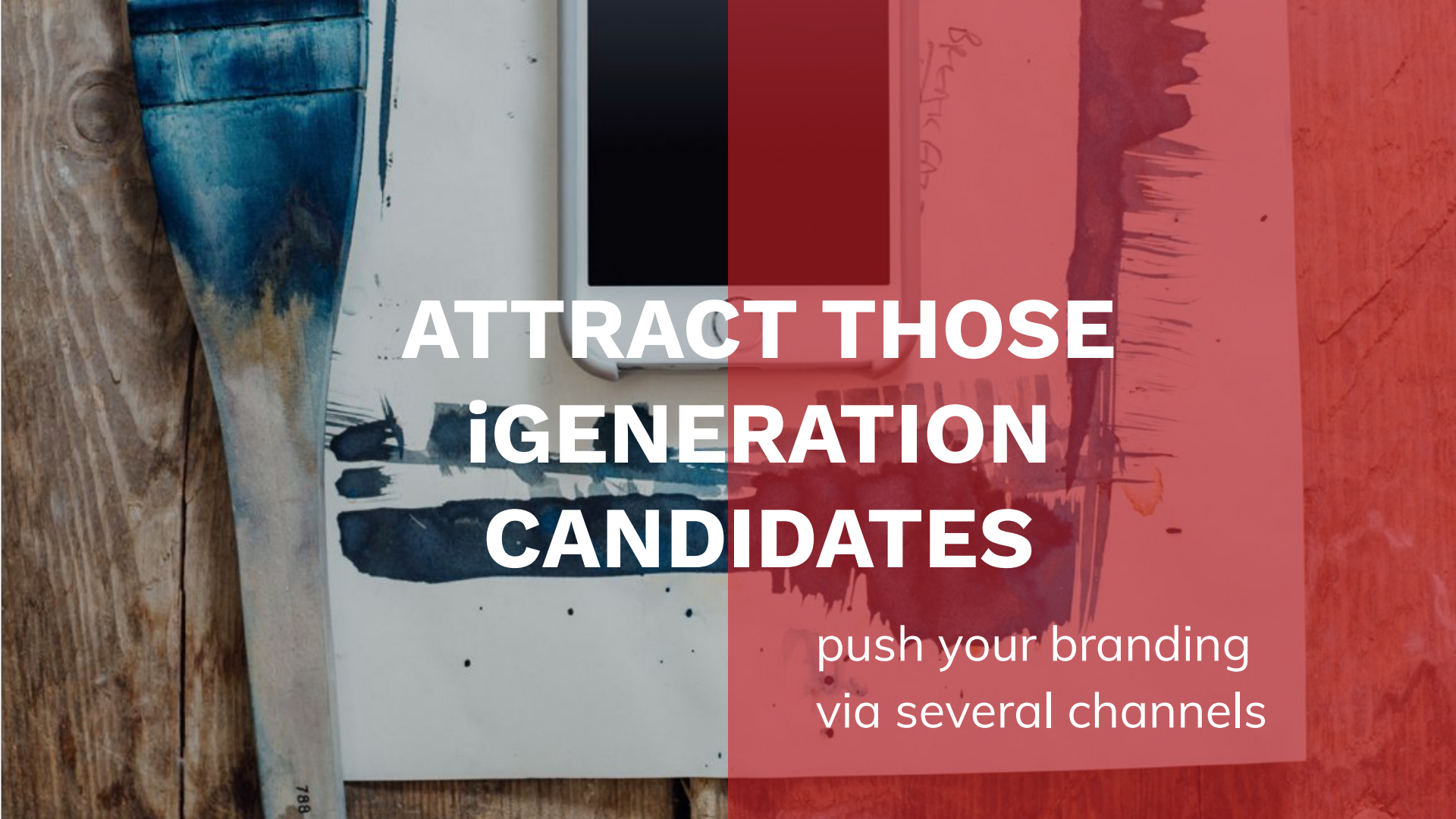
GEN Z
the digital natives


ATTRACT THOSE
iGENERATION
CANDIDATES
push 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:

#GenZcareerfears
33% are scared they won’t find a job that matches their personality

#GenZcareerfears

65% are pretty optimistic about the future.

#GenZcareerfears

60% welcome information about how companies offer education

#GenZcareerfears

38% say college is doing a good job prepping them.

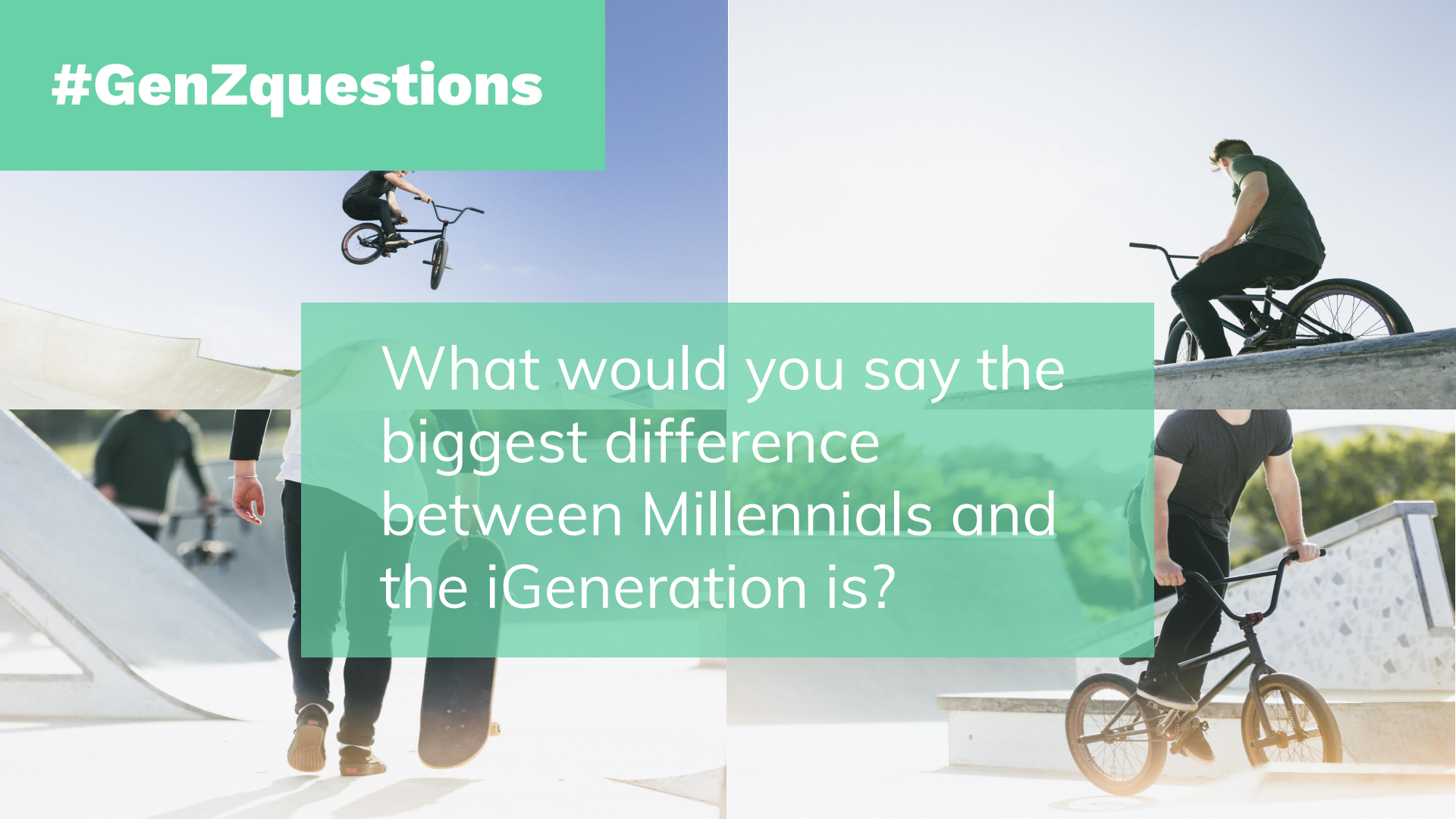
#GenZcareerfears

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?

#GenZquestions



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?

#GenZquestions

Rosso

Do you feel the definition of social is changing to accommodate this new generation and if so, how?
#GenZquestions

#GenZquestions
Do you have a sense that different sizes and industries approach generational recruitment marketing well differently?

PENTAX

“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