



Who Is Gen Z?

- The current generation of college students are called Generation Zed, Generation Z or Gen Z for short.
- Understanding generational differences can help with the internal workings of the advisory board. To effectively work with collegians, it is necessary to understand differences to work together effectively.

What's important to Gen Z?

To best advise and work with Gen Z collegians, it is important to know that is important to them. Use the information below to modify and inform your advising style.

Gen Z adopted Gen X's skepticism and Individuality

- They are more akin to their parents from Generation X – a smaller group with a skeptical, individualistic focus. (Knowing the return on their financial investment is critical to keeping them around. Helping them take advantage of member benefits like professional development and free learning/resources to support their practice is critical in their transition to professional membership—inform them early and often.)
- Workplace engagement matters less to Gen Z than Millennials, but they crave mentorship.
- Obviously, they would prefer to operate in an enjoyable environment, but financial stability takes precedence. We know education does not always offer promises of substantial pay—these students truly are passionate about this line of work and the communities they serve!
- This financial focus likely stems in part from witnessing the struggles their parents faced.

Gen Z embraces change

- They worry about their future and are much less concerned about typical teen problems than they are about becoming successful in the world.
- The chaos and unrest in the political system have inspired them to want to get involved and make a difference. Regardless of which side of the aisle they are on, most of them are informed and passionate about the issues facing society today

Gen Z wants a voice

- Given how socially aware and concerned its members are, Gen Z seeks roles that provide opportunities to contribute, create, lead and learn.
- They are an exceptionally creative bunch and it is important to give time and freedom to come up with innovative ideas and accept that, despite their young age, they have valuable insights and skills to offer.

Gen Z is connected

- While it's often assumed that Gen Z is focused solely on technology, talking face to face is their preferred method of communication.
- When they are communicating about something that matters to them, they seek authenticity and honesty, which are best achieved in person.
- Successfully engaging with Gen Z requires striking a balance between conversing directly and engaging online.

Gen Z keeps score

- Although members of Gen Z don't necessarily need a pat on the back, it's human nature to want to feel appreciated.
- They tend to work best up against a deadline.
- They will put everything on the line to win.
- Their competitive nature applies to almost everything.
- They are accustomed to getting immediate feedback.

Videos and Resources

- ["How to speak to Gen Z"](#)
- [TEDx Talks: "Generation Z: Making a Difference Their Way"](#)
- [TEDx Talks: "What Makes 'Generation Z' So Different?"](#)
- [TEDx Talks: "How to speak 'Generation Z'"](#)

Resources and Articles

- ["5 Tips for Engaging with Generation Z"](#)
- ["10 Defining Characteristics of Generation Z"](#)