

# READY OR NOT HERE COMES GEN Z



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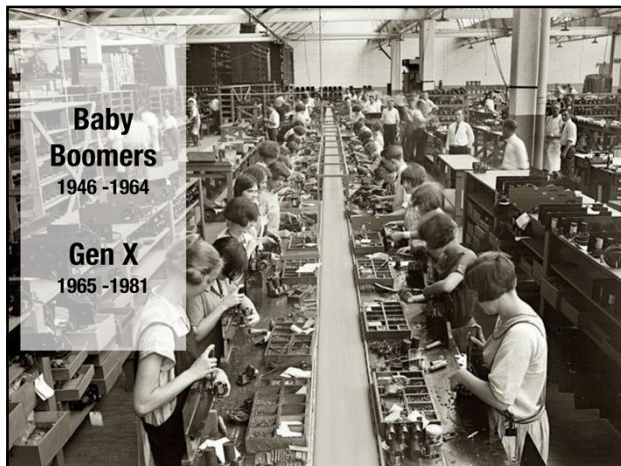
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<p><b>Industrial</b> Boomers and Xers Hierarchy Profits Experience Reliable Manage Maintain Work Past</p>	<p><b>Talent</b> Millennials and Gen Z Collaboration People Innovation Adaptable Lead Disrupt Purpose Future</p>
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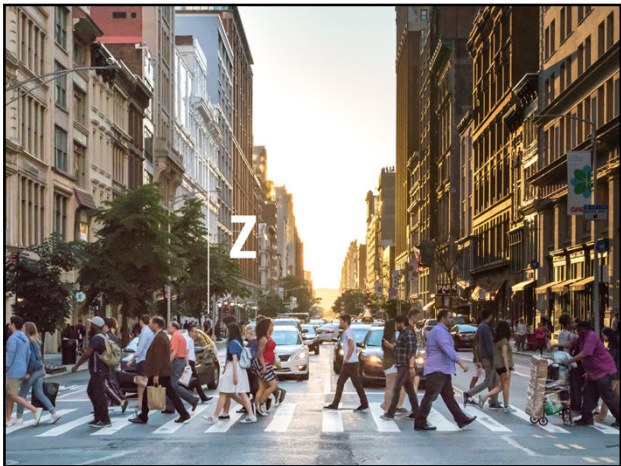
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A collage of images related to Gen Z. On the left is a portrait of Josh Miller, Director of Gen Z Studies. In the center is a red graphic with a large white 'Z' and the text 'READY OR NOT HERE COMES'. Below that is a graphic for 'TEACHING GEN Z' with a young girl's face. On the right is a portrait of Sarah Sladek, CEO. At the bottom left is the 'THE GEN Z PODCAST' logo, and at the bottom right is the 'XyZ' logo.

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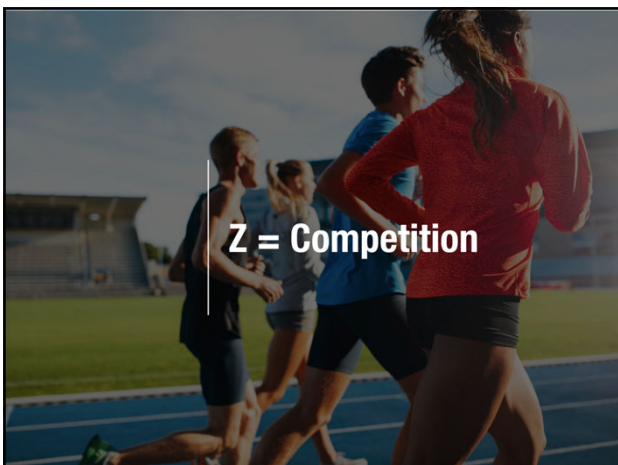
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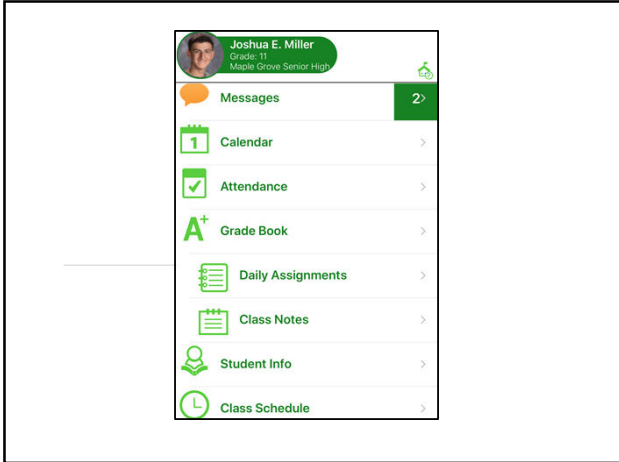
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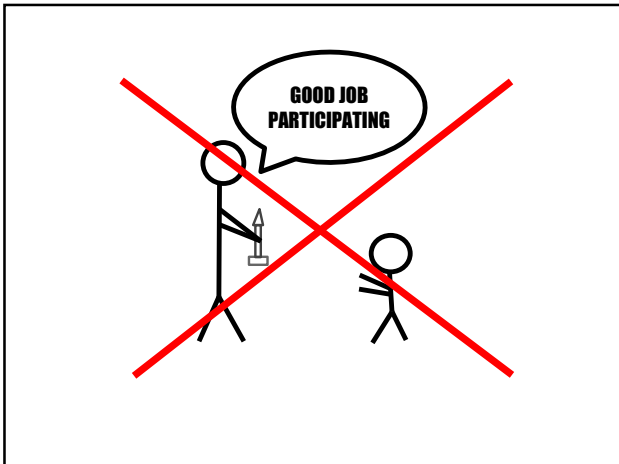
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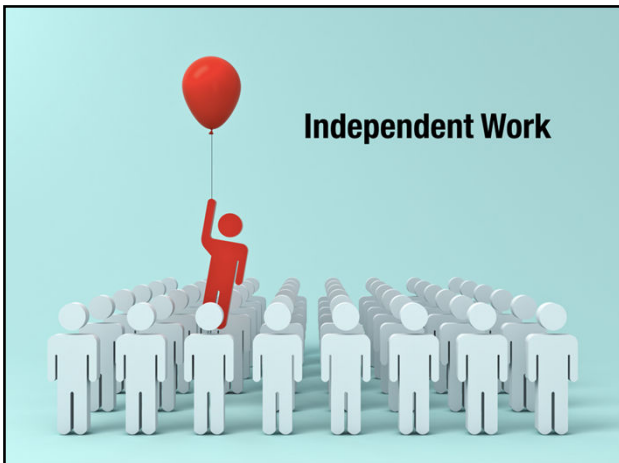
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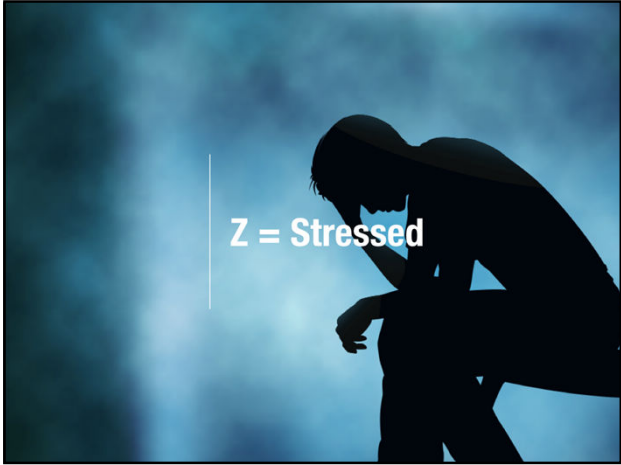
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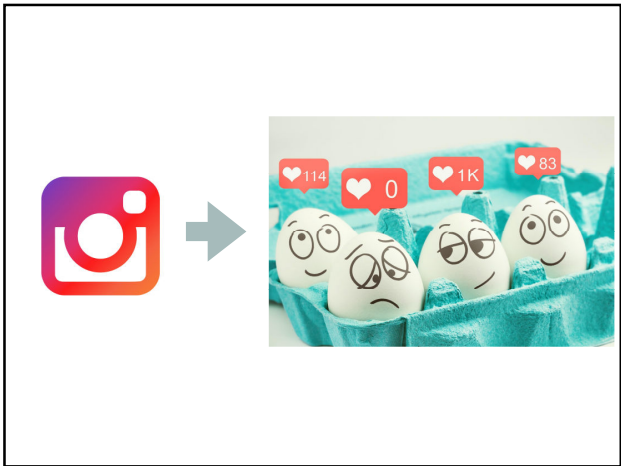
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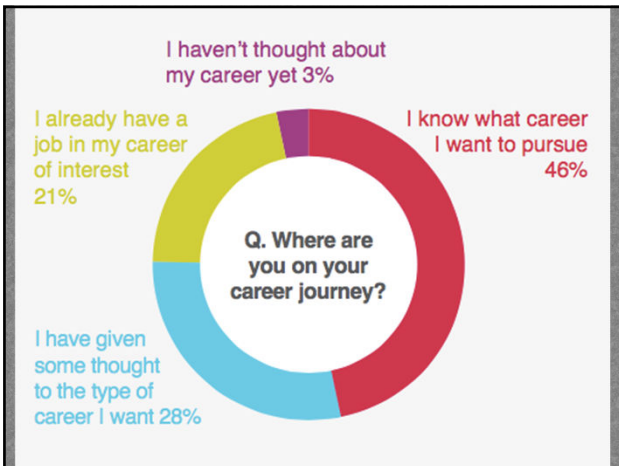
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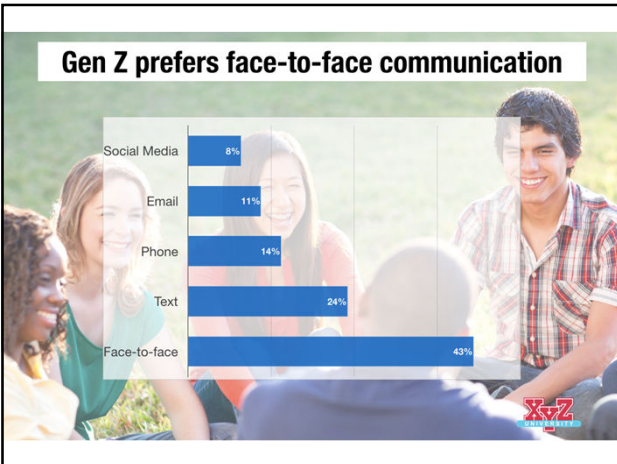
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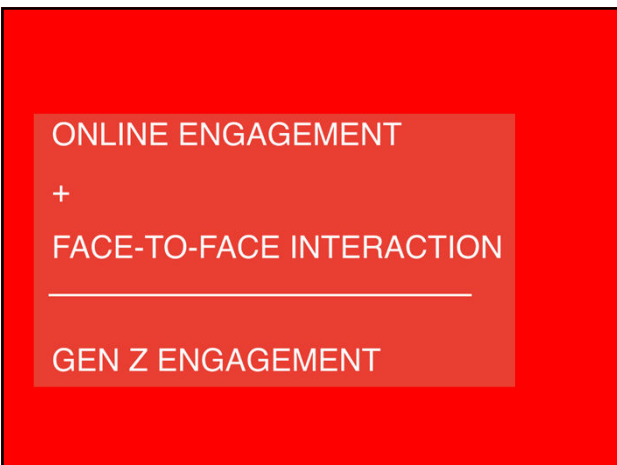
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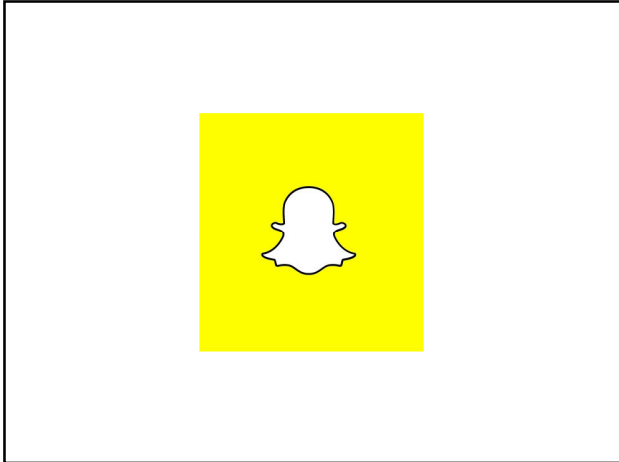
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Snapchat content is **temporary**, so Gen Z doesn't look at it as a place to document and publicize the highlights of their life. Rather, it provides more of an authentic view of a person or brand.

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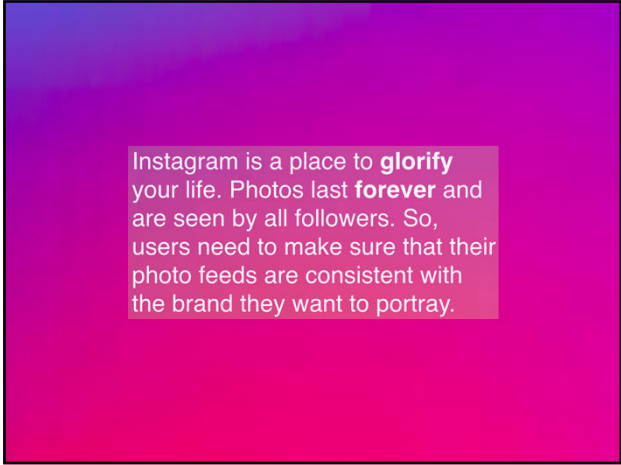
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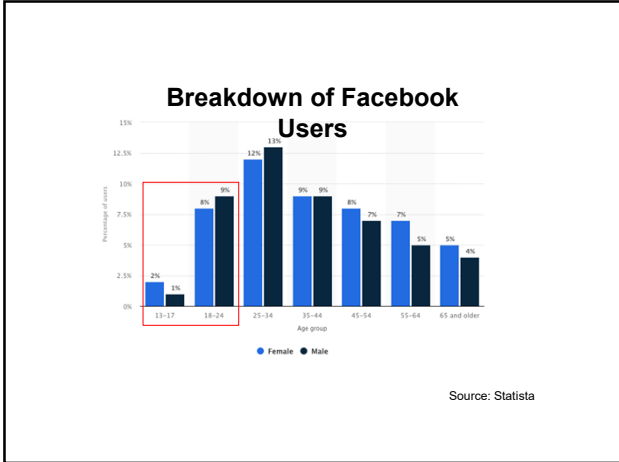
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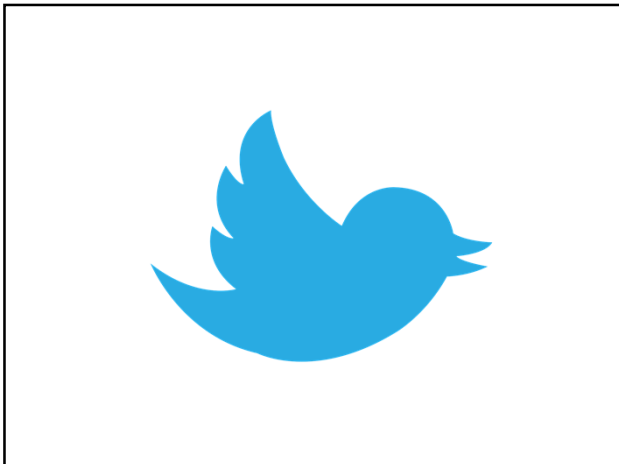
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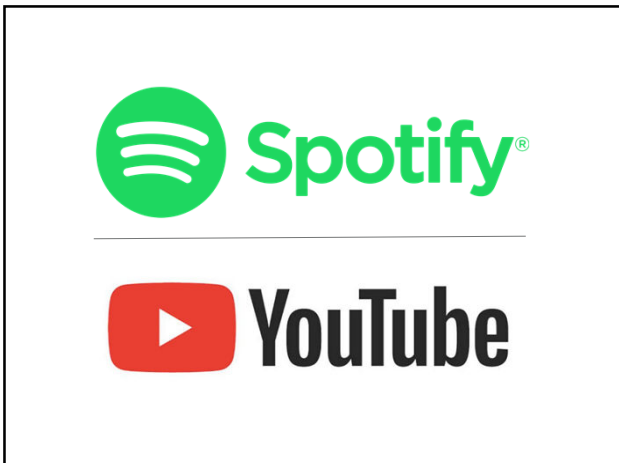
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**77%** of 14 to 21 year olds earning their own money

**70%** self-employed

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# #INTRAPRENEURSHIP

**IDEA FAIR**  
A less formal version of a proposal or business plan, where a concept or design is pitched alongside other ideas.

**HACKATHON**  
A rapid design, one-off event often associated with solving a problem.

**SANDBOX FUND**  
An account where companies can allocate money to employees to buy time from other work or hire partners to help build a prototype or business plan.

**INNOVATION TIME**  
Like Google's "20% time," this offers employees the option to spend some of their time on side projects of their choosing.

Source: MIT Sloan

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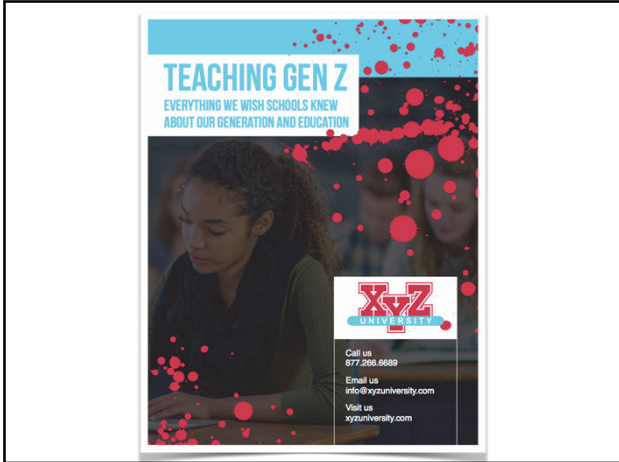
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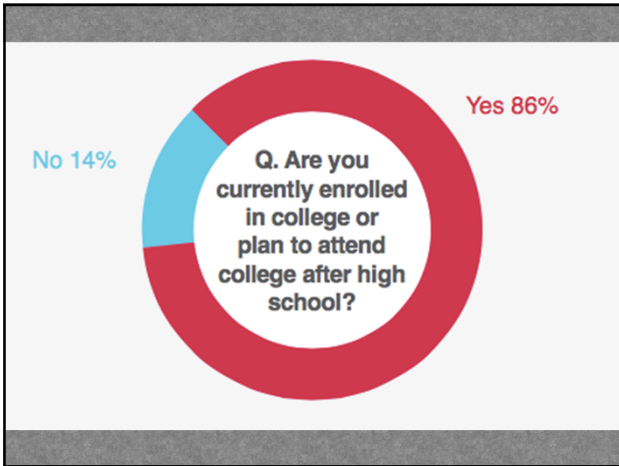
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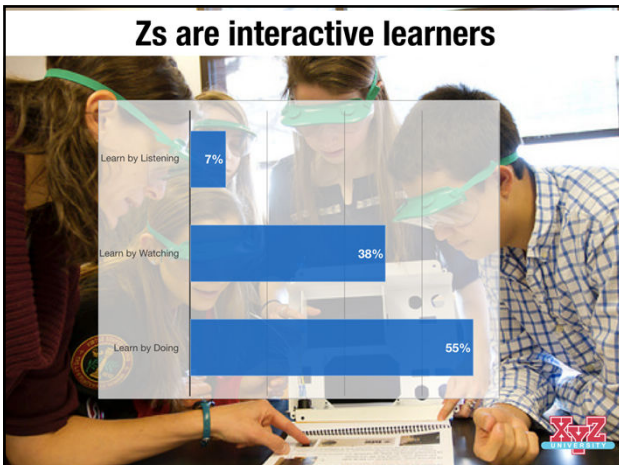
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**GEN Z** = **Disruptive**  
**Competitive**  
**Future-Focused**  
**Creative**  
**Connected**  
**Aware**  
**Diverse**

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**36%**  
OF THE GLOBAL WORKFORCE  
**WILL BE MADE UP BY**  
**GEN Z IN 2020**

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**THIS IS Z**

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# READY OR NOT HERE COMES GEN Z



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