

GEN Z

Qualitative Approaches

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GAME CHANGERS



GEN Z TODAY

Gen Z are the Kids of Gen X – And that Makes them Unique



Gen X were the first latch-key kids

They figured things out and learned to survive and adapt, often at a young age.

This can-do spirit now **empowers** Gen Z to believe they can do whatever they want to achieve. And many are cheered on for their individuality rather than **enabled**, judged or evaluated towards an ideal.



Gen Z is ready to run the world

They don't need the positive reinforcement that is required by many in the Gen Y cohort. They are already teaching, leading and inspiring despite their angst and conflict-ridden youth. From Greta Thurnberg to Naomi Osaka to Simone Biles, they play by their own rules.





Gen Z demands diversity, authenticity, a desire to do the right thing and a recognition that our world is now in their hands.

Gen Z is the Pandemic Generation

It shapes how they see the world.
And how they react to it.

The COVID-19 pandemic is a
generation-shaping event.

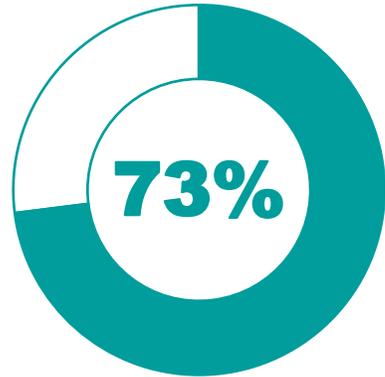
From school shutdowns and
quarantines to soaring mental
health diagnoses and high
unemployment rates, Gen Z is
coming of age in dramatic
socioeconomic tumult.



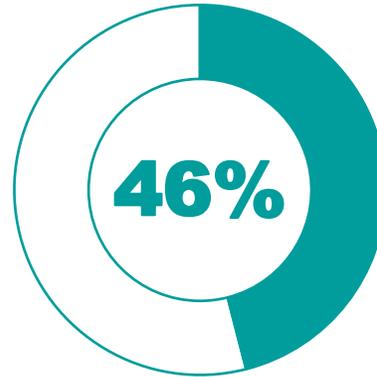
Scarred by 2020, Gen Z Looks to a COVID-free Future



But Moving Beyond COVID is Not so Easy



Of parents say COVID had a negative impact on their teen's ability to interact with friends



Noticed a new or worsening mental health condition, higher among girls

C.S. Mott Children's Hospital National Poll on Children's Health 2021, conducted by Ipsos



Gen Z are significantly more likely to be **languishing** than Gen X and Boomers who are **flourishing** post-COVID.



*Despite things getting better in terms of COVID, kids have dealt with chronic stress for the past year that has interrupted their development. Now kids are being asked to be starting back into life again, **they don't have the resources to do that, they're burnt out and they feel so behind they don't know how to catch up***

— Jenna Glover
Pediatric Mental Health
Institute, as featured on
Colorado Public Radio

Bring to Life **Gen Z**



FRIENDSHIP
PANELS



MOBILE
IMMERSIONS



BLOG/ VLOG



ONLINE
COMMUNITIES



F2F IMMERSIONS &
EXPERIENCES



CURATED TREND
ANALYSIS

We offer a range of approaches for Gen Z learning needs

THANK YOU.

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