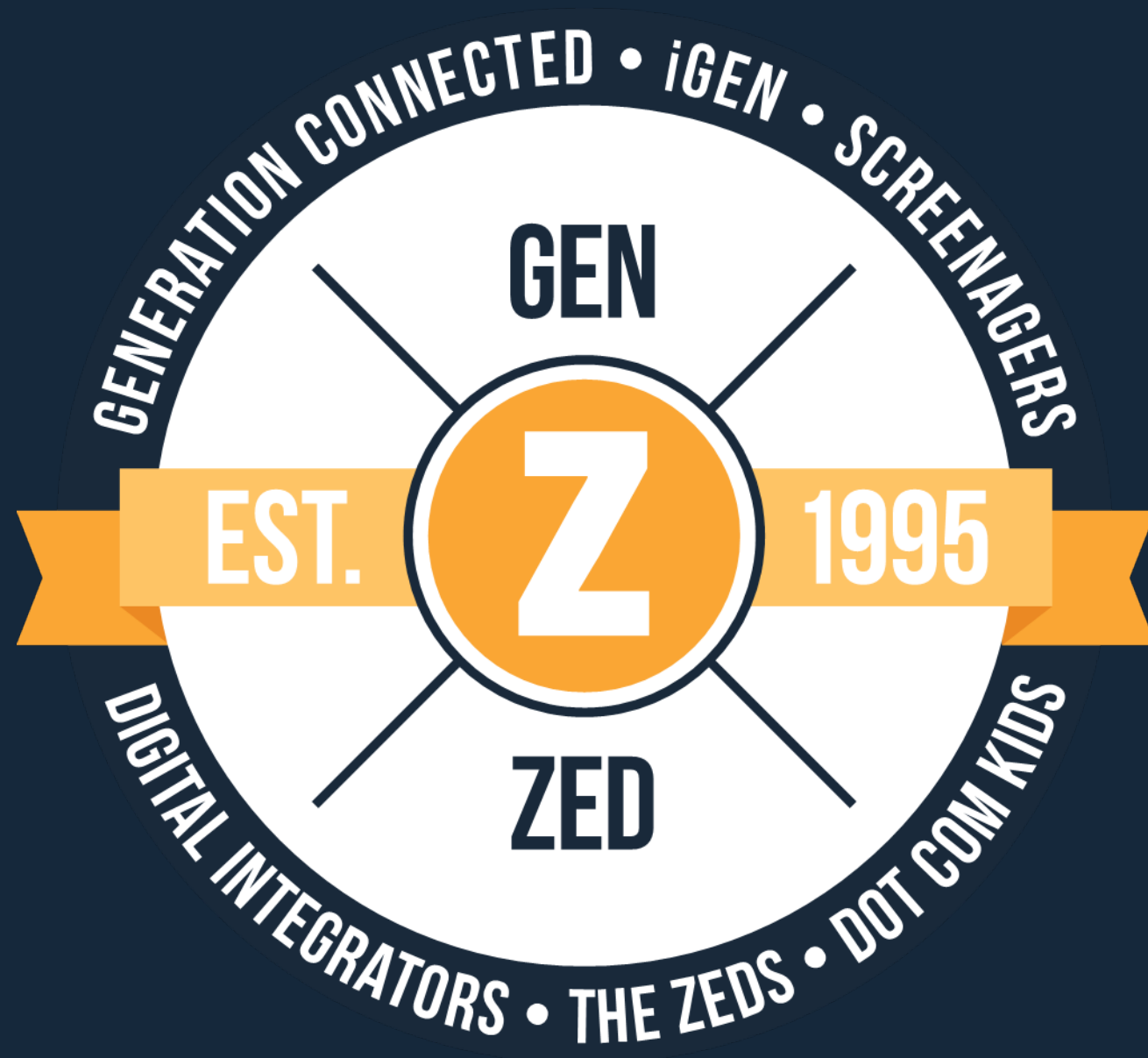
W mccrindle.com.au

Youth today love luxury. They have bad manners, contempt for authority, no respect for older people and talk nonsense when they should be working.

*Youth today love luxury. They have bad manners,
contempt for authority, no respect for older people and
talk nonsense when they should be working.
They contradict their parents, talk too much in
company, guzzle their food, lay their legs on the table
and tyrannise their elders.*

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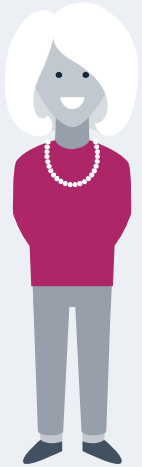
SOCRATES (CIRCA 500 BC)
indicating the youth of Athens





Digital Integrators
Screenagers Generation Connected
iGen **Generation Z**
Digital Natives Generation Gamers
Dot Com Kids Click 'N Go Kids

Six Generations



Builders

Age: 74+



Boomers

Age: 55-73



Gen X

Age: 40-54



Gen Y

Age: 25-39



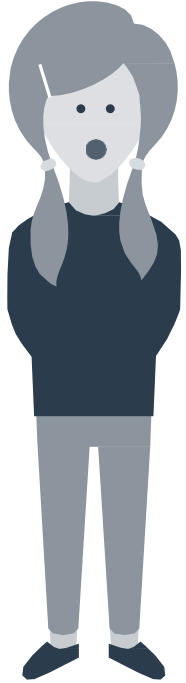
Gen Z

Age: 10-24

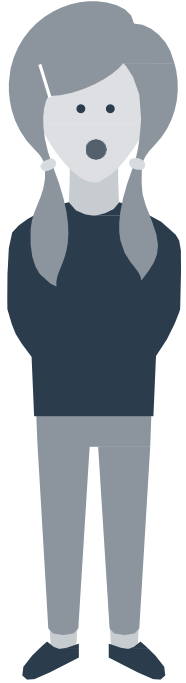


**Generation
Alpha**

Age: under 10



Gen Z
Age: 10-24

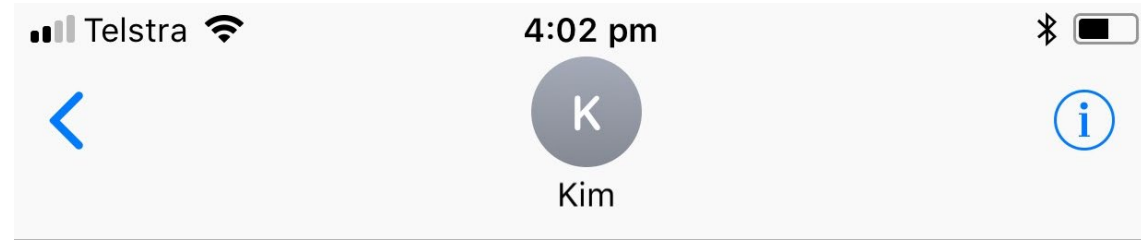


Gen Z

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Gen Z
Age: 10-24

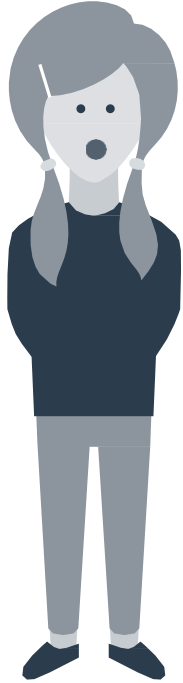


iMessage
Today 3:50 pm

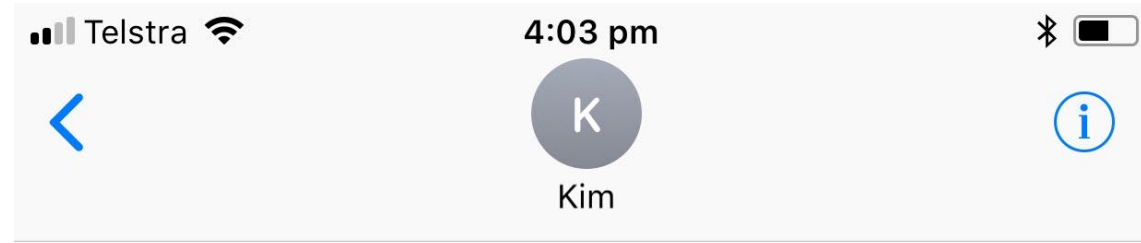
Bae, my new work gig is legit! The hours are savage ... YOLO. 🙋

Delivered





Gen Z
Age: 10-24



iMessage
Today 3:50 pm

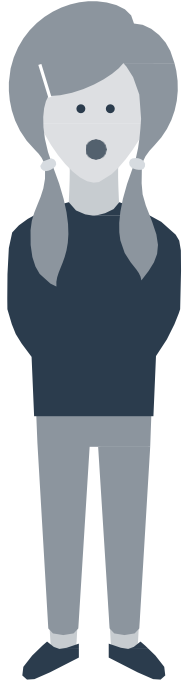
Bae, my new work gig is legit! The hours are savage ... YOLO. 🙋

Delivered

Yaaaas queen! Slay girl 💪

GOAT 🐐





Gen Z

Age: 10-24

“I like my job.”

“Great!”



Gen Z are



gen z are

gen z are **killing**

gen z are **lazy**

gen z are **called**


gen z are **not millennials**

gen z are **nihilists**

Report inappropriate predictions

<https://communityinsig.kasasa.com/gen-x-gen-y-gen-z/>

Apr 22, 2019 - What separates Generation Y from X, and is **Generation Z** a thing? How old is each generation? Are they really that different? It's easy to see ...



*Seek first to understand,
then to be understood.*

STEPHEN COVEY



Gen Z Defined

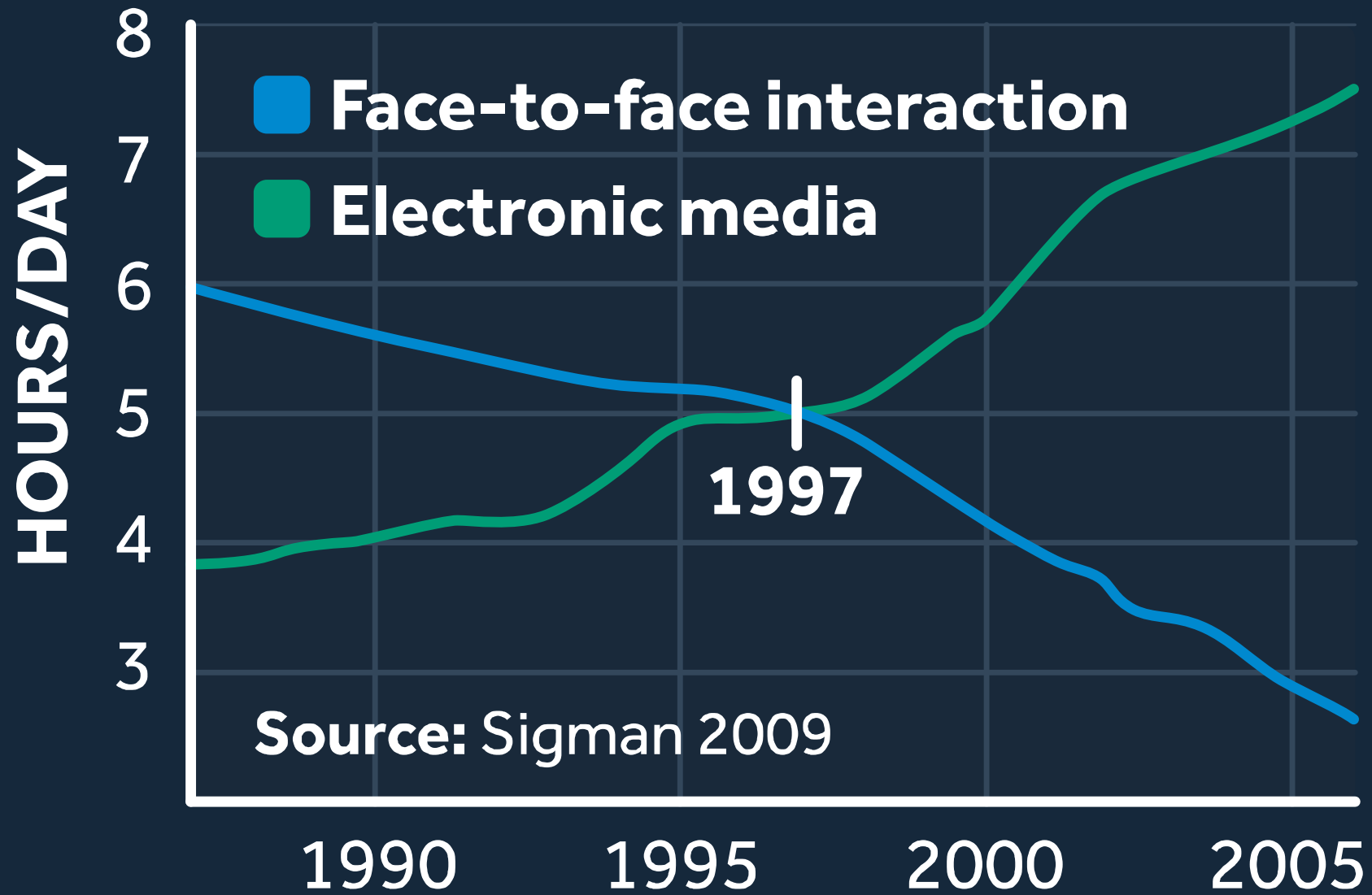


Gen Z

Age: 10-24



Digital





74%

Average percentage of Gen Z's time spent
online
(outside of school or work)

Source: Commscope 'The Generation Z Study of Tech
Intimates

**YOU KNOW YOU ARE DESPERATE
FOR AN ANSWER...**



**WHEN YOU LOOK AT THE
SECOND PAGE OF GOOGLE**



Global





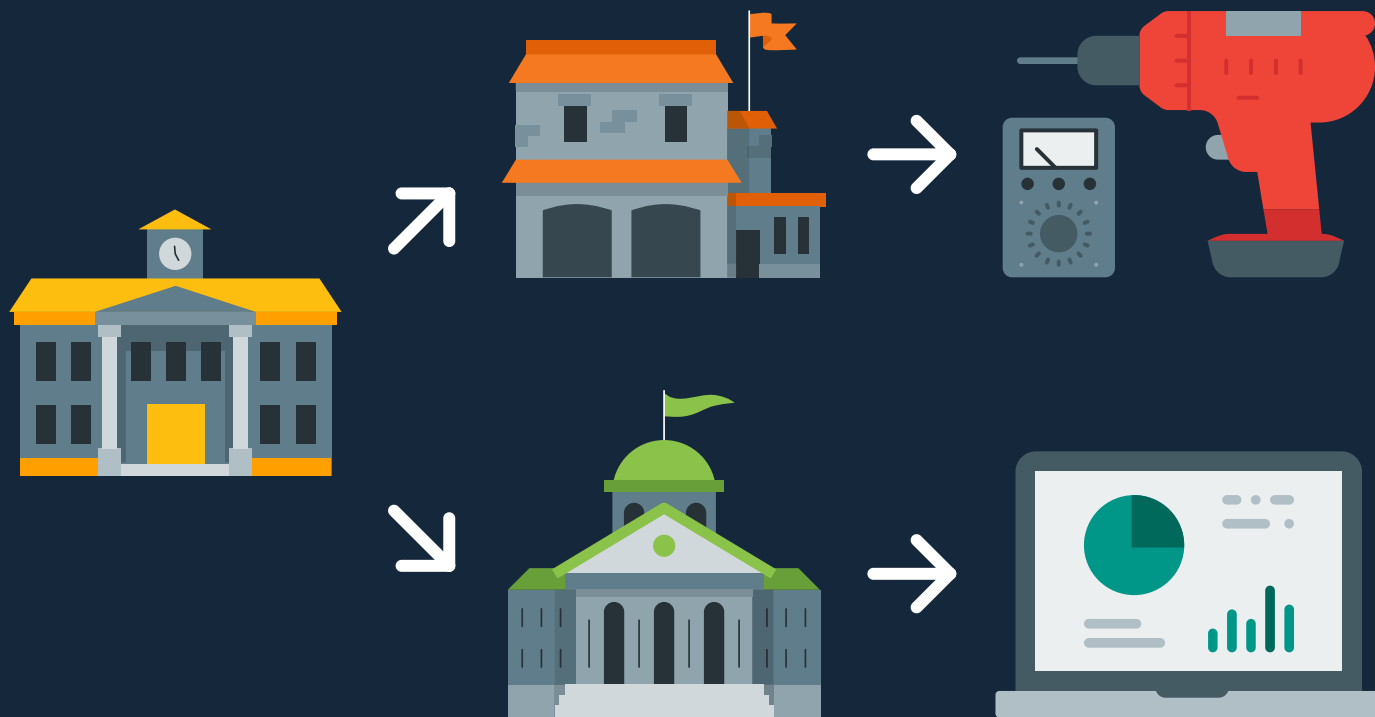


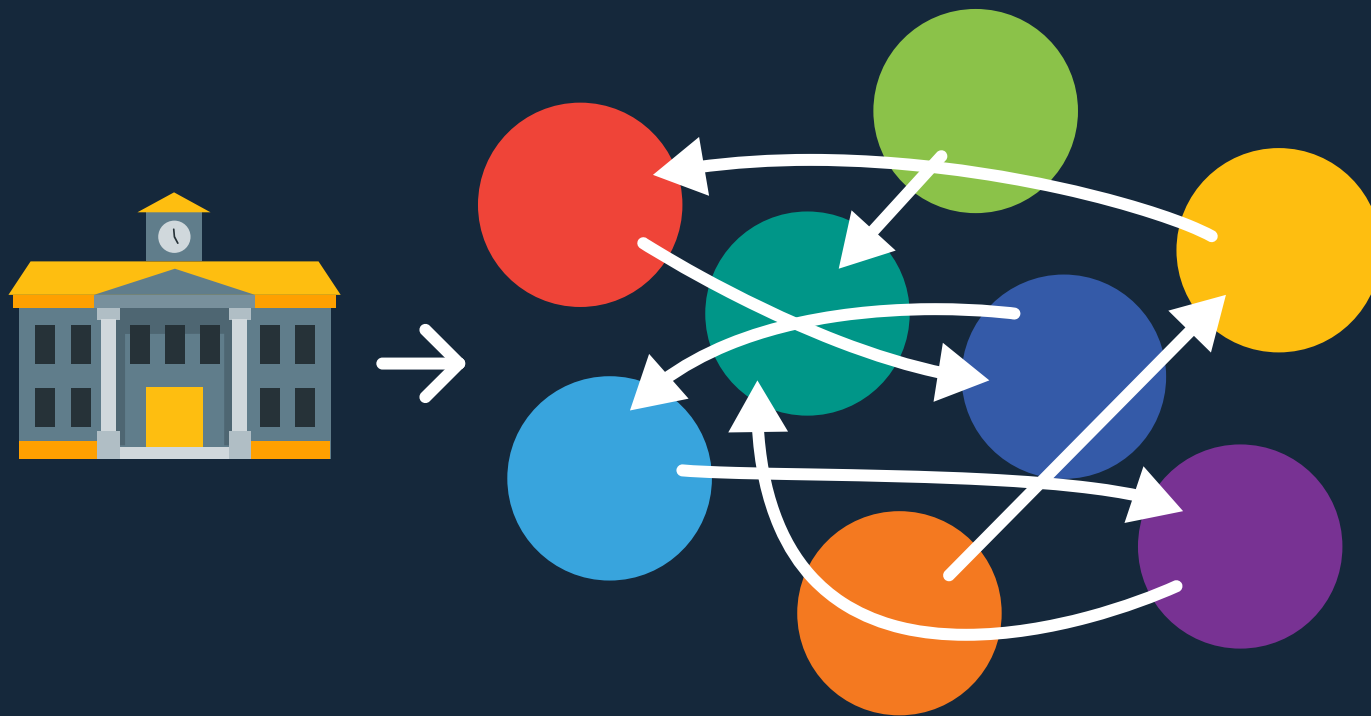
Mobile







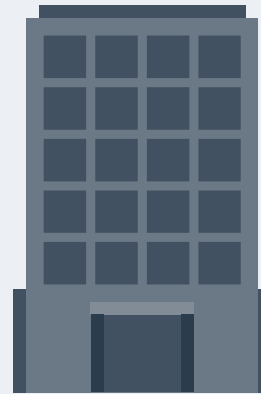




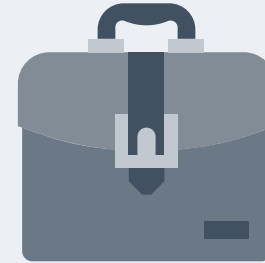


Gen Z

Age: 10-24



18
jobs



6
careers

In a lifetime



Gen Y

Age: 25-39

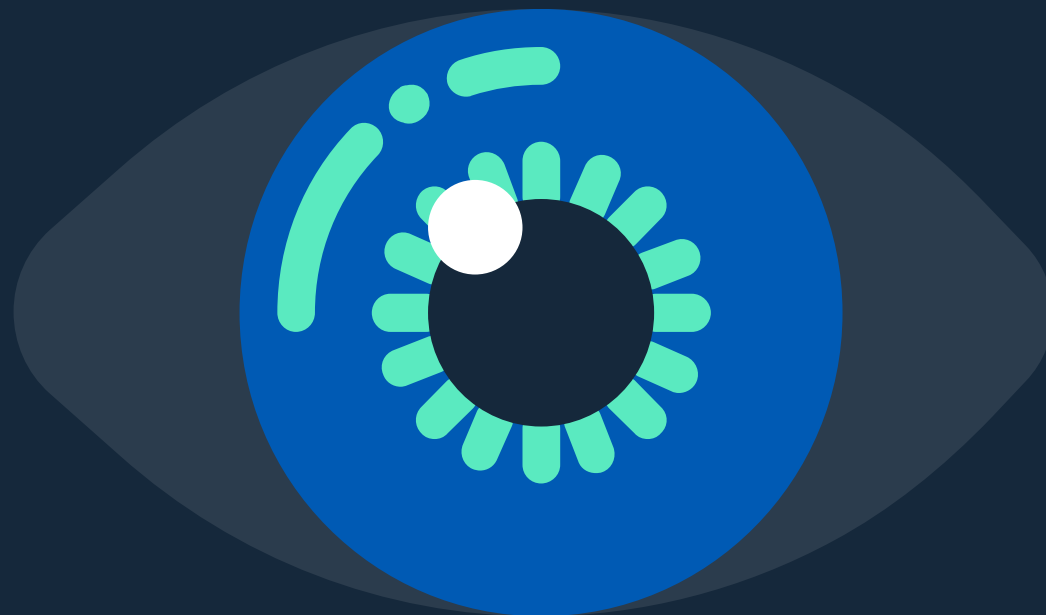
**K
I
P
P
E
R
S**



Gen Y

Age: 25-39

Kids
In
Parents
Pockets
Eroding
Retirement
Savings



Visual

Google





TL;DR





Social

IN CASE OF FIRE

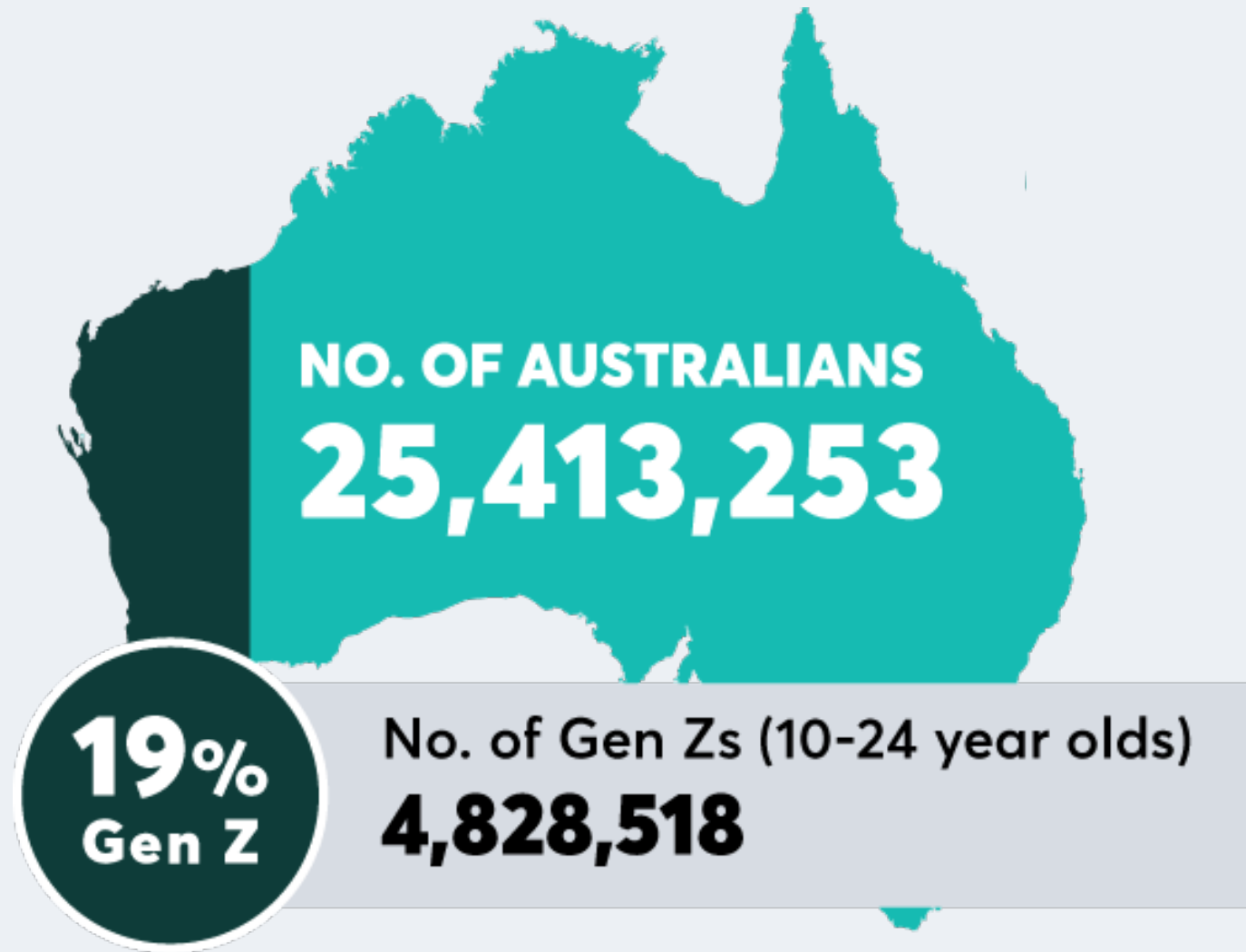


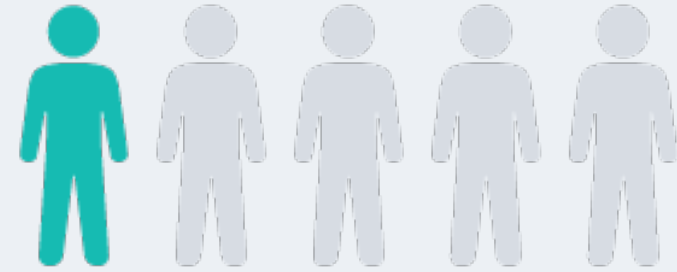
**EXIT BUILDING BEFORE
INSTAGRAMMING**



Socially Redefined







More than one in
five (21%) Gen Zs
are born overseas



No. of Gen Zs (10-24 year olds)
4,828,518



73%

Millennials say that political leaders are failing to have a positive impact on the world.

Source: 2019 Deloitte Global Millennial Study



45%

Millennials have absolutely no trust in political leaders as sources of reliable and accurate information

Source: 2019 Deloitte Global Millennial Study



27%

Millennials have zero trust in the media as
sources of reliable and accurate
information

Source: 2019 Deloitte Global Millennial Study

A black and white photograph showing a close-up of an adult's hand gently holding a baby's hand. The adult's hand is larger and has visible wrinkles, while the baby's hand is smaller and smoother. The background is dark, making the hands stand out.

TRUST



Gen Z's hopes and fears



Top issues of concern for Gen Z

Coping with stress



School or study problems

Mental health

Body image

Source: Mission Australia Youth Survey Report 2018



Top challenges for today's students

% extremely/very challenging



High pressure to do
well in exams and
assessments

80% educators

79% parents



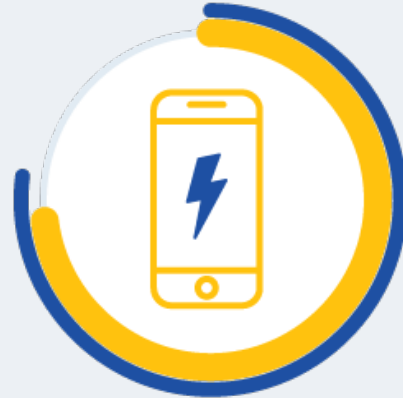
Top challenges for today's students

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High pressure to do well in exams and assessments

80% educators
79% parents



Online bullying through social networks

73% educators
77% parents



Top challenges for today's students

% extremely/very challenging



High pressure to do well in exams and assessments

80% educators
79% parents



Online bullying through social networks

73% educators
77% parents



Life is more complicated, causing additional stress

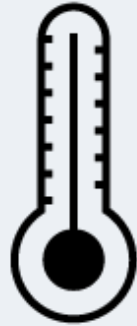
69% educators
72% parents

TOP THREE CONCERNS FOR AUSTRALIA

% Extremely / very concerned

TOP THREE CONCERNS FOR AUSTRALIA

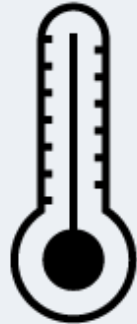
% Extremely / very concerned



64%
Climate
change

TOP THREE CONCERNS FOR AUSTRALIA

% Extremely / very concerned



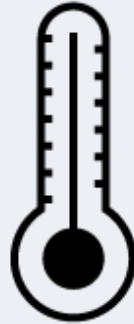
64%
Climate
change



60%
Mental
Health

TOP THREE CONCERNS FOR AUSTRALIA

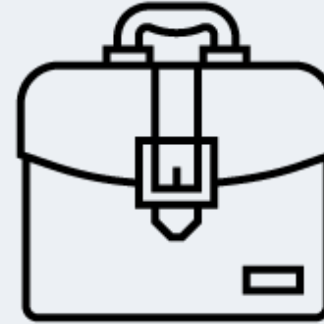
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change



60%
Mental
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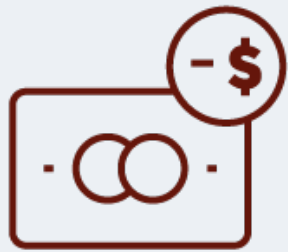
54%
Unemployment

Generation Z fear not living comfortable and fulfilling lives.

TOP FIVE PERSONAL FEARS

Generation Z fear not living comfortable and fulfilling lives.

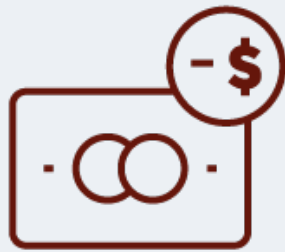
TOP FIVE PERSONAL FEARS



I won't have
enough money to
live comfortably

Generation Z fear not living comfortable and fulfilling lives.

TOP FIVE PERSONAL FEARS



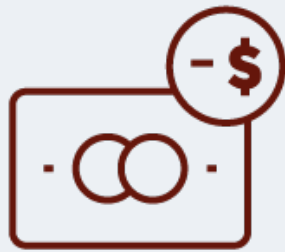
I won't have
enough money to
live comfortably



Not reaching
my full
potential

Generation Z fear not living comfortable and fulfilling lives.

TOP FIVE PERSONAL FEARS



I won't have
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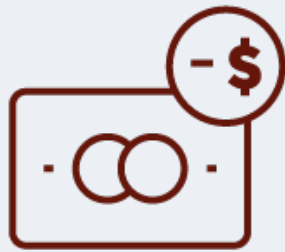
Not reaching
my full
potential



Being stuck in a job
that I don't enjoy or
find fulfillment in

Generation Z fear not living comfortable and fulfilling lives.

TOP FIVE PERSONAL FEARS



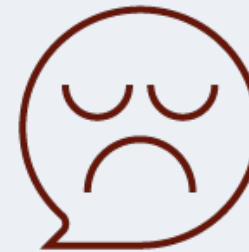
I won't have
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Not reaching
my full
potential



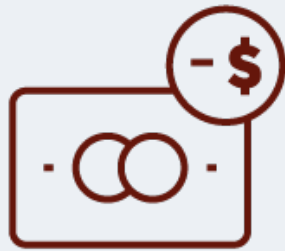
Being stuck in a job
that I don't enjoy or
find fulfillment in



Not making a
difference with
my life

Generation Z fear not living comfortable and fulfilling lives.

TOP FIVE PERSONAL FEARS



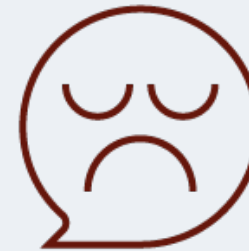
I won't have enough money to live comfortably



Not reaching my full potential



Being stuck in a job that I don't enjoy or find fulfillment in



Not making a difference with my life



Never being able to buy my own home

Gen Zs aspire to travel and have financial independence.

TOP FIVE PERSONAL HOPES

Gen Zs aspire to travel and have financial independence.

TOP FIVE PERSONAL HOPES



Travel and
see the world

Gen Zs aspire to travel and have financial independence.

TOP FIVE PERSONAL HOPES



Travel and
see the world



Financial
freedom and
independence

Gen Zs aspire to travel and have financial independence.

TOP FIVE PERSONAL HOPES



Travel and
see the world



Financial
freedom and
independence



Own my
own home

Gen Zs aspire to travel and have financial independence.

TOP FIVE PERSONAL HOPES



Travel and
see the world



Financial
freedom and
independence



Own my
own home



Have a
family

Gen Zs aspire to travel and have financial independence.

TOP FIVE PERSONAL HOPES



Travel and
see the world



Financial
freedom and
independence



Own my
own home



Have a
family



Find a
life partner

Gen Zs aspire to travel and have financial independence.

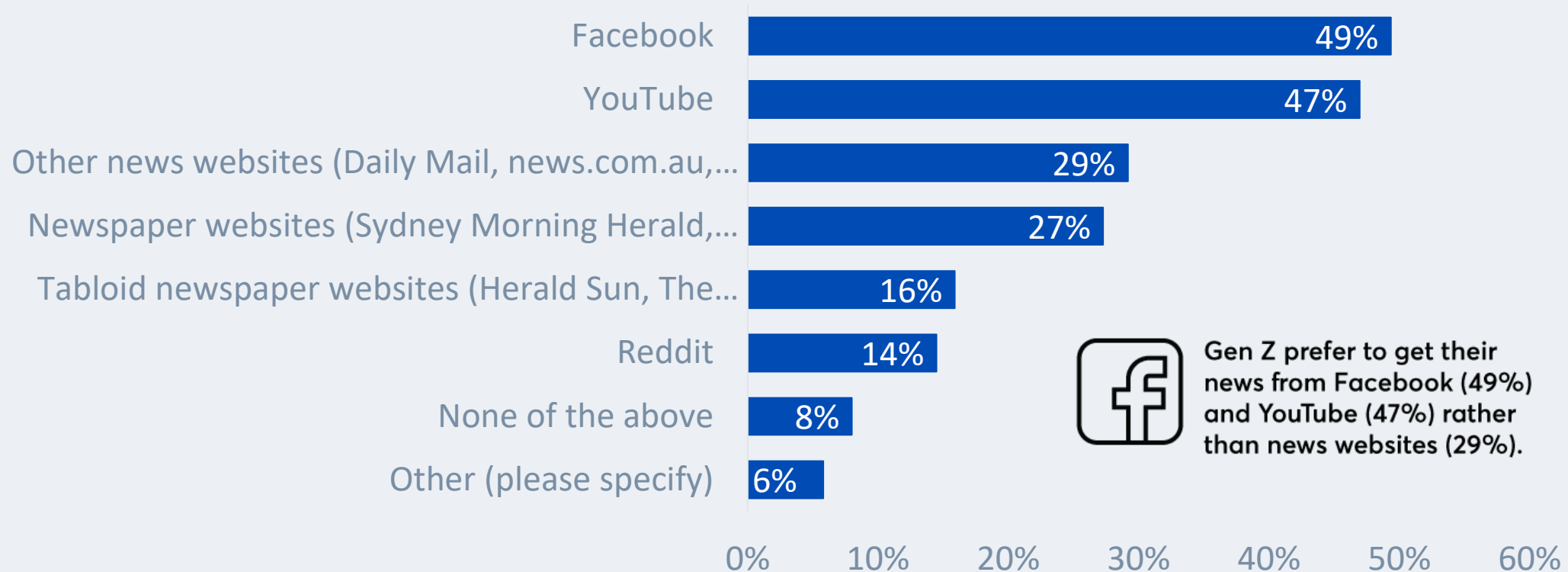
What do you hope for in your future?
Please select your top three responses.



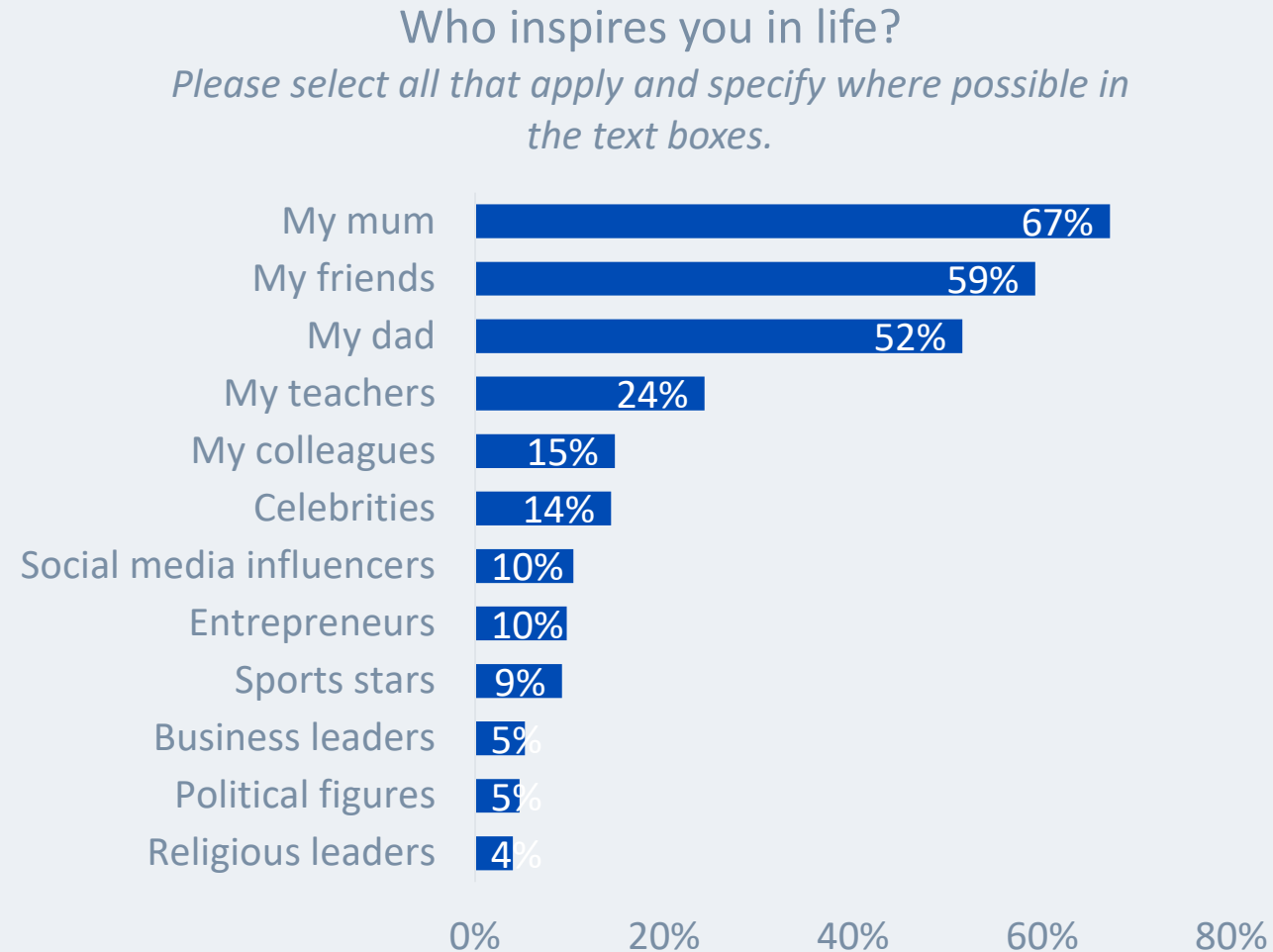



Gen Z prefer to source their news from social media channels

Which of the following online channels do you get your news from?
Please select all that apply.



Family and friends inspire Gen Z





*Generation Z is just a label:
they're the same as the
young people of my day.*



Generations do no change over time to look identical to how their parents look at the same age. Rather, a generation is a product of their current age, their times, and importantly, the formative technologies and social markers that shaped them.

MARK MCCRINDLE



Gen Z Mindset



Generation z

Age: 8 - 22



POST LITERATE

2011: APP





2012: CLOUD





2013: HASHTAG



2014: SELFIE





2015: FACE WITH TEARS OF JOY



2016: POST-TRUTH

POST-TRUTH

Adjective

Relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief.

2017: FAKE NEWS



2018: TOXIC





POST LOGICAL

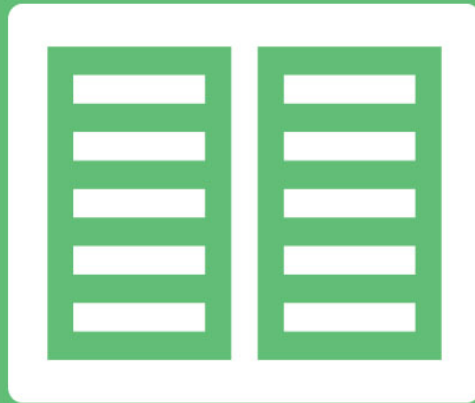


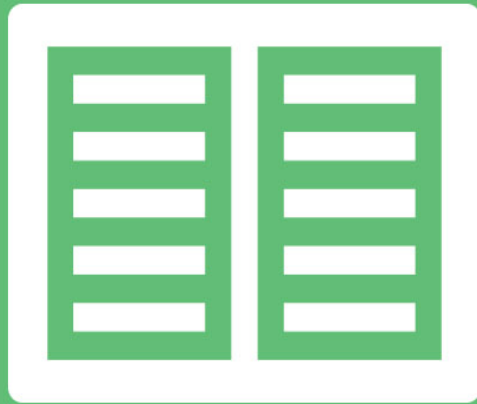
4.7 QUINTILLION (4,700,000,000,000,000,000)
BYTES OF DATA CREATED... *EVERY DAY*



**“MORE DATA IN THE LAST 2 YEARS THAN
THE *HISTORY OF CIVILISATION*”**

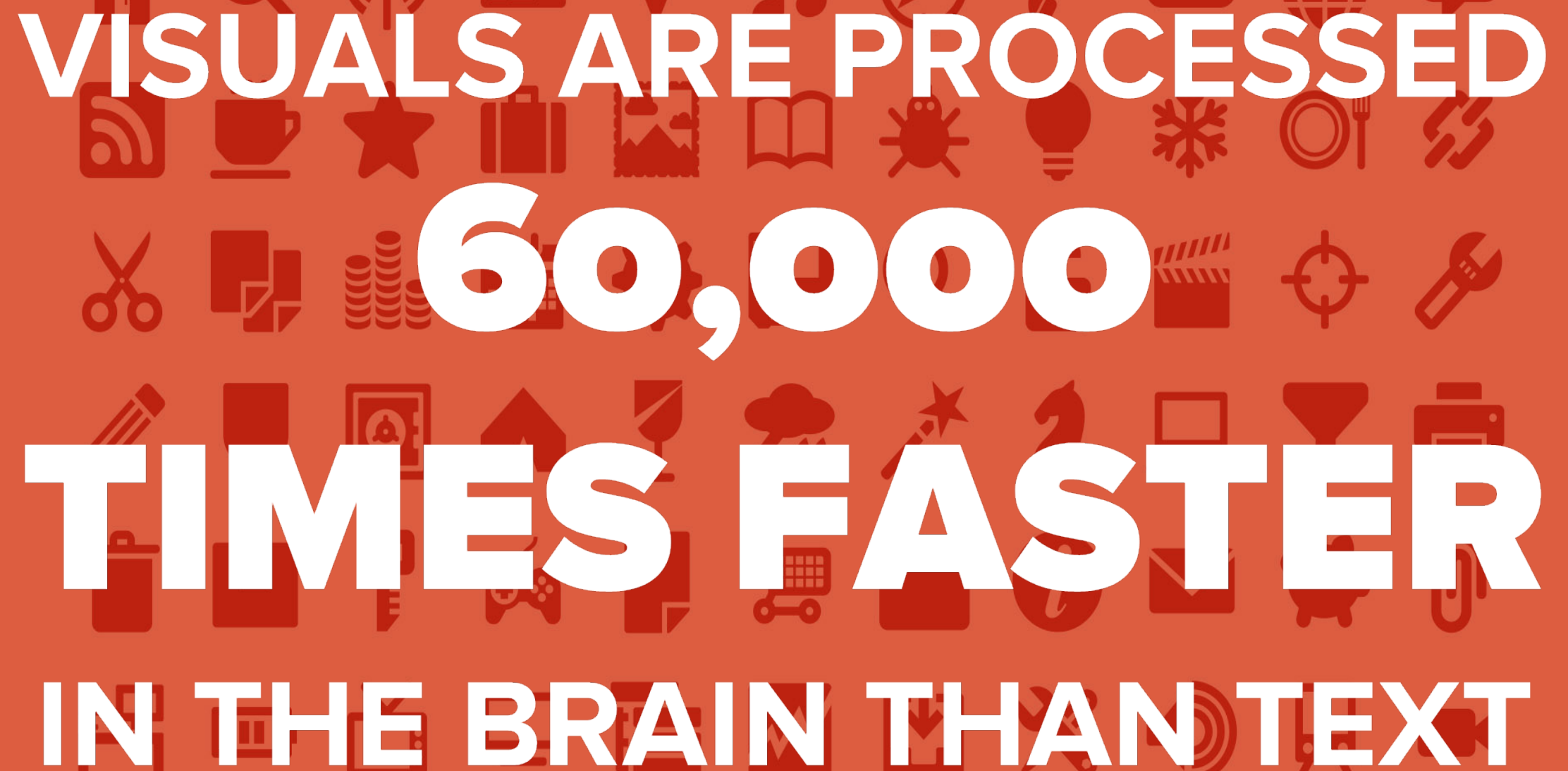












**VISUALS ARE PROCESSED
60,000
TIMES FASTER
IN THE BRAIN THAN TEXT**



90%



**OF INFORMATION TRANSMITTED
TO THE BRAIN IS VISUAL**



POST LINEAR



NO FOOD
BEVERAGE
SMOKING

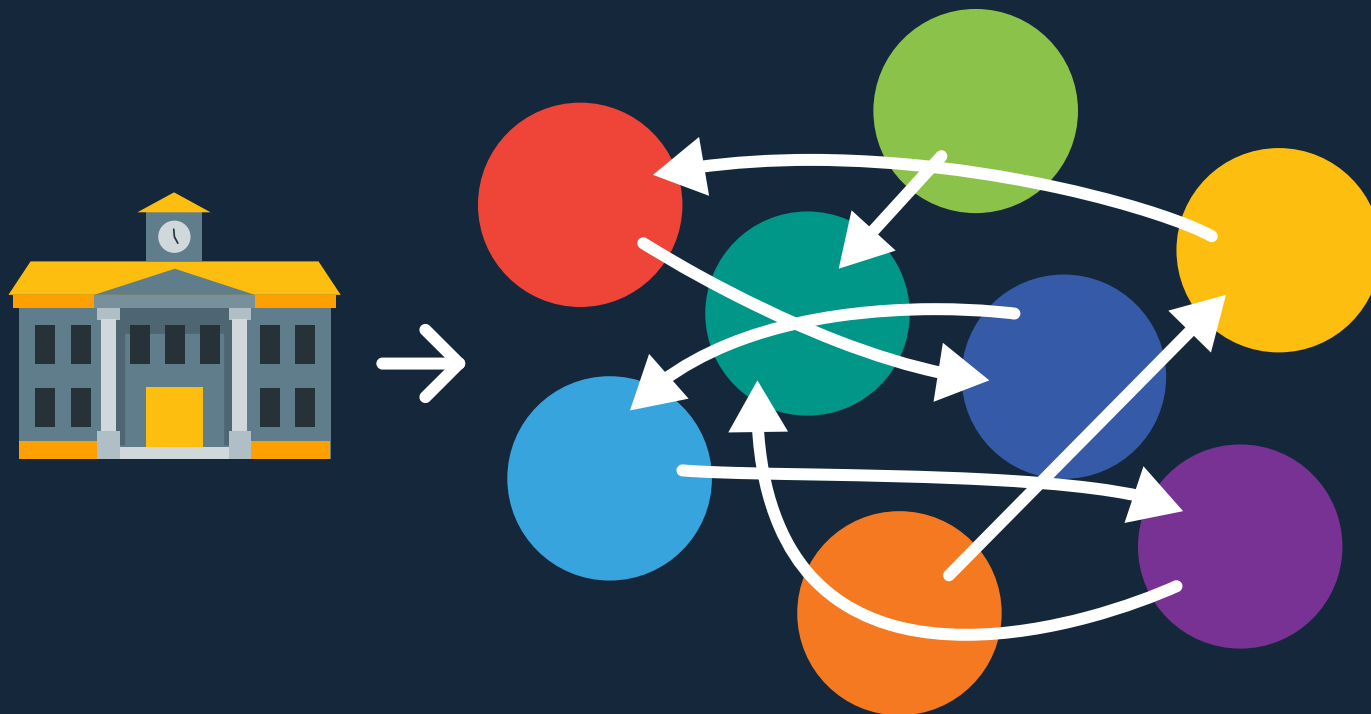


EXIT









Effective engagement



Verbal
Sit & listen
Teacher
Job security
Commanding
Curriculum centred
Closed book exams



Visual

Try & see

Facilitator

Flexibility

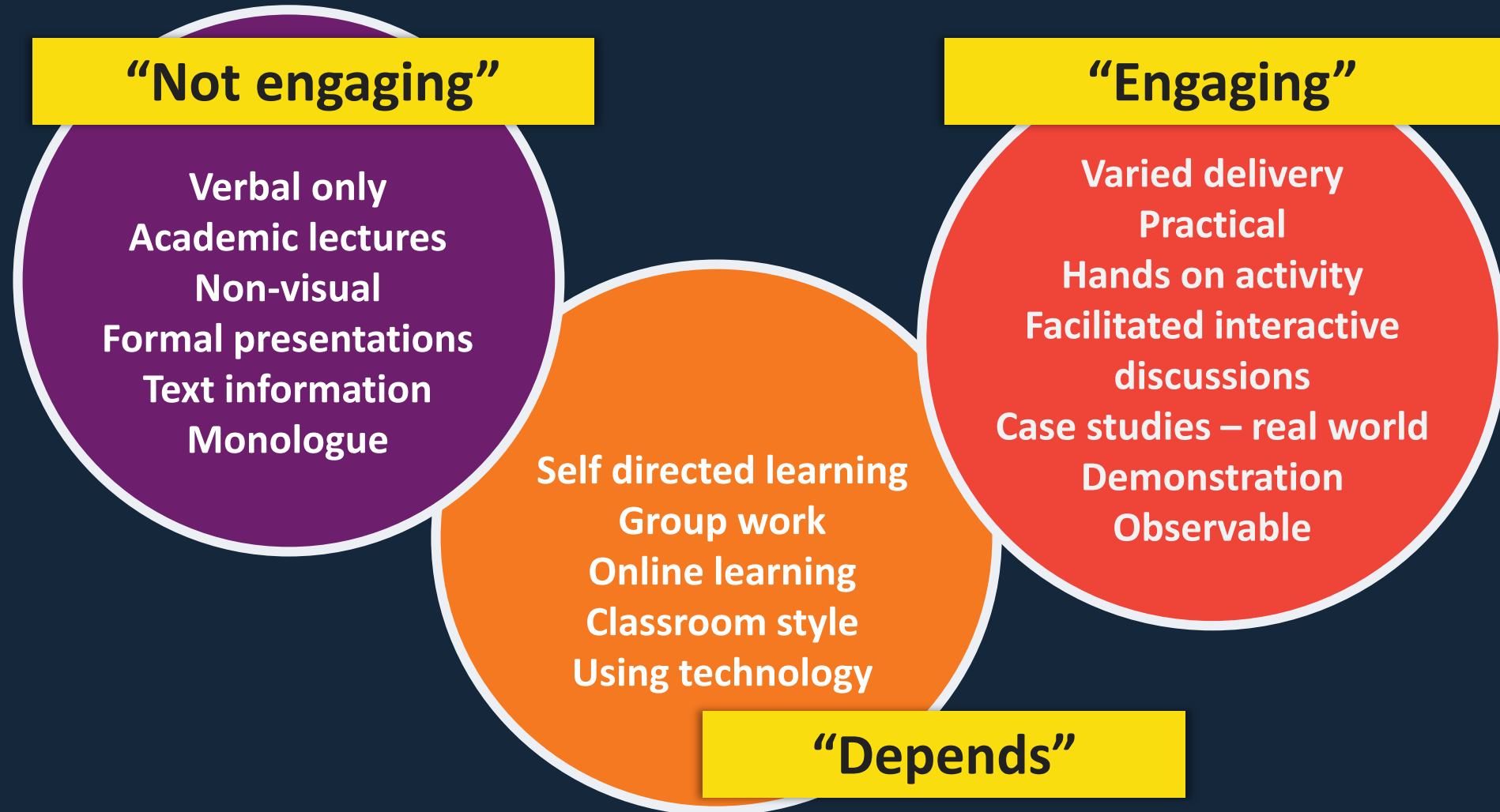
Collaborating

Learner centric

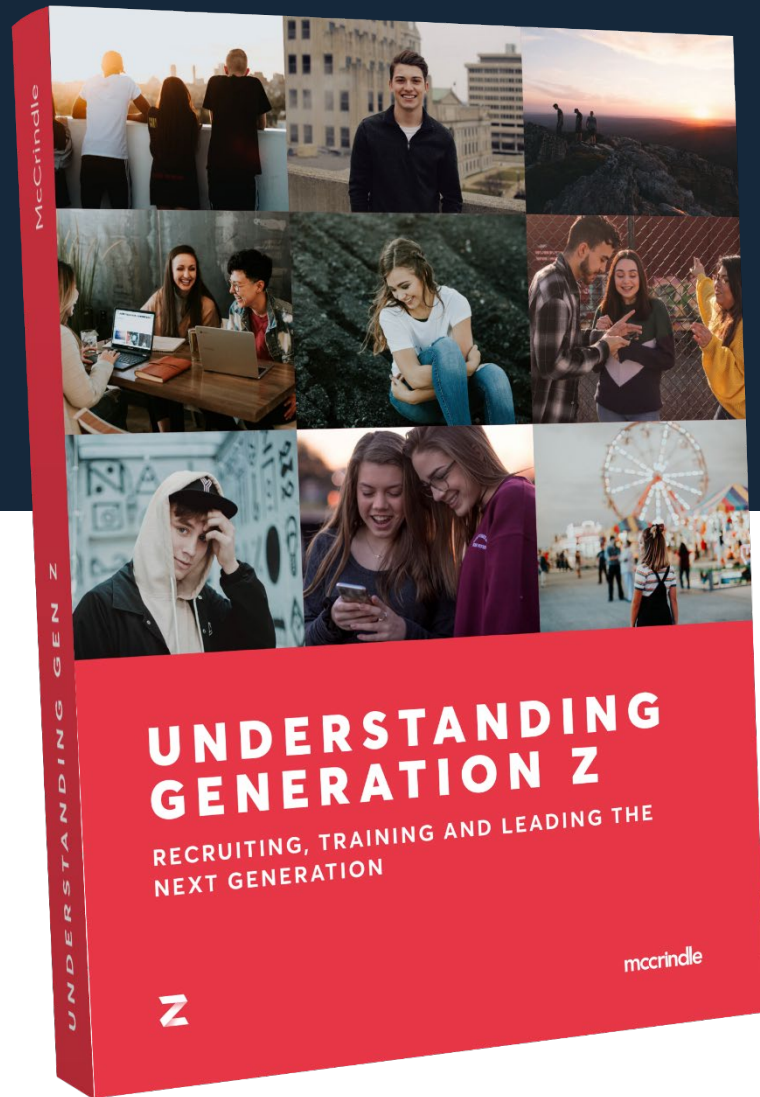
Open book world



Learning preference and experience



For more info on
Generation Z...



Download at:
generationz.com.au



Encourage



Invest





Care

***I've learned that people will
forget what you said, people will
forget what you did, but people
will never forget how you made
them feel.***

MAYA ANGELOU

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