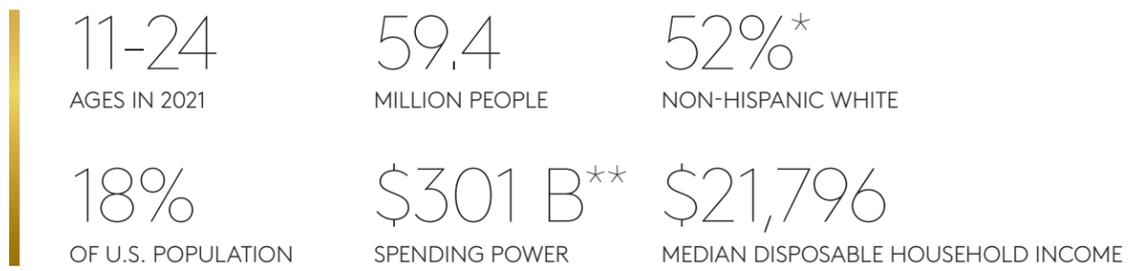




Generation Z

Gen Z are coming of age in a volatile, uncertain, and fractured world, and they are putting their mark on the youth lifestage in decidedly different ways than Millennials. Raised mainly by Gen X parents with a focus on resilience, realism, and a bias toward action, Gen Z aspire to become change agents as they grapple at an early age with weighty social, cultural, and environmental issues.

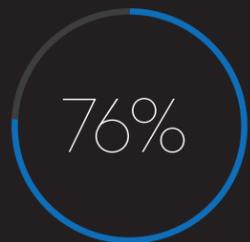


Core Values



Openness

"The world awaits"

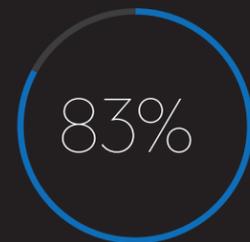


Agree:
I am always looking for different cultural experiences and influences that will broaden my horizons



Resilience

"Dare to fail greatly"

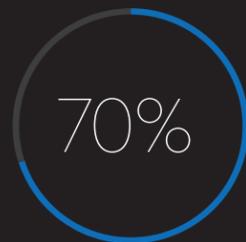


Agree:
It is important for me to try things I have never done before, even if it may not lead to a successful outcome



Realism

"Life is hard"

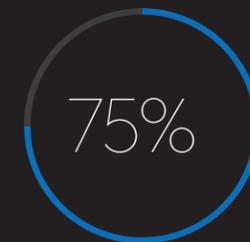


Agree:
These days, people always have to be thinking of ways to beat the system in order to make things work out the way they want them to



Responsibility

"Be the change"

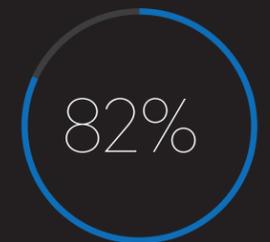


Agree:
It is important to me that the companies I buy from are clear about what values they stand for (highest of any generation)



Inclusivity

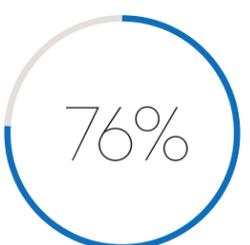
"Count us in"



Agree:
My life has been made better by the things I've learned from people whose race or ethnicity differs from my own

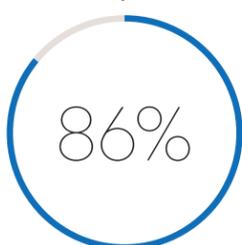
Priorities

The progress imperative: making change happen now



Agree:
Being seen as someone who stands up for they believe in is important in my personal life

Balancing maturity with youth: finding ways to decompress and have fun



Agree:
Kids need to relax and take it easy as much as adults do

How to Connect

- 1 Join their team, let them lead
- 2 Match their passion
- 3 Release the pressure valve
- 4 Reflect reality