Generation Z: Communications & Engagement

Dr. David Bozward
Oh, Strange Man, who are you?
Tip # 6
Ignore internal distractions

However, Just have your phone on the table
LETS TRY AND UNDERSTAND THEM
IN GROUPS, TAKE A SELFIE AND TWEET “WITH @BOZWARD AND ....”
Who are they?

• Birth years that range from the mid-1990s to 2010.
• Around 2.5 Billion on the planet
• Also referred to as:
  – Post-Millennials
  – the iGeneration
  – Plurals or the
  – Homeland Generation
What things about Gen Z that most people don’t know?

• Gen Z are highly educated.
• Gen Z wants to make a difference in the world.
• Gen Z are more diverse than Millennials.
• Gen Z are less parented.
They have NEVER lived without the internet
Like you have NEVER lived without Oxygen for one second
SO LETS TRY AND UNDERSTAND
Let me Introduction

• William
• Born: 1997
• Age: 20 years
• Worked Summer Holidays from 15 years in our business
• Joined our Business Full Time 2 years ago
Since his pay rise, he looks like:
AS HIS EMPLOYER
SO WHAT SHOULD WE DO?
TRUST COMES FROM A COMMON UNDERSTANDING
Rank in Order
Most trusted to least

CCTV

Channel 4 News

SKY NEWS

ALJAZEERA

RT

BBC NEWS

CNN

RUSSIA TODAY

itv NEWS
Our Fake news was...
their fake news is from
You can’t trust the NEWS

• fact vs fake
  – well it’s a linear line

  “in FACT all news is FAKE, cus its made up”
ENGAGING COMMUNICATION
How many in this room use?
to recap

• We have a Gen-z
• Who is addicted to the internet
• And you want to talk to them face to face and say ... don’t use technology
Just because someone doesn’t communicate with you doesn’t make them stupid.
COMMUNICATION TIPS
Be honest with your communication

...”cus I can Google it”

• They want to work for an honest leader
Stop Sounding Closed-Minded

– … “cus that sounds like a teacher trying to get me to do exams”

Q: Social Media can generates Sales – Yes or No?
Q: Online Payment is the major form of payment – Yes or No?
Q: Driverless Cars – Yes or No?
Q: Robot GPs – Yes or No?

They live in an ever-changing world, we want a stable world
Start Understanding Digital Socializing
They show signs of being more entrepreneurial

• Millennials trend
  – 62 percent of millennials "have considered starting their own business.”
  – 78 percent of survey respondents who know someone that has launched or worked for a startup consider that person successful.

• Gen z report being less influenced by money
  – Social Enterprise

• Less focused but more multi-tasking
They want **you** to take **them** seriously
If you’re the leader, be honest

• Take note business leaders:
  – 52% of both Gen Z and Gen Y state that honesty is the most important quality for being a good leader.

• The generations agree that after honesty, leaders should exhibit a solid vision
  • (Gen Z 34%, Gen Y 35%),
  – followed by good communication skills
  • (Gen Z 32%, Gen Y 34%).
Let’s talk. In person.

- Contrary to the assumption that younger workers want “constant connection” to technology, a majority of Gen Z respondents say they prefer
  - in-person communications with managers (51%),
  - as opposed to emailing (16%) or
  - instant messaging (11%).
- The same trend applies to Gen Y:
  - in-person (52%),
  - emailing (18%),
  - instant messaging (11%).
- And few believe that technology actually enhances personal relationships with co-workers (Gen Z 13%, Gen Y 14%).
- They prefer traditional methods of communication
Everyone is an individual and therefore one solution is not going to work.
Dr. David Bozward, Senior Lecturer in Entrepreneurship
Email: d.bozward@worc.ac.uk
Twitter: @bozward

THANK YOU

University of Worcester