

# Think Outside the Box CYFAR: *A Guide to the Youth You Serve*



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**How Gen Z are you?**



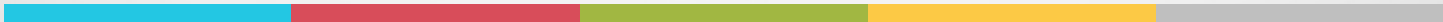
You have *waited in line*  
*for cupcakes.*




You have **taken a selfie,**  
**while waiting in line for**  
**cupcakes**

A decorative horizontal bar at the bottom of the slide, consisting of five colored rectangular segments: cyan, red, green, yellow, and grey.

You can **text while**  
**doing yoga.**



You have **instagrammed**  
**your text messages.**

A decorative horizontal bar at the bottom of the slide, composed of five colored rectangular segments: cyan, red, green, yellow, and grey.

You are **live tweeting**  
**this session.**

If so, use **#Guide2GenZ** and **@kylehawkey**.





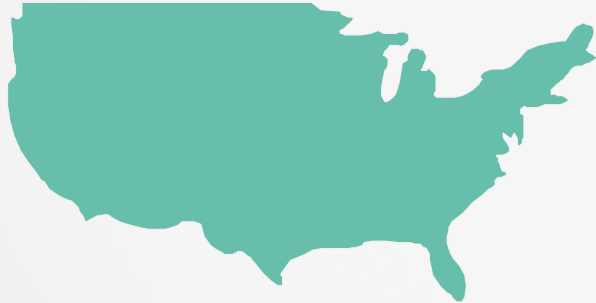
You don't know what  
gluten is, but it is  
definitely bad!

# Let's Learn About Gen Z!



# MORE THAN A QUARTER

OF THE US POPULATION BELONGS TO GENERATION Z



Gen Z (21 & Under)

26%

Millennials (22-37)

25%

Gen X (38-49)

15%

Baby Boomers (50-68)

24%

The "Silent" Generation (69+)

10%

# DON'T MISTAKE THEM FOR MILLENNIALS

## GENERATION Z

5 screens



Communicate with **images**



**Create** things



**Future**-Focused



**Realists**



Want to **work for success**



VS

## MILLENNIALS

2 screens



Communicate with **text**



**Share** things



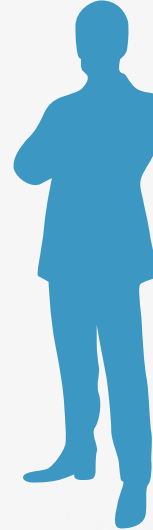
Focused on the **Present**

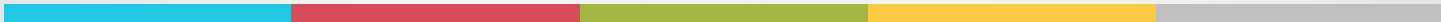
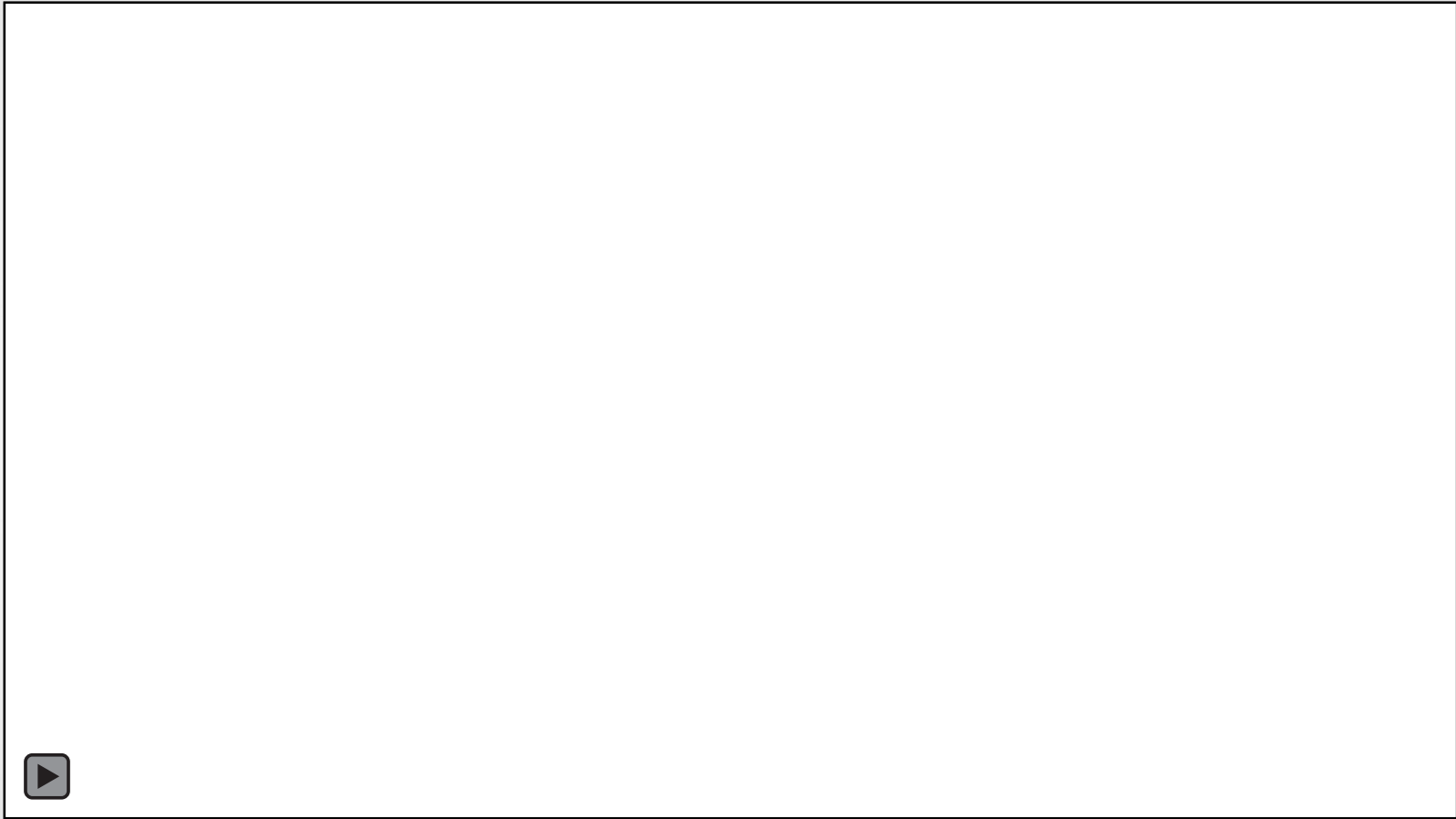


**Optimists**



Want to **be discovered**







## ADEPT RESEARCHERS

GEN Z KNOWS HOW TO SELF-  
EDUCATE AND FIND  
INFORMATION



30% watch lessons online.



20% read textbooks on tablets.



30% work with classmates online.



50% use YouTube/Social Media for  
research assignments.

**They are less narcissistic than Millennials**, who often referred to as the “selfie” generation. A survey of 11,000 Gen Z-ers, found 69% would rather be smarter than better looking.



**They are frugal.** Growing up during a recession, they would rather save money than spend it.





**They are more conservative than previous generations.** Studies show that they drink less and smoke less pot than previous generations.



**They want to change the world for the better.**

More than 60% want to impact the world through their job, compared with 39% of Millennials. A quarter of Gen Z-ers in America are already volunteering.



**They are digitally super-connected.** Gen Z-ers multitask across at least five screens every day. They spend 41% of their time outside of school with digital devices.



**They are driven and entrepreneurial.** Among high school students, 72% want to start a business and 61% would rather be an entrepreneur than an employee.



**They communicate with speed.** Technology has made it so they can communicate rapidly, but that often comes at the expense of clarity.



**They seek quality.** The products themselves are more important to Generation Z than the brands that produce them, and they will change brands easily in search of higher quality.





**TIME**  
is more  
valuable

**EXPECTATIONS**  
of convenience  
matter

The  
demand for  
**MEANING**  
intensifies





Hunger for  
**OPTIONS**  
grows

The sense of  
**ENTITLEMENT**  
increases

Need for  
**SPEED &  
SPACE**  
goes up





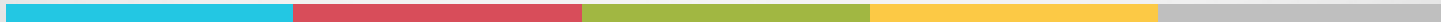
# Seven Distinguishing Traits of Generation Z

[#GenZtraits](#)





**Special**





**Protected**





**Optimistic**



A young girl with dark hair and striking blue eyes is the central focus, looking directly at the camera with a slight smile. She is wearing a white sleeveless top. In the background, another child in a yellow shirt is visible, holding a pencil and looking down at a piece of paper on a desk. The setting appears to be a classroom or a play area with colorful elements. A semi-transparent white box is overlaid on the image, containing the text "Social Advocates" in a bold, red, sans-serif font.

# Social Advocates

A close-up portrait of a young man with a thoughtful expression, looking slightly to the right. The image is overlaid with a semi-transparent white box containing the word "Inclusive" in a bold, red, sans-serif font. The background is a soft, out-of-focus light color. At the bottom of the image, there is a horizontal bar with five colored segments: cyan, red, green, yellow, and grey.

**Inclusive**



**Accomplished**



A young girl with dark hair is smiling and leaning against a textured wall. She is wearing a green sleeveless top with a decorative neckline. A semi-transparent white box is overlaid on the image, containing the word "Pressured" in a bold, red, sans-serif font. The background is slightly blurred, showing other people in a public setting.

**Pressured**



# Engaging & Connecting with Generation Z

**#EngageGenZ**



# How should we connect with Generation Z?

## Communicate

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

## Short

Keep communication/content short. Think “stackable content”.

## Feed Curiosity

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



## Connect

Connect 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.

# Research-Based Methods

Gen Z prefer a **variety of active learning methods.**

Many of the components of their ideal learning environment – **less lecture, use of multimedia, collaborating with peers** – are some of the same techniques research has shown to be effective.



# Relevance

Our role shifting from disseminating information to **helping apply the information.**

One of the greatest challenges for us is to connect content to the current culture and **make learning outcomes and activities relevant.**



# Rational

Gen Z was raised in a non-authoritarian manner and will comply with rules and policies when we **provide them with a rationale.**



# Relaxed

Gen Z prefers a **less formal learning environment**

Gen Z want to be able to **informally interact** with adults and other youth.



# Rapport

Gen Z is **extremely relational**.

They are used to having the adults in their lives **show great interest in them**.

They are more willing to pursue learning outcomes when we **connect with them on a personal level**.



# Thank you!



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