GEN Z
the digital natives
ATTRACT THOSE iGENERATION CANDIDATES

drive your branding via several channels
Is that sustainable?
GEN Z
the digital natives

Too young to take seriously?

In the US economy, they make up 25% of the population.

By 2020, they will represent 40% of all consumers.
The first wave of Generation Z will enter the workforce.

Developing strategies for recruiting and retaining Generation Z starts now.
What we know about their career fears:
33% are scared they won’t find a job that matches their personality
65% are pretty optimistic about the future.
60% welcome information about how companies offer education
38% say college is doing a good job prepping them.
half of Gen Z is interested in starting their own company.
What characteristics (without getting into stereotypes) would you say define this generation?
What else do we know about them?
What would you say the biggest difference between Millennials and the iGeneration is?
What strategies do you see your companies or clients implementing to prepare for this generation?
Do you feel the definition of social is changing to accommodate this new generation and if so, how?
Do you have a sense that different sizes and industries approach generational recruitment marketing well differently?
We are the first true digital natives. I can almost simultaneously create a document, edit it, post a photo on Instagram and talk on the phone, all from the user-friendly interface of my iPhone.
BA-BYE