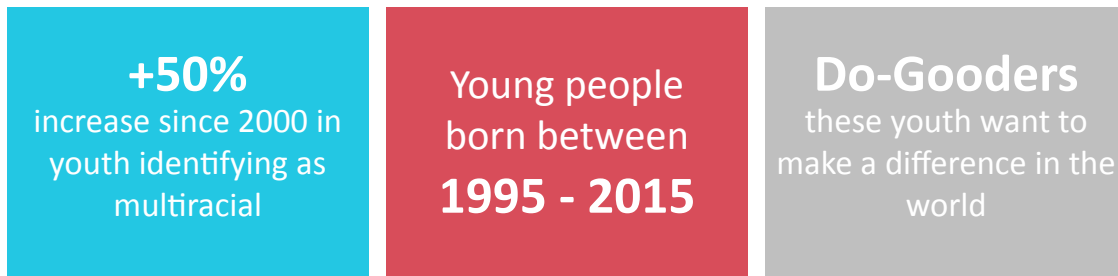


#Guide2GenZ:

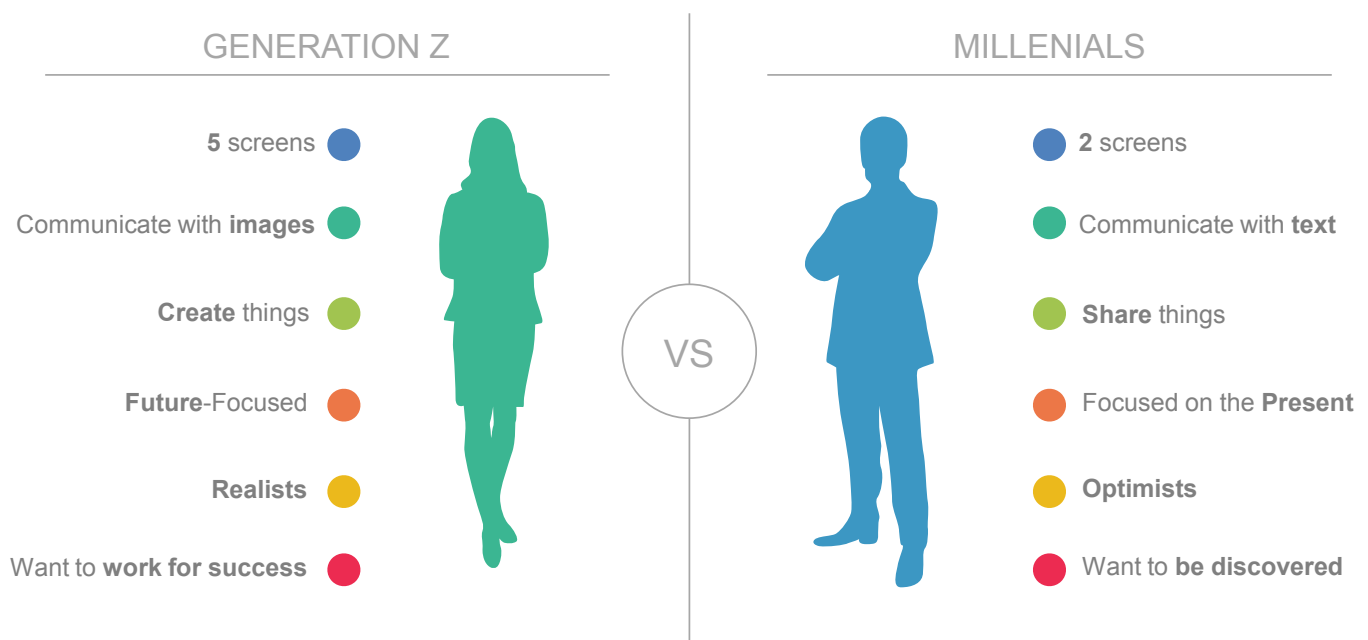
Your Guide to the Youth you Serve

Today's young people, **Generation Z**, are different than any other generation. These 9 - 21 year olds are just starting to define themselves. It's the most diverse generation the world has ever seen; comfortable within the global context and the challenges of working across boundaries. They are "digital natives" who have grown up deeply immersed in the web of technology and inter-connectivity. Research has shown that not only do their brains look different than ours, but they function differently too.

Characteristics of Generation Z



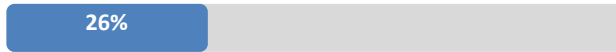
Don't mistake these young people for Millennials.
Here's how they are different:



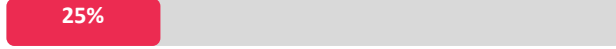
For more information on the youth you serve, contact Kyle R. Hawkey at Kyle@keynote.solutions or on twitter [@kylehawkey](https://twitter.com/kylehawkey).

More than a quarter of the US population belongs to **Generation Z**

Gen Z (19 & Under)



Millenials (20-37)



Gen X (38-49)



Baby Boomers (50-68)



The "Silent" Generation (69+)



30% watch lessons online.



20% read textbooks on tablets.



30% work with classmates online.



50% use YouTube/Social Media for research assignments.

How do we as professionals **#EngageGenZ?**

Communicate

Communication with Generation Z should be visual and aimed towards diverse audiences.

Keep it Short

Keep communication/content short. Think "stackable content".

Feed Curiosity

Empower Generation Z by providing them control over choices of preference and settings.



Connect

Connection Generation Z to technology of various types.

Inspire

Generation Z needs to be inspired; reacting best when given social causes to rally behind.

Educate

Generation Z wants to build their expertise.